

AUSTRIAN CRYSTAL JEWELRY

sabika



FOR IMMEDIATE RELEASE

Contact: Karin Mayr
info@sabika-jewelry.com

Sabika to Present Fall/Winter 2009-10 Collection at Fashion Show

– Premier Event Will Feature First Glimpse of Newly Jewelry for Sabika Consultants –

PITTSBURGH, September 10, 2009 – **Sabika** Austrian Crystal Jewelry, a Pittsburgh-based company founded to bring beauty, joy and opportunity to women of diverse backgrounds and ages, will present its new Fall/Winter 2009-10 Collection to Sabika consultants and hostesses from across the U.S. at a fashion show on **Saturday, September 12, 2009** at the Pittsburgh Athletic Association (PAA) in Oakland.

The collection includes a line called “Grace,” intended to capture the iconic looks of Jackie O. and Grace Kelly, but with a modern twist. Inspired by the Swarovski color, “Winter Khaki” presents warm hues of gold, mocha and khaki – classic enough for a business meeting and bold enough for a fashionista. “Dreamy,” a combination of Swarovski crystals and pearls, are intended to accessorize anything from denim to a little black dress.

“Sabika combines old-world European craftsmanship and modern American style to create indelible looks that compliment the women who wear them,” said Karin Mayr, president of Sabika. “Our new Fall/Winter 2009-10 Collection is both understated and boldly fashion forward, depending on how a woman mixes, matches and layers Sabika. We want to create a platform for women to bring out their inner beauty.”

– more –

Sabika to Present Fall/Winter 2009-10 Collection at Fashion Show

– Premier Event Will Feature First Glimpse of Newly Jewelry for Sabika Consultants –

Sabika was founded in Pittsburgh in 2001 when Karin Mayr's husband introduced her to the Austrian crystal jewelry design studio of Sabine, owned by Sabine Kaiserseder, a world-renowned Swarovski crystal jewelry designer. The introduction inspired Mayr to create her own line of jewelry that would complement modern lifestyles of American women while honoring a century-old tradition of jewelry making. Sabika jewelry is hand-crafted in Austria and Germany by women working from their homes, which promotes a balance between career and family.

About Sabika Austrian Crystal Jewelry

Sabika is a company founded by women for women. We bring beauty, joy and opportunity to women of diverse backgrounds and ages and we bring home parties to a new level of fun and sophistication. Our Austrian crystal jewelry products are handmade and uniquely designed to help bring out every woman's individual beauty and style. For more information, visit www.sabika-jewelry.com.

###