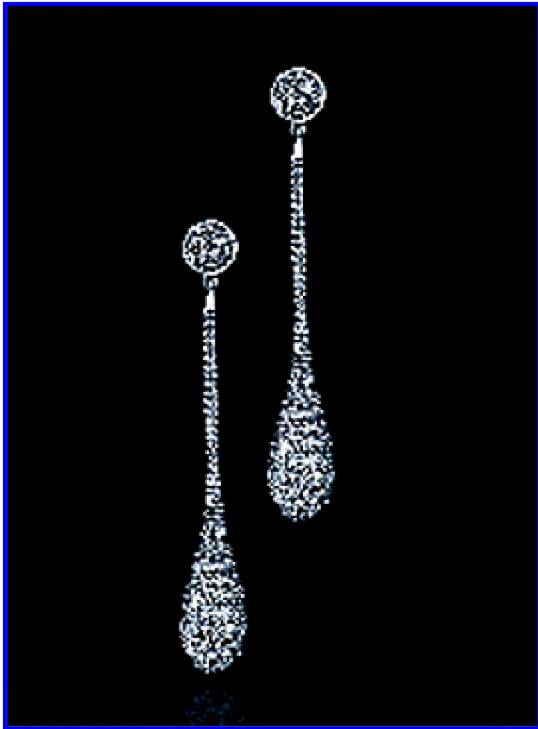




2007 September 5

News & Scoops

Erin Fetherston Shines On



Drop pendant earrings from Sasha Primak's Opera Collection

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(NEW YORK) Fashion Week is about to get a little more bling. Designer Erin Fetherston, recently named one of the CFDA/*Vogue* Fashion Fund's 10 finalists, is selecting pieces from Russian jeweler Sasha Primak's Opera Collection to complement her Spring '08 designs, characterized by long, lean silhouettes and pure, understated colors to create an ethereal and sophisticated look with Fetherston's signature feminine details and whimsy. Among the jewelry that will be gracing Fetherston's runway are classic pieces including diamond chains (that can be interlocked to create super-long pieces), pavé diamond-encrusted teardrop earrings, and necklaces with double-diamond teardrops.

This marks Sasha Primak's second season on the runway, following a partnership with designers ThreeAsFour on their Fall 2007 show. This is part of a larger initiative for the jeweler who will select an up-and-coming designer to mentor and support in the fine jewelry arena each year. "Erin Fetherston's elegant and sophisticated designs showcase our jewelry wonderfully. Plus, her fresh perspective and style add a vitality that we look for when we select our annual designer partnerships. We are thrilled to be part of Erin's September and February fashion shows," explains Primak. This partnership will come to fruition in February 2008 when designer and jeweler will introduce a limited-edition capsule jewelry collection conceptualized by Erin, which will be known as Erin Fetherston for Sasha Primak.

Russian-born Primak has been in the jewelry design and production business for over 25 years, and the company is renowned for their use of cutting-edge technology in their diamond and jewelry making, applied in tandem with old-world techniques. Regarding the partnership, Erin remarked, "Collaborating with Sasha Primak is an exciting opportunity for me to work in fine jewelry. I love the glamour that diamonds bring to my collection; they recall the heroines of old Hollywood who have inspired me so much this season."

