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## ELLE Jewelry Wins Golden Apple "Sparkle" Award at JA NY

Dallas, Texas, July 2008 – ELLE Jewelry received the 2008 Golden Apple Award for "Sparkle" at the JA New York Summer Show, one of the premier international jewelry events bringing exhibitors and retailers from around the world to New York City. One of only three Golden Apple Awards, the "Sparkle" honor is given to the exhibitor whose PR campaign generated the most hype among media, retailers, and consumers.

Golden Apple Awards are presented at each JA show to exhibitors showing innovative advertising efforts in three categories: "Sparkle," "Innovation," and "Fusion." The "Innovation" award recognizes a groundbreaking marketing campaign focused on creativity and originality, driving immediate customer awareness. The "Fusion" award recognizes the exhibitor with the most cohesive and integrated marketing campaign. Not a newcomer to JA New York's marketing distinctions, ELLE Jewelry won the "Fusion" Award in 2007.



**Brands 88, Inc.** is an affiliate of PAJ Group, which has more than 30 years of experience designing, manufacturing, and distributing jewelry worldwide. Brands 88's initiative is to acquire, promote, and design branded lines of jewelry, watches, and accessories.

The **ELLE Jewelry** Collection is a brand extension to the largest fashion publication in the world, *ELLE* Magazine. ELLE Jewelry is a high polished sterling silver collection often complemented with colorful gemstones. ELLE Jewelry's genuine signature ruby logo can be found on each piece, representing a woman's inner strength and beauty.

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