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Local Denver, CO-Based Jeweler
Ashley Schenkein
Launches New Website

Denver, CO - Dec. 20, 2011 – Ashley Schenkein Jewelry Design, a local Denver-based company, announces the launch of its new website, asjewelrydesign.com, scheduled to go live on December 21, 2011.

In addition to unveiling the brand's new logo and color palette, the redesigned site will provide new and long-time customers with a complete online gallery in which to view Schenkein's entire necklace, bracelet, earring and ring collections. The website offers the ease of shopping online at the shoppers' convenience and the ability to purchase gifts for themselves and others in a user-friendly, easy-to-navigate environment. "My vision was to create a site that is modern but feminine, with a contemporary chic look and feel," said Ashley Schenkein, owner of Ashley Schenkein Jewelry Design.

"My goal since launching in 2007 has always been to captivate my clients with a sophisticated, delicate, feminine style that caters to a modern, fashionable customer - a woman of any age," said Schenkein. "Our style is a tribute to the everyday woman who looks for ways to take her style from simple to stunning, with signature pieces of the collection exuding a timeless, delicate, and elegant twist that catches the eye."

Handcrafted in Colorado, Ashley Schenkein jewelry Design clients range from brides to the everyday woman of all ages, and have been seen several times on NBC's The Today Show. Schenkein uses only the finest materials, metals and gemstones that are hand-selected and crafted with a variety of organic attributes - an asymmetrical silhouette or semi-precious stone details. In everything she does, Schenkein remains true to her design philosophy to construct easy-to-wear signature pieces, as well as custom pieces for bridal and the design-savvy customer.

"Because so much of my inspiration comes from my own global studies and travels, the new website is really a way to take customers on a creative journey through my design process – for example, a walk down the cobblestone streets of Italy or through the brightly-colored markets of Ecuador – places that have inspired me to use certain stones or compositions. Each piece in the collection is actually named after places I've been," added Schenkein. "With that, I really wanted to be able to give guests an easy, yet sophisticated online shopping experience and many ways to stay connected to the brand – through the blog, social media links and event calendar listings, for example. The new site is really a departure from

the hustle and bustle of everyday life, and truly reflects the personality and characteristics of our customers.”

Ashley Schenkein Jewelry Design jewelry is carried in several high-end boutiques, hotel galleries and home furnishing stores throughout Colorado and the United States. Schenkein also works closely with Denver’s locally-based charity, Women’s Bean Project, collaborating on a collection that is sold exclusively by them to offer job skills and support to women in need.

For more information about Ashley Schenkein Jewelry Design or to find a retail location near you, visit the complete collection online at www.asjewelrydesign.com, or on Facebook and Twitter at ASJewelryDesign.

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About Ashley Schenkein Jewelry Design

Started in 2007, Ashley Schenkein creates jewelry that expresses organic beauty, simplicity, international influence and elegance. With an affinity for the arts, languages and influences of the world, Ashley Schenkein’s work is characterized by organic asymmetry, using precious and semi precious gemstones, pearls, diamonds and mixed metals to produce feminine and easy-to-wear necklaces, bracelets, rings and more. For more information regarding distribution, to find a retail location near you, or to shop the complete Ashley Schenkein Jewelry Design, visit us online at www.asjewelrydesign.com.