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For More Information:

Jennifer Bonacorsi
President/Founder - U Design Jewelry
636-922-3853
Jennifer@udesignjewelry.com

Company hits milestone

U Design Jewelry welcomes its 200th design rep

ST. CHARLES, MO --- 200 representatives in 24 states and the “bling” is still growing! That’s the word from U Design Jewelry, a St. Charles-based direct marketing jewelry company that recently achieved the milestone of welcoming its 200th representative.

“It is hard to believe that only six years ago I was making jewelry just for fun out of my basement,” said Jennifer Bonacorsi, president and founder of U Design Jewelry. “Now we have been able to help 200 other women across America start their own jewelry businesses as well.”

She said U Design added 39 new reps so far this year. While their largest concentration of team members is in metro St. Louis and Missouri, the company’s fastest growing market is Atlanta, Ga.

“Being able to keep growing in these tough times shows the effectiveness of our simple business model,” Bonacorsi said. “Plus it helps that women will always wear jewelry no matter what the economy.”

Founded in 2002 by Jennifer Bonacorsi, U Design Jewelry is a direct marketing jewelry company offering independent design representative programs and is a member of the Direct Selling Association (DSA). Since March 2005, the company has been based in the small business incubator owned and operated by the Economic Development Center of St. Charles County.

For more information about U Design Jewelry, call 636-922-3853 or visit www.udesignjewelry.com

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