

Jewelry Designer Announces Launch of New Website for the Embraceling

BUFFALO, N.Y., May 11, 2011 (SEND2PRESS NEWSWIRE) – Kristine Lewis, the designer behind Crazyartgrrl Jewelry, has launched a new website to showcase her most popular product, the innovative Embraceling for women.

The bracelet, which will be the feature on www.Embraceling.com, is a signature piece with memory coil that wraps around the wrist without the need for a traditional clasp. It is one of the many pieces from Crazyartgrrl Jewelry known for its unique design and quality artisanship.

“These aren’t typical bracelets that are bulky or require you to fumble with a tiny clasp,” Lewis said. “The Embraceling coils around the wrist, effectively removing the need to bother with bracelets that don’t fit, fall off slender wrists, have magnetic clasps that pick up everything metal in their path or constantly move all over the place to the point you just want to take them off.”

Lewis was inspired to create the unique Embraceling design five years ago in response to customers who loved Crazyartgrrl designs, but had problems finding the right fit for them. Realizing that oftentimes with traditional jewelry one size does not in fact fit all, Lewis developed the bracelet, which is made out of shiny silver-plated tubes and accented with a variety of semi-precious stones, glass, pearls and acrylic and crystal beads.

The coiled design also means that the Embraceling stays put on all sizes of wrists, yet is also easy to slip on and off when needed.

“The Embraceling is a wonderful piece of jewelry for people who would like a unique accessory that’s convenient and doesn’t break the bank,” Lewis said. “We developed this bracelet and launched our new website to provide an answer to jewelry that too often doesn’t fit or is too expensive.”

Crazyartgrrl Jewelry has been operating as a small business with big ideas since 2006. The family-owned company is well known in Buffalo and the surrounding western New York State area. To learn more, visit www.Embraceling.com .

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