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JANUARY/FEBRUARY 2011

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CHELSEA TAYLOR GOES SEMIPRECIOUS

Publish Date : 03/04/2011

Archived As : Licenses & Launches // Jewelry



Freehold, NJ—Chelsea Taylor jewelry, which has made a name for itself with sterling silver jewelry featuring colored pave Swarovski stones, has introduced large semiprecious stones with its Semi-Precious collection.

The collection is known for its color and features Swarovski crystals in 19 different shades, often in dramatic mixes and ombred hues.

This latest collection features bold cocktail rings and brooches with a point of differentiation: large genuine stones that serve as focal points. Prices range from \$50 to \$2,000, with cocktail rings ranging about \$100 to \$200. (Shown, a blue topaz ring with blue crystals. Suggested retail: \$405.)

Another new collection, Dynasty, which features super-glam, 80s-inspired pieces in illuminating turquoises, blues, greens and mixed gold and silvers.

The company's founder, Drew Shapiro, a jewelry industry veteran, started Chelsea Taylor as way to make a distinct connection between a jewelry and apparel trends. Using its extensive color palette, Chelsea Taylor jewelry coordinates with seasonal trends, allowing women to choose a color that actually complements her clothing.

In addition to jewelry, Chelsea Taylor offers coordinating sunglasses, watches as well as a collection of interchangeable crystal ornaments that can be added as embellishments to belts, handbags, shoes and more. ChelseaTaylor.com

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