



Jeffrey Levin Launches Sustainable and Affordable Big, Bold Statement Pieces in Mother of Pearl

Originally from Cape Town, South Africa, jeweler Jeffrey Levin has been handcrafting fine and designer jewelry for over 30 years. His new Mother of Pearl collection features this sustainably harvested mysterious and sensuous iridescent shell captured in a sterling silver setting.
<http://jeffreylevin.com>

Los Angeles, CA, January 26, 2010 --(PR.com)-- Jeffrey Levin, an artisan jewelry designer originally from Cape Town, South Africa, launches his new Mother of Pearl capsule collection. With an eye on a struggling economy, Jeffrey has captured bold, big statement pieces using sterling silver and natural stones for more affordable value and sustainable design.

Jeffrey Levin's new Mother of Pearl collection features this mysterious and sensuous iridescent shell, sustainably harvested and free of resins, dyes or bleaching. Jeffrey crafted a strong setting in sterling silver to mount the 30mm round shell and with careful technique, has attached his long-adored, precious tiny heart charm. The Mother of Pearl collection sacrifices no sense of theatre, as a dramatic pendant alone or layered or as an adjustable ring conversation piece, available in either white and black shell at the shopping site, <http://jeffreylevin.com>.

“These pieces fuse my metal work with a natural gift of the earth,” says designer Jeffrey Levin. “Working with my hands, I've always felt closer to the earth.”

About Jeffrey Levin - Jeffrey Levin is the eponymous jewelry collection created and crafted by the artist, an accomplished jeweler and designer of over 30 years living in Los Angeles, CA. Originally from South Africa, he references his exotic heritage and rich life experiences in his unique oeuvre of sublime, statement jewelry.

Jeffrey Levin is also a brand that gives back. Working with non-conflict diamonds, an increasing percentage of recycled metals and adopting a sustainability accord for business operations, the collections take the environment into account in all aspects of the company's decision making. With a priority to contribute to society and causes, currently a percentage of proceeds from the sale of the Rosette product line are donated ongoing to the Leukemia & Lymphoma Society, honoring Jeffrey's mother's memory (her name translating to “small rose”) and those who have been touched by cancer. Captured in the Jeffrey Levin collections are not only his artistic vision, interpretation, remarkable attention to detail and craftsmanship- but the wonder of creating beauty. Treat yourself <http://jeffreylevin.com>

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For Inquiries, High Res Photos Contact:
concierge [at] jeffreylevin [dot] com

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Contact Information:

Jeffrey Levin

Bonnie Powers

310.207.8899

[Contact via Email](#)

jeffreylevin.com

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