



You Design it, we make it

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U Design Jewelry® reaches 100 Independent Design Representatives

(St. Peters, MO – 5.23.06) U Design Jewelry LLC announces the addition of their 100th Independent Design Representative. Owners Jennifer and Bret Bonacorsi started the Direct Selling Company just over 2 years ago in January 2004, and are tenants in the small business incubator operated by the Economic Development Center of St. Charles County. What started as a hobby has now turned into a fast growing, young company. The company was started to allow other women the opportunity to build their own jewelry business on their own terms. It is obvious, by the company growth, that U Design Jewelry has a unique marketing concept of allowing customers to design their own quality jewelry in the comfort of their own homes.

“We are excited about how quickly we reached this milestone and even more excited about the future growth of U Design Jewelry. It has been incredible to watch the successes the Design Representatives have had building their own jewelry business,” said Bret Bonacorsi, co-owner and founder of U Design Jewelry. “Reaching 100 Design Representatives this quickly has been a testimony to our company’s success.”

U Design Jewelry provides a proven business plan to their Independent Representatives as well as supplying them with all the tools and techniques they need to be successful. Quality is a very important part of the company. “We use only .925 Sterling Silver, Swarovski Crystals and Semi-Precious stones in all our designs all at very affordable prices, says Jennifer Bonacorsi, co-owner and founder of U Design Jewelry. “We were not from the jewelry industry, so we priced our quality product so it can be affordable to anyone. By doing home shows as a Direct Selling Company, we eliminate the overhead most jewelry companies have. Not to mention the benefits we can offer by letting women actually design their own quality jewelry in a home party setting with friends and family.”

Another great part of the company is that Design Representatives do not need any sales or jewelry experience to be successful. U Design trains all new representatives in the techniques needed to make the jewelry and how to conduct a home party. “Ninety-Five Percent of our Design Representatives had no jewelry experience before joining U Design Jewelry,” say Jennifer Bonacorsi.

U Design Jewelry is a pending member of the Direct Selling Association (DSA), the national trade association representing the leading firms that manufacture and distribute goods and services sold directly to consumers. All DSA members must abide by a strict Code of Ethics.

“U Design Jewelry is making an important commitment to their consultants and customers by proactively pledging to practice the highest level of business ethics by applying for membership in our association. Going through this one year process and attaining full DSA membership is an important step in building a successful direct selling company,” said Neil Offen, President and CEO of the Direct Selling Association.

About U Design Jewelry

U Design Jewelry is a unique and fast growing Direct Selling Company. We offer a new alternative to home parties. Our Home Parties allow the customer to enjoy the art of designing their own unique jewelry in the comfort of their own home with their friends and family. U Design Jewelry is also a proud member of the St. Peters Chamber of Commerce. For more information about U Design Jewelry, please visit our website at www.udesignjewelry.com or call us at 636-922-3853.

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