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JEWELRY DESIGNER PAULA JEROME TO DEBUT “NEW YORK CITY CHARMS” COLLECTION AT NICHE:THE SHOW JUNE 1st -3rd IN LAS VEGAS IN BOOTH #610

Atlantic City, NJ, June 1, 2012... Paula Jerome Designs will reveal its “New York City Charms” at [Niche:The Show](#) in Booth 610 on June 1-3, 2012 in the Planet Hollywood Celebrity Ballroom in Las Vegas. Ms. Jerome was a hit at last year’s show when she garnered national attention for her environmentally friendly pieces that imbue strength and sensitivity into the lives of the women and men who wear them. She was the talk of the town in Hollywood after the cast and producers of HBO’s *Boardwalk Empire* were smartly clad in her elegant **Atlantic City Charms** collection at the 2011 Emmy® Awards. With significant meaning in each of her works, Ms. Jerome is thrilled to bring her new collection to Las Vegas this June. **Her new e-commerce website launches today, May 25th.** Visit www.paulajerome.com.



Paula Jerome Designs reflects character and symbolism behind each necklace, earring, bracelet, pin and charm. In the **New York City Charms Collection**, each piece represents an iconic landmark of New York City including Lady Liberty, a Checker cab, an apple and a subway token. And they are eco-friendly.

Capturing the vibrant and magical spirit of the city, the **New York City Charms** are designed using 100% recycled sterling silver, 14k gold, pearls and diamonds. Inspired by the artist's connection with nature, Ms. Jerome's contemporary pieces are produced using methods that protect our environment. [Paula Jerome Designs](#) uses the "lost wax casting method" with water placed into containers and dried by the sun instead of being poured into the ground. Each purchase of a **New York City Charm** includes a **Romance Card** that provides historical information about the pieces.



Fashion Icon



Checker Cab



Subway Token



NYC Apple

[Paula Jerome Designs](#) has received acclaim for its five other collections as well.

The **Gratitude Collection** showcases Ms. Jerome's signature *Tree of Life* design.



Boldly beautiful, the **Snowflake Collection** features intricate pieces that boast unique three-sided designs with a clean finish. Employing the ancient heraldic symbol for happiness, the **Leaf Collection** embodies constant renewal and inspires change for those who wear it. Ms. Jerome's **Men's Collection** of fine cufflinks and lapel pins offers exceptional quality and design. The simple, yet elegant **Geometric Collection** includes classic pieces with an edgy twist that transfer effortlessly from day to evening wear.



Paula Jerome's contemporary jewelry embodies understated elegance and timeless style.

To learn more about the designer, www.paulajerome.com or visit [Niche:The Show](#) in Booth 610 on June 1-3, 2012 in the Planet Hollywood Celebrity Ballroom in Las Vegas, NV.

Media Inquiries: For additional information, high res images or to schedule an interview with Paula Jerome, please contact [Amy Levy Public Relations](#) at 310-444-5250.