

# Newly launched Jovare brings 100-percent hand crafted and unique jewelry to the U.S.

FOOTHILL RANCH, Calif., Nov. 10, 2014 (SEND2PRESS NEWSWIRE) – Introducing Jovare, a collection of handcrafted, affordable jewelry from Africa that caters to the woman who wants a distinctive look. Suitable for both casual and formal wear, the jewelry will be sold online exclusively at [jovare.com](http://jovare.com). It will not be available in retail stores.

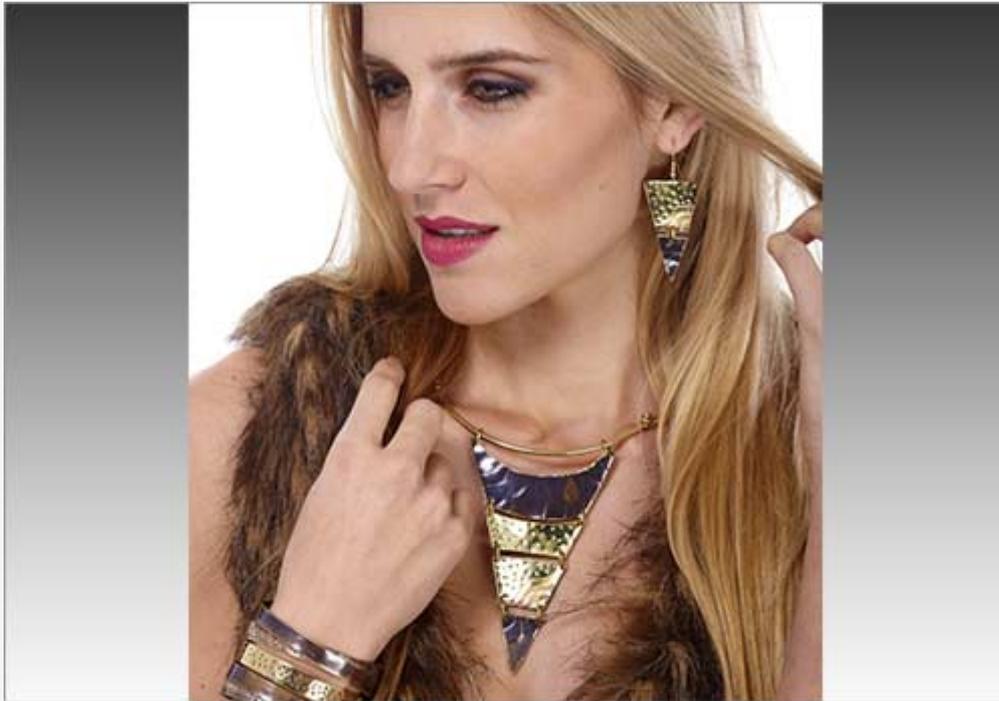
Every piece of Jovare jewelry is made by hand, so no two pieces are exactly alike. Jovare products are crafted from solid brass and copper, and are never plated. Combining the two metals creates striking, one-of-a-kind jewelry.

Most pieces are matched with gemstones native to the African continent, but the artists do incorporate quality synthetic stones to meet the demand for more colorful gems. The collection includes earrings, rings, bracelets and necklaces, with prices ranging from the mid-\$30s to the mid-\$70s.

Jovare was founded with the larger purpose of building a thriving market for South African artisans. The intent is to spawn opportunities to train more artists and provide them with the means to support their families financially.

Jovare works only with fair-trade suppliers that employ the artists at a higher-than-average wage. The artists also receive a percentage of sales. In addition, Jovare pays for inventory in advance, helping vendors struggling to finance their businesses.

Jovare customers can feel good knowing they are helping the artists even as they enjoy a unique piece of wearable art. Jovare was found on the principal of providing unique quality fashion jewelry pieces at an affordable price to customers in the U.S. Each piece is unique, so when you wear it, you can be confident no one else will have anything like it.



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No dyes are used. Extreme heat creates the jewelry's interesting patterns and effects. Wires and bangles are bendable, so they adjust to every fit. And because each stone is contained in its own "case," no amount of bending will make the stone fall out.

The jewelry will last a lifetime, allowing customers to express their uniqueness through designs that are timeless.

**About Jovare:**

Jovare® imports and sells unique but affordable jewelry from Africa online at <http://jovare.com/>. Handmade by skilled craftsmen, the jewelry is designed for women who refuse to compromise on the finer details of their appearance.

**IMAGES FOR MEDIA:**

\*PHOTO 1: <https://www.Send2Press.com/wire/images/14-1110-jovare-300dpi.jpg> .

\*PHOTO 1: <https://www.Send2Press.com/wire/images/14-1110-jovare2-300dpi.jpg> .

News issued by: Jovare LLC



Original Image: <https://www.send2press.com/wire/images/14-1110-jovare-500x375.jpg>

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