

When Art Meets Passion

The Evolution of BELLARRI



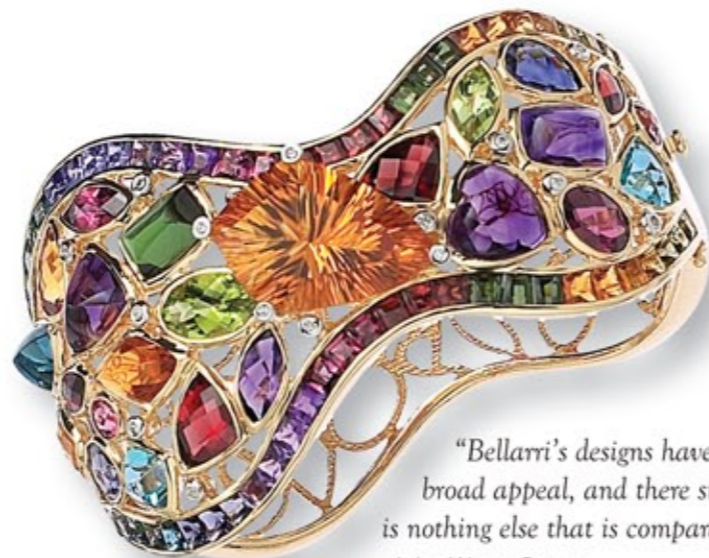
Not on assignment this week, I took the rare and welcomed opportunity to take a playful jaunt to my favorite Mediterranean destination. Amid the sun and relaxing ocean breeze, I met some girlfriends at a gorgeously charming café. My striking brunette friend, demure in nature, became the center of this gathering and was soaking up all the attention of her friends. I could hear the buzz and high pitched excitement that only women can portray when luxury and decadence is around. Sparkles of color glinted off her neck and décolleté area, and my friends were looking at the gems adorning her wrist with delightful intrigue.

I admit that the excitement and brilliance of the jewels became intoxicating. I heard the words "Bellarri, Bellarri, Bellarri" repeatedly by my friend, as the other ladies pointed to my girlfriend's dramatically breathtaking jewelry. She was dressed in a very elegant and uncomplicated fashion, but her jewelry portrayed her chic personality and glamour with straightforward ease. She wasn't a model, she was not famous, but the attention she received from her BELLARRI designs made it seem as if she were floating on the red carpet.

The BELLARRI colored gemstone designs display a myriad of textures and colors with the unique cutting and setting of the gemstones themselves. The designs were enchanting, each piece enticing the viewer with its own romantic and dramatic flair. My girlfriend was giddy with the excitement and attention of her recent purchase, and in her mind she had already received an ample return on this priceless asset. She added that she purchased these pieces this morning, while casually window shopping in the main part of town. She fell in love with the intricate design and

feminine finishings. As she spoke, the BELLARRI earrings that framed her face showcased a fantastic blend of color gemstones and diamonds. My girlfriend, actually of an unassuming nature, surprised us by pulling out a small compact so that she could enjoy her new, vibrant reflection. The lusciously rich color gemstones of BELLARRI added a brightness and energy not only to her face, but to her personality as well.

Upon my return to the United States, I was pleased to find the BELLARRI Collections available in the upscale retail jewelry boutique in my community. Wanting to learn more about this artist, and her exquisite works, I curiously visited the corporate website. I soon discovered that BELLARRI is a female and an American artist with several hundred prestigious retail locations in the U.S. and abroad.



"Bellarri's designs have broad appeal, and there simply is nothing else that is comparable."

John Wren, Owner
Shannon's Fine Jewelry
Houston, Texas

I immediately visited a retail jewelry boutique in my area to view more of her designs firsthand. The BELLARRI product I saw in these showcases truly amazed me. Every design was handcrafted and portrayed its own unique vibrancy and intensity through each intricate detail of workmanship. The designs in the BELLARRI Collection catered to every woman's personality and jewelry palate....from the bold and dramatic to the classic and demure woman. This Collection was designed by a woman to appeal to all women of every lifestyle.



"Bellarri's unique designs, colorful product, and very fine workmanship offers good value and luxury to our customers. We have established many BELLARRI Collectors."

Karen Goracke
Fine Jewelry Buyer
Borsheim's Fine Jewelry
Omaha, NE

The salesperson was pleased to show me some BELLARRI pieces, so that I could feel the substance and weight for myself. The pieces had the essence of a sculpture, but the feminine feel and spirit of a tapestry. The salesperson described the signature BELLARRI logo found inside each design, as well as the certificate of authenticity which comes with every one of these limited edition creations. My attention was soon directed to the intricate channel setting on each of these novel designs. The blending of the color gemstones, along with BELLARRI's signature cuts, made the various stones dance and come to life as if in concert with each other. The gemstones were so perfectly and majestically aligned, they appeared to have "grown in the setting," as the salesperson admirably stated to me.

As my intrigue with this Collection grew, I wanted to interview the artist Bellarri herself. Bellarri graciously welcomed my request despite her demanding schedule. After a lengthy conversation, one thing proved to resonate above all others.... "Passion." Bellarri exudes passion. A passion that comes from within. A passion, not only for design, but to create an inspiring brand of fine jewelry, which elevates a woman's state of being. This passion and initiative drives Bellarri to create a brand, which is now synonymous with elegance and exceptional style, and more impor-



BELLARRI, Designer

tantly, a handcrafted product with the utmost integrity and craftsmanship. BELLARRI truly demonstrates design has no limitations. It is clear that each BELLARRI design illustrates and carries a piece of this artist through its consistently distinctive, versatile, and impeccable style. With each creation Bellarri never forgets that every piece will become a special memory for the woman who wears it. Bellarri designs her collections from the point of view that each design is a delicate piece of art in which the exotic blending of colors and her signature cutting of gemstones must intertwine in harmony. It is this philosophy which sets BELLARRI apart from other design houses, and gives her the ability to confidently maintain her independent style in the industry. Never content to sit back on her successes, this savvy artist continues to grow and expand her horizons by consistently evolving and introducing new designs.



Bellarri remains one of the few design houses in the world in which the figurehead actually designs each and every piece herself. It is clear that Bellarri's passion, and her inherent talent, has been the key to the overwhelming success of this company and her remarkable product.

Now the next time I travel to the Med, I will be able to share the spotlight with my friend, as I now have become a faithful BELLARRI Collector. ■

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