



**For Immediate Release**

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## **STARHAVEN TAKES THE SOUTH BY STORM**

Dallas, Texas – Starhaven by Liz Donahue takes the South by storm after a bold (*Southern Jewelry News*) advertising campaign in conjunction with instant success from the JCK Las Vegas and SJTA shows. The announcement came Monday when Liz Donahue, Designer and CEO of Starhaven, also a southern native designer originally from Louisiana, projected her focus on the southern retail market. Starhaven by Liz Donahue is launching exclusive retailers for Fall '07, with more planned for Spring '08 across Louisiana, Alabama, Georgia, Florida and North Carolina.

Liz's instinctive focus comes from many years of living the southern life and understanding the jewelry buying habits of the southern female buyer. Her patented collection reflects the distinctive style of the southern ornate architecture with its rod-iron and filigree accents.

Although the southern region retailers understand the strength of having designer brands in their stores, they have been more on the conservative side in the past of launching designer brands because the majority of the collections have been too fashion-forward and pricey for their clientele. However Liz's collection is being very well received in the South because of her variety of fashion styles that target the moderate to upscale purchaser for this region and also the collection has been particularly appealing being moderately priced compared to other high-end designer brands.

*"Being from Louisiana, I am very partial to my southern retailers with their unique and 'southern hospitality' style of selling that I understand. I will continue to grow the southern regional states with dedicated retailers that want a strong sellable designer brand that will have the customers coming back for more." -Liz Donahue*

Liz Donahue is a designer & entrepreneur with an extended expertise in advertising, marketing, product development and manufacturing. Starhaven targets national and international fine jewelry retailers seeking an ornately bold, yet moderately priced designer line. For more information contact Starhaven 972.819.2030 or visit the website [www.StarhavenUSA.com](http://www.StarhavenUSA.com)