



**For Immediate Release**

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## **DMC - BIG BUYING IN BIG D**

Dallas, Texas – Liz Donahue, CEO & Designer of **Starhaven by Liz Donahue**, announces her official leap into the high-end boutique market. For the first time, Starhaven will be showing at the Dallas Market Center/March Apparel and Accessories Show March 12-15, 2009.

This strategic move comes after a wave of retail success within the high-end boutique and gallery market. Donahue decided to branch out to high-end boutique retailers last year once she identified her collection was very well suited with the buying habits of these fashion forward, luxury customers. “Defining the Starhaven consumer by intensely following her shopping habits only makes marketing and selling our patented collection even easier. Adding the luxury boutique & apparel business to our already growing list of fine jewelry retailers, will drive Starhaven to the next level”, says Donahue.

A mecca for fashion and accessories, DMC is the largest wholesale merchandise resource in the world, bringing buyers and exhibitors together for more than 50 years. DMC holds 50-plus markets each year attended by more than 200,000 buyers from across the globe.

With this kind of exposure, Liz is excited to open up the buying of her collection to boutique retailers that have the same jewelry customer but in a more intimate setting than the fine jewelry retail market. The addition of the Starhaven line into high-end boutiques and galleries is a winning situation for both sides; completing the customer’s fashion look and adding to the retailer’s bottom line.

Liz Donahue launched her jewelry company, Starhaven, in August of 2005 designing a patented sterling silver, 18kt and gemstone collection created with superior craftsmanship and care. Starhaven by Liz Donahue is sold internationally at authorized high-end retailers. Her instantaneous success in the jewelry market stems from designing a modernly vintage collection that is functional and beautiful to wear, day or night, backed by loyal customer service and efficiency.

Donahue is enthusiastic to be part of the Dallas Market Center show. This vast exposure allows a new category of buyers access to the collection without having to travel to jewelry only trade shows. It is a win-win for everyone.

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