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FOR IMMEDIATE RELEASE

**AUSTIN SHINES EVENT BRINGS INDUSTRY STYLE AND DESIGN VETERANS TOGETHER WITH
ASPIRING NEWCOMERS, SHINING SPOTLIGHT ON JEWELRY DESIGN**

Design Seminars Followed By Evening Party Showcasing Promising Design Talent From
Southwest Texas and Beyond

AUSTIN, TEXAS (March 14, 2010) - The capital city will be gleaming this spring with its first annual Austin Shines event on April 30, 2010. Austin Shines, hosted by 2nd Street District jewelry boutique Eliza Page and media partner Launch 787, will give aspiring jewelry designers a chance to learn about the industry and showcase their design talent. The event will begin with a series of daytime seminars, with a keynote address by Austin's own design celebrity, Kendra Scott. The event will end with a cocktail reception for the design winners at the Eliza Page store in the 2nd Street District on Friday, April 30. For event details visit www.austinshines.com.

Former advertising executive Elizabeth Serrato has seamlessly blended her lifelong love of jewelry wearing and making to create a unique and compelling retail destination at Eliza Page. Style-seeking Austinites have been flocking to her store for years. "I've been in a unique position to discover many new designers before they became established," says Serrato. "I followed my instincts and supported many unknown names, and in some cases helped them find a national audience for their work." The success of Serrato's store is clear evidence of her savvy strategy. Despite one of the toughest retail climates in recent history, the store has enjoyed over 5 years of consistent growth.



Elizabeth continues to expand her influence with young designers, "Austin Shines is a natural extension of the amazing explosion in design and talent coming out of Austin. My vision is to create an annual event that will put the spotlight on Austin's exciting design community."

About the Seminars

The panels will be led by Austin-area industry experts and professionals. Attendees will explore topics such as entrepreneurship, public relations, marketing, production, and manufacturing. The keynote address by local design celebrity Kendra Scott begins at noon on Friday, April 30, followed by seminars until 5:00 pm at 416 W. Cesar Chavez in the 2nd Street District.

"Marketing your collection and differentiating yourself from the competition" with Marques Harper, fashion writer for *Austin American-Statesman*; Lauren Smith Ford, editor of *Tribeza*; Julie Hall, founder and owner of Dallas-based accessory showroom Julie Hall Inc.; Mousumi Shaw, founder of Sikara Jewelry, and Carly Dunham Usom, founder and owner of Carly Co. Public Relations, specializing in jewelry and accessory publicity.

"Preparing your collection for wholesale and retail sale: what to expect on both sides" with Elizabeth Serrato, owner Eliza Page; panelist Gail Chovan, the grand dame of Austin fashion and owner Blackmail boutique; Jane Vanisko McCan, owner of Shiki boutique; Elena Schimming, founder of Helene jewelry and former designer for Kendra Scott jewelry; Mousumi Shaw, founder of Sikara Jewelry; Lisa Crowder, founder of Lisa Crowder Jewelry, and Julie Hall, founder and owner of Julie Hall Inc.



"Growing and scaling your business in Austin" an overview of city-sponsored free business resources and development programs, references and technical assistance, with Michele Frith from City of Austin Small Business Development Center.

About the Contest

Aspiring jewelry artists have submitted a minimum 10-piece collection for consideration, and a panel of judges will select 10 to 20 designers as finalists, with one being named the "Judge's Shining Star." This winner will enjoy the possibility to sell their work at Eliza Page for three months and a \$1,000 Austin-area shopping spree from Launch 787. A "People's Choice Shining Star" will also be selected by Austinites and both winners will be announced at the evening cocktail party. For more information, go to www.austinshines.com.
