



FOR IMMEDIATE RELEASE

Rina Limor Unveils the *River Gems* Collection, New Calypso jewelry and other 2009 jewelry trends at Luxury and JCK Shows

Rina Limor for J.R. Gold Designs introduces a new collection – *River Gems* – along with new designs from the Calypso Collection at the 2009 Luxury by JCK and JCK Las Vegas Shows taking place consecutively from May 27-29, 2009 and May 30 through June 2, 2009 at the Venetian Resort & Casino and Sands Expo & Convention Center in Las Vegas, Nevada.

**Luxury by JCK
JCK Las Vegas**

**Salon 700
Booth 15118-LC**

Each season Rina Limor introduces outstanding designs in designer fine jewelry. Exquisite gemstones, diamonds and 18K gold are combined with excellent craftsmanship to create one-of-a-kind pieces. With today's fashion trend in noticeable recession style, Rina Limor adapts her visionary talent to create price point jewelry lines that still remain chic and fabulous.

The River Gems collection feature earrings with floral carvings on mother of pearl and river shells. The shells subtle hues are enhanced with the combination of coral, turquoise and other color gemstones. And a few diamonds lend a touch of elegance to the already impressive collection of baubles.

New Designs from the always versatile **Calypso Collection** feature bold flower rings studded with sapphires or semi-precious stones and complementing faceted gemstones. Calypso also highlights a fashion jewelry favorite - enamel embellished with mix sapphires. Discover earrings in appealing shapes like tear-drop or crescent style and bold rings in domed and square shape in various enamel colors for all seasons – turquoise, coral, black, white, lime green and pink, just to name a few.

Antique or **Vintage style is a hot trend for 2009**. And Rina Limor's new Indian-inspired jewelry is refreshing with its "lavish but not overwhelming" look. 18k gold earrings, rings and cuff bangles are accented with diamonds and jewel-toned gemstones and detailed with black rhodium to complete the vintage look.

Clearly, with each new season...even in these uncertain times...you can always expect a spark of excitement as Rina Limor endures and redefines the elements of style in designer fine jewelry.

Limited quantities of our press kit/digital look book are available at Luxury and JCK press rooms. The *ad* also contains high resolution images of Rina Limor's latest collections.

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