



John S. Brana- Distinctive Jewelry

www.johnsbrana.com

Press Contact

Karri Ann Frerichs, Altitude Promotions

San Francisco, California

+1.402.490.2579

info@altitudepromotion.com | www.altitudepromotion.com

FOR IMMEDIATE RELEASE

"Muir Woods" Nature-Inspired Jewelry Collection is On Target for 2010 Jewelry Trends

John S. Brana, handcrafted fine jewelry designer, releases a collection of nature-inspired jewelry featuring forest motifs, raw gemstones and patinated copper that will premier at a Bloomingdale's - Stanford Trunk Show this October.



September 9, 2009/ San Francisco. Current trends in the jewelry industry point to all things green. From nature motifs, to raw gemstones, to all shades of the hue, 2010 trends are reflecting the global consciousness. John S. Brana seems to be slightly ahead of the curve as he premieres his Muir Woods Collection of nature-inspired jewelry to the public at a feature trunk show hosted by Bloomingdale's - Stanford this October 3 - 4, from 12:00p.m. to 5:00p.m. The Muir Woods collection showcases the designer's handcrafted jewelry talents in the forms of sculpted tree branches, leaves, flowers, and gemstones in faceted and raw-earth shapes.

Central to the Muir Woods Collection are the interesting handcrafted ring designs featuring beautifully faceted gemstones set in sculpted bronze or sterling silver tree branches. Each branch features bark-like textures and clutch the gemstone as if it were its own secret treasure. The tree branch motif extends into bronze and sterling silver pendants which showcase the raw-earth

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gemstones that are becoming a very hot trend in the jewelry industry. These stones have not been polished or faceted and present their natural beauty in their original jagged shapes and often opaque clarity. John S. Brana further showcases his metal smithing talents to create nature-inspired jewelry motifs in his corrugated leaf and origami floral-shaped earrings in 14K gold-filled, sterling silver and copper. Brana enhances the whimsical designs and forest shapes by incorporating brilliant colors through various patination techniques. Emerald greens, brilliant turquoise, fiery reds and oranges, and rustic blacks and browns enhance the leafy shapes of the Muir Woods Collection. Each piece of patinated jewelry appears hand painted with one-of-a-kind color variances as a result of the metallic chemical reaction process used to derive the beautiful hues.

"I'm very proud of the Muir Woods Collection because it's completely unique and I'm one of the few jewelry designers experimenting with different patina finishes," describes Brana. "It was perfect timing for Bloomingdale's to contact me about a Fall trunk show." Muir Woods is John S. Brana's eighth collection of handcrafted jewelry inspired by the neighborhoods and natural areas in and around his home of San Francisco. For more information regarding the Bloomingdale's – Stanford trunk show, please visit bloomingdales.com and click on the store locator. For more information regarding John S. Brana's collections, media inquiries and events, please contact Karri Ann Frerichs, Altitude Promotions by email at info@altitudepromotion.com or call 1.402.490.2579.

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