



**Lily Pearl Designs**  
**P.O. Box 5379**  
**Encinitas, CA 92023**  
**(760) 522-2133**  
**[www.lilypearldesigns.com](http://www.lilypearldesigns.com)**

## **The Company**

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In 2004, Lily Pearl Designs was established by owner and chief designer Gretchen Fleet. The company offers a unique, handmade collection of necklaces, bracelets and earrings for discriminating clients who expect quality craftsmanship and sophisticated designs.

Motivated by shapes, colors and events, the Lily Pearl collection is inspired by life. Designs are triggered by various occurrences which are expressed in every day life to consummate a unique piece of art. Precious and semi-precious gemstones, metals such as sterling silver, fine silver and gold-filled, and quality materials such as vermeil hardware, fine silk threads and wires are used to create each piece. From ethnically-inspired bold pieces to delicate feminine creations, each piece is expressive and accentuates the energy and beauty of life.

In the fall of 2008, Lily Pearl will introduce a new collection of necklaces, bracelets and rings. The collection will be made from pure silver which is made of 99.9% silver. In its raw essence, it is volatile to elements. As a finished kiln-fired piece, it can withstand the test of time due to its purity. The new collection will be co-designed by San Diego-based Stephanie Lovi of Lovi Love Designs.

Lily Pearl Designs pieces are available online and carried in several boutiques, studios and art galleries throughout San Diego.

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## **About the Owner**

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*Gretchen Fleet*  
*Owner & Chief Designer*  
*Lily Pearl Designs*

Ms. Gretchen Fleet established Lily Pearl Designs in 2004 and is currently owner and chief designer of several collections of handcrafted jewelry for both women and men.

Engaged in the creative arts for over twenty years, Gretchen began expressing her creative energy at Shafter High School in southern California. Through theater and other outgoing activities, she developed her sense of self, culminating in the recognition of California Junior Miss in 1998.

In 1991, Gretchen moved to San Diego where she continued to capitalize on her creativity and ease for self-expression at the University of California, San Diego. Taking communication classes by day, Gretchen channeled her creativity at night and weekends by designing jewelry, while taking on part-time jobs in the retail industry. Her passion and talent was soon recognized by fellow students, confirming her interest to continue evolving her creative skills. Gretchen graduated from UCSD with a Bachelor of Arts in Communications.

In 1994, her creative drive flourished through experience gained in San Diego's fashion retail industry. Accentuating the essence of a person with accessories and clothing furthered Gretchen's desire to design jewelry that connects with the energy and beauty of life.

In 2004, Gretchen established Lily Pearl Designs which specializes in unique handcrafted necklaces, bracelets and earrings for both women and men. Each piece offers an expressive view of life. Using a variety of metals, gemstones and materials, Gretchen incorporates the diversity found in each day to create jewelry that captures the complexities, and sometimes similarities, of today's world.

Gretchen resides in southern California with her husband and daughter.

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Lovi Love Designs



Lily Pearl Designs

## Fact Sheet

### *Signature Collection*

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Co-designed by two San Diego-based jewelry designers, the Signature Collection consists of handcrafted necklaces, bracelets and rings inspired by nature and life itself.

Launch Date: Fall 2008

Co-Designers: Stephanie Lovi, Owner, Lovi Love Designs (San Diego)  
Gretchen Fleet, Owner, Lily Pearl Designs (San Diego)

Description: A distinct and bold collection of artistic jewelry which has been inspired by the beauty of life and women around the world

Key Facts: Made from pure silver (99.9%) clay

The clay is volatile to environmental elements if left in its raw state

The value of time is critical to each designer as the clay must be kneaded, rolled, cut and impressions made within a short duration

Necklaces, bracelets and rings are then adorned with man-made and precious gemstones

Each piece is kiln-fired to set the design and bind the molecules

After firing, the designers use specific tools to apply their artistry and enhance the finishes, depth and sheen of each piece

Cost Range: \$150-400

Availability: The Signature Collection will be available this fall at [www.lovilove.com](http://www.lovilove.com) and [www.lilypearl.com](http://www.lilypearl.com) and through several boutiques in San Diego including Villa Moda and The Rare Earth



