

L'Armoire

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PRESS RELEASE

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L'Armoire Expands Fine and Estate Jewelry Division

Opening Event to Raise Funds for National Down Syndrome Association

New Canaan, CT – *February 12, 2007* - Diane Roth, owner of L'Armoire, a specialty women's boutique and a 21-year fixture of the New Canaan retail community has announced the expansion of the store's jewelry division. Beginning March 1, 2007, L'Armoire will offer a significantly larger collection of contemporary 18 karat gold and platinum jewelry as well as estate jewelry. New York jewelry designer and bench jeweler Deirdre F. Featherstone will become the store's master jeweler and jewelry consultant. A specialist in handmade 18 karat and platinum jewelry, Featherstone is also principle and designer for Featherstone Designs located in Soho, New York at 521 Broadway.

On **Thursday, March 15**, L'Armoire will hold a ***Spring Bling*** opening event to celebrate the business expansion. A percentage of the day's proceeds will be donated to the National Down Syndrome Society. Customers are also invited to a cocktail reception from 6:00 to 8:00 p.m. A pearl specialist will be on hand to show a collection of South Sea pearls.

"This expansion will allow L'Armoire to offer our customers truly extraordinary jewelry as well as to provide the expertise of two very talented and skilled experts," said Diane Roth. "We are looking forward to having an on-going program of fun and instructive events designed to help jewelry buyers be as informed and knowledgeable as possible. Some of the events planned include appraisal shows, a 'get to know your pearls' talk and a special discussion on how to rework your jewelry to make the 'out-of-date, un-wearable,' into wearable pieces." Featherstone will be onsite at L'Armoire on Thursdays to assist customers with appraisals and custom designs.

Deirdre Featherstone has designed and made jewelry for over 25 years. She holds a Certificate of Appraisals Studies from the New York Gemological Institute of America (GIA) and a Certificate of Completion in Platinum. She is also a licensed auctioneer in New York and New Jersey, and a member of the Auctioneers Association of America.

Featherstone is one of a handful of women bench jewelers. Her distinctive designs feature interlocking individual components that may be mixed and matched as the wearer sees fit. Every article has specially designed hidden hooks or loops that can attach to other pieces to be completely adaptable. All Featherstone designs are made in her Soho studio. Deidre Featherstone's creations have been worn by Dream Girls star Jennifer Hudson, Katherine Turner, Brooke Shields and other celebrities.

Additionally, Featherstone has 25 years of experience in antique jewelry and has worked as an auctioneer in many of New York's fine auction houses. She has a particular love for pearls and is an expert in jewelry condition and period. Her exceptional skills as a bench jeweler also give her an understanding of precisely how pieces are constructed and therefore can accurately assess their value and condition.

Honey Horner will manage the L'Armoire estate jewelry collection and will consult on custom jewelry designs. Ms. Horner is a Graduate Gemologist from the New York Gemological Institute with ten years of professional experience. The L'Armoire estate and fine jewelry collection will feature fine diamond, precious and semi-precious stones as well as modern, art deco and signed pieces. She will also offer personalized designs for engagement rings, wedding rings, stone mountings and other jewelry.

L'Armoire is a fine women's boutique that features high-end fashions by American and European designs including Malo, Tuleh, Palmer Jones, and Gianfranco Ferre. The store carries everything for the well-dressed woman from jeans to dresses and suits, to furs, jewelry and evening gowns. For more information about L'Armoire fine jewelry or fashions, or to make a private shopping appointment, call (203) 966-1764.

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