



About Us

Based in San Diego, Lovi Love Designs was established in 2003 by owner and designer Stephanie Lovi who specializes in personally crafting unique necklaces, bracelets and earrings. Each piece utilizes a combination of pearls, precious and man-made gemstones and natural stones such as turquoise, abalone, quartz, jade, baroque pearls, amethyst and countless other gem stones as well as antique pendants, charms and unique clasps. The collections are made with sterling silver, gold compounds, copper and gunmetal.

Prior to starting Lovi Love Designs, Stephanie spent 15 years in the retail environment where accessories grew to be as important to the 'perfect outfit' as the clothes themselves. In November of 2002, she and three other jewelry designers held their first jewelry show where over 50 customers enjoyed the social atmosphere of jewelry shopping in a finely decorated home.

Today, Lovi Love Designs enjoys a growing list of over 300 loyal customers and several boutique and studios around San Diego who now carry the Lovi Love collection. In the fall of 2008, Lovi Love Designs will be launching a new line of necklaces and bracelets made from pure silver and adored with precious and man-made gemstones. The collection will be co-designed by Gretchen Fleet of Lily Pearl Designs.

Lovi Love Designs has been featured on numerous occasions on network television and highlighted in the nationally-recognized fashion magazines including *Elle* and *Harper's Bazaar*. For more information, visit www.lovilove.com.

###



Biography

Ms. Stephanie Lovi
Owner and Designer
Lovi Love Designs

In the spring of 2003, Ms. Stephanie Lovi created Lovi Love Designs, a San Diego-based company specializing in unique, handcrafted necklaces, bracelets and earrings.

Prior to starting Lovi Love Designs, Stephanie spent 15 years in the retail industry. This experience led her to realize that accessories can be as important to “the outfit” as the clothes themselves. Designing jewelry to complement today’s fashion and to create the perfect outfit, was an idea that took root early in Stephanie’s career though was not realized under 2000, a difficult time in her life as she was diagnosed with breast cancer.

After several months of chemotherapy and many idle weeks recovering from several operations, Stephanie gravitated toward her rooted interest in jewelry making. Busying her mind and hands with the rather stationary task of making stretchy bracelets, the latest accessory fad in the retail industry, Stephanie’s jewelry-making career had begun.

With a desire to create her own style, Stephanie began taking classes and improving her natural talent to design and create necklaces and bracelets. In November of 2002, Stephanie and several other designers held their first trunk show where over fifty guests were invited to see, touch and wear hand-made creations. The attendance and positive response to her collection confirmed her desire and passion to continue making jewelry. And in 2003, Lovi Love Designs was born.

Today, Stephanie continues to advance her skills and techniques while being inspired by the beauty of life and the images that surround her. Using metals such as sterling silver, various gold compounds, copper and gunmetal, one-of-a-kind or a limited edition pieces are personally crafted by Stephanie. She uses pearls, semi-precious and natural gemstones such as turquoise, abalone, quartz, jade, baroque pearls, amethyst, chalcedony and others. In addition, Stephanie uses dramatic pendants, charms, and unique clasps to add depth and interest to each piece. Occasionally, Stephanie applies her ideas and designs to antique pieces she finds on her travels.

Stephanie’s collections have been recognized throughout San Diego and are carried in several studios and boutiques. Her designs were featured in several fashion publications including *Elle*, *Harper’s Bazaar*, *Men’s Fitness* and others.

Stephanie was born and raised in beautiful Spokane, Washington and now resides in San Diego, California with her husband and their two cats Max and Emma.

###



Lovi Love Designs



Lily Pearl Designs

Fact Sheet

Signature Collection

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 and www.lilypearldesigns.com and through several boutiques in San Diego including Villa Moda and The Rare Earth







Press Release

Contact: Cyndi Wegerbauer
(858) 442-9247
www.lovilove.com

KGTV San Diego hosts Lovi Love Designs on Morning Show

- Owner Stephanie Lovi shares her inspiration and talent with San Diego -

San Diego, Calif., 6 August 2007 – Lovi Love Design (LLD) owner Stephanie Lovi was invited to share her inspiration and collection of handcrafted jewelry with reporter Nina Jimenez during the weekend morning edition on KGTV San Diego. Noting an unlikely inspiration – breast cancer – Ms. Lovi shared her plight with chemotherapy as a chance to “explore her creative side”. From sterling silver wire-wrapped bracelets to necklaces embodied with tiger’s eye, quartz and turquoise, the LLD Collection evolves with the world of fashion, lending itself as the perfect accessory to complete any outfit.

The entire collection will be showcased today at Under the Sun in South Park from 10-4 pm. In addition, customers can visit lovilove.com for stocked and sale items.

About the company.

Established in 2003, Lovi Love Designs is owned and operated by designer Stephanie Lovi. The company offers a vast collection of wire-wrapped sterling silver and gold jewelry for women and men. Each piece is handcrafted and designed using a variety materials including pearls, semi-precious and natural stones such as turquoise, abalone, quartz, jade, baroque pearls, amethyst and chalcedony. Original designs also encompass the use of vintage buttons, charms and distinctive clasps.

The Lovi Love Design collection is sold at lovilove.com and can also be found at numerous resellers throughout Southern California.

#



Press Release

Contact: Cyndi Wegerbauer
(858) 442-9247
www.lovilove.com

New Collection of Jewelry Launched for Men

- *Lovi Love Designs adds Lovi 4 Men to its portfolio of handcrafted jewelry* -

San Diego, Calif., 1 August 2007 -- Lovi Love Designs unveiled *Lovi 4 Men*, its newest collection of jewelry designed specifically for men. The Lovi 4 Men collection comprises of necklaces, bracelets and wallet chains made of both heavy gauge, sterling silver chains and rubber wrapped cords. All pieces are handcrafted and accentuated with masculine toggles, locks and pendants to complement today's fashion apparel.

A signature piece of the collection which sported a chunky, sterling silver toggle necklace with a lock surrounded by skulls was showcased in *Men's Fitness* magazine in April and again this month. All pieces can be purchased online at lovilove.com.

About the company.

Established in 2003, Lovi Love Designs is owned and operated by designer Stephanie Lovi. In addition to Lovi 4 Men, the company offers a vast collection of wire-wrapped sterling silver and gold jewelry for women. Each piece is handcrafted and designed using a variety materials including pearls, semi-precious and natural stones such as turquoise, abalone, quartz, jade, baroque pearls, amethyst and chalcedony. Original designs also encompass the use of vintage buttons, charms and distinctive clasps.

The Lovi Love Design collection is sold at lovilove.com and can also be found at numerous resellers throughout Southern California.

#