



## John S. Brana-Distinctive Jewelry

[www.johnsbrana.com](http://www.johnsbrana.com)

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### **Who Knew Jewelry Could Be So... Interactive?**



**January 14, 2009/ San Francisco.** Always an innovator, John S. Brana launched three new websites this month and even gave a sleek new face lift to his home site, [www.johnsbrana.com](http://www.johnsbrana.com). Each new site targets a specific customer based on their desire for gold, silver or copper jewelry and features search and comparison features unparalleled to any handcrafted artisan in the industry. See for

yourself at [www.handcrafted-gold-jewelry.com](http://www.handcrafted-gold-jewelry.com), [www.handmade-silver-jewelry.com](http://www.handmade-silver-jewelry.com) and [www.handmadecopperjewelry.com](http://www.handmadecopperjewelry.com).

Jewelry buyers may now perform side-by-side comparisons on any number of their favorite pieces to determine just the right style, texture, gemstone, size and price. Visitors may participate in a live community poll to tell the designer specific preferences such as their favorite gemstone, karat or quality of gold, and type of earring they prefer. Those with the most discerning tastes can find exactly what they are looking for by narrowing their search, and if you just can't decide, customers can add their favorite items to a wish list and be notified if those items go on sale.

"After seeing the fashion and jewelry industries suffer this holiday season, I decided I would make it easier for customers seeking handcrafted fine jewelry to find me," says Brana of his business strategies. "And when they do find me, I want to be sure I'm giving them the styles they want." Brana is known for his handcrafted jewelry designs inspired by the landscapes of San Francisco and has been consistently experimenting with new textures, such as embossing, or adding new layers to his metallic collection of "SOMA" jewelry. New styles are available online now.

For more information and to view all jewelry styles please visit:

- [www.johnsbrana.com](http://www.johnsbrana.com)
- [www.handcrafted-gold-jewelry.com](http://www.handcrafted-gold-jewelry.com)
- [www.handmade-silver-jewelry.com](http://www.handmade-silver-jewelry.com)
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