

RHINESTONE STUDIO

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CATALOG CONNECTION TO MISS AMERICA PAGEANT SPARKLES... LITERALLY



January 18, 2007. Austin, Texas - When you see the Miss America finalists being interviewed all next week on local and national television, it will be hard not to notice that they are all wearing dazzling rhinestone jackets. The jackets have a catalog connection: Cathy Veri of Rhinestone Studio (www.rhinestonestudio.com) produced them. Each finalist will be sporting a stylish, commemorative black jacket featuring her state title on the back of the jacket in Swarovski® rhinestones. The front of each jacket features a rhinestone crown and an abbreviation for "Miss America Organization, Class of 2006-07".

Rhinestones and 'bling' of any kind continue to be popular with celebrities, athletes, women and girls of all ages. The pageant community is no different. Expect to see rhinestone-embellished gowns, swimsuits and tiaras when the Miss America competition is telecast live on January 29th from Las Vegas, on CMT television.

"When we arranged the order, I decided to create my own 'Red Carpet Style' goodie-bag to ship with each jacket. I called on some of my clients and female colleagues to take advantage of this marketing opportunity, and we put together a bag consisting of a personalized, engraved crystal nail file set from 95+Sunny; a free vintage paper journal from Austin-based Paper Dolls Inc.; a free Gaiam Yoga Dance DVD and a copy of 'fourpoints' magazine, the official pageant industry magazine," explains Veri. Three of the four companies are owned by women. "I think the finalists really appreciated the freebies, and its women helping other women in business, which is so good," added Veri.

Rhinestone Studio is a designer and marketer of rhinestone shirts, hats and jackets, and sells via its Internet catalog, special orders and custom logo work for teams, companies and organizations. In business since 2004 and originally located in Detroit, Michigan, Veri has completed orders for retailers; pageants such as Miss Michigan, Miss Connecticut and Miss Ohio; and for hundreds of companies including skin care centers, dentists, dance studios and schools.

Rhinestone Studio offers special pricing for non-profits and fundraising events through its "Design+Donation" program. **For more, see: www.rhinestonestudio.com**