



For Immediate Release
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Emaculate Green Gold Jewelry Designs of Laurie Tycher

[Houston, Texas] (July 15, 2009) — Going green has become increasingly popular with consumers over the past several years. Americans are becoming more environmentally conscious and are jumping on the “going green” bandwagon by purchasing environmentally safe products- everything from cleaning supplies and home building products to clothing and transportation. An innovative and stylish new “green” concept has emerged that will no doubt catch on quickly with the growing number of sustainably savvy consumers. *Laurie Tycher* is a new line of jewelry made with 100% 18K green gold and inspired by natural earth designs such as ferns, serpents, and leaves.

Laurie Tycher, Dallas native and jewelry enthusiast, has been designing and creating pieces in her own jewelry box for years. Working with her son, Brian Spitz, over the past two years, Tycher has created a jewelry collection featuring the concept green gold. Green gold is produced using gold and silver leaving the copper out of the alloy mixture, making it more environmentally friendly. Tycher designed the collection in order to bring elegance to the green movement with the ultimate goal of creating comfort and luxury simultaneously. All materials of construction are made from the finest natural elements such as green gold, black onyx, diamonds, white topaz and green jade.

Inspiration for the line comes from several sources including animals, nature, and perhaps most importantly the tree. Tycher is inspired by the tree for its ability to withstand changes throughout generations and continue to grow upward and outward. The line reflects her love for nature in its simple yet opulent designs. In keeping with the environmental aspect of the line, a portion of proceeds from the collection will support Make It Right Foundation (Angelina Jolie and Brad Pitt’s foundation) and Habitat for Humanity in an effort to continue to rebuild New Orleans and other devastated areas. These efforts are rebuilding houses, buildings, and structures, as well as rejuvenating the natural environments.

Laurie Tycher was launched June 26 at a private soiree at Peel Gallery and attended by many excited, jewelry loving Houstonians. The collection can be found locally at a few to be named high end locations as well as online at weargreenbling.com. For more information, including sales and press about *Laurie Tycher*, please contact The Cannon Affair at (713) 259-9952 or email at kcannon@thecannonaffair.com.

