



For Immediate Release
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STARHAVEN launches the “Starlets” to boost retailer sales.

Dallas, Texas – Liz Donahue, CEO & Designer of **STARHAVEN by Liz Donahue**, announces her latest extension of the patented Starhaven brand, the “Starlets”.

Designed to complement already strong retail sales of her award-winning collection in fine jewelry stores, Starlets gives retailers a value priced option during this challenging economic time. This strategic move comes as a result of a combination of retailer request, fashion trends and response to the current economic landscape. Donahue said, “Listening to our valued retailers is the first step in design. With direct access to our consumers, our retailers know what the customers are looking for and what they can turn quickly in their stores. STARHAVEN “Starlets” keep the Starhaven brand intact while providing retailers with the craftsmanship and detail the collection is known for at a price suitable for today’s consumer.”

STARHAVEN “Starlets” are dainty treasures perfect for layering and, at just \$110 retail, make a great gift or self purchase.

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.

