

For Immediate Release



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DAZZLING PAWS JEWELRY DEBUTS TWO NEW COLLECTION AT SUPERZOO

PLOVER, Wisconsin (August 14, 2019) – Dazzling Paws Jewelry LLC features a new unique line called Namaste Collection that **no one** else in the jewelry industry is doing. Dazzling Paws Jewelry LLC also debuts its new summer collection at SuperZoo in Las Vegas, August 20th, 2019. The new collection includes seven new dog breed rings and three new dog breed pendants with matching earrings. All of these new pieces will be featured in the MADE IN THE USA-New Product Showcase and at their booth #6315.

Myra Westphal, President, created these pieces shortly after the arrival of Surf, her rescue dog from the Border Collie Rescue Texas, Inc. She states, “This line has been in my design journals for many years. It was only after I adopted Surf from Texas that I decided it was time for this collection to come to life. Surf is a grounded Border Collie and it seemed very fitting that I launch this new collection in his honor.”



Included in the Namaste Collection, Dazzling Paws Jewelry LLC has added seven uniquely designed pieces that depict dogs (and their humans) posing in various yoga poses. These pieces are made entirely from recycled sterling silver and made in the USA. They are known as Namaste, Momaste, Adho Mukha Svanasana, Downward Dog Pose, Warrior III Pose, Boat Pose, and Crescent Lunge Pose. Featured in a circular disk, each design is available as a pendant or earring set.

Namaste, inspired by Surf, emulates how flexible he is just by watching him sleep upside down every night. The pendant itself shows a meditating dog sitting upright with crossed legs in a Namaste pose. The lotus petals, rough coat of the dog, and ears are oxidized to give the Namaste pendant added character.

The Momaste pendant features a woman wearing a yoga outfit. Her head is in a slight bow with hands pressed together, palms touching and thumbs close to the chest in a Namaste pose. Her hair is gently pulled up in a circular bun, which conveniently doubles as the bail to this unique piece. Her back parallels the dog's spine who is sitting on his hind legs with his front paws pressed together. This spiritual charm reminds every dog owner that our dogs help to ground us within the universe.

Adho Mukha Svanasana, meaning Downward Dog, shows a woman dressed in yoga attire and poised in Downward Dog as her dog stands beneath her also holding the Downward Dog pose. The girl's forehead gently rests on top of the dog's head, creating an instant synergy between the two.

Just as Downward Dog is one of the most recognized poses in the human world, the Australian Shepherd portrays this pose that is meant to calm and relieve stress from the body. The Australian Shepherd holds itself in an inverted "V" position, equally distributing its weight on all four paws.

A Golden Retriever holds the powerful Warrior III pose, with gentle waves in its body to mimic the Golden Retriever's wavy coat. This piece exudes concentration and a sense of grounding oneself with nature and the world around us.

For the Boat Pose, a Doberman Pinscher takes the stage as the legs extend upwards towards the sky. Its arms hold a level pose, and graceful lines in the Doberman body create artistic flair in this Boat Pose piece.

The Crescent Lunge pendant begins with an airy Sterling Silver ring base representing an unending loop of reciprocal energy exchange that we share with those we connect with each day. The fiery pup demonstrating Anjaneyasana stands tall on staggered hind legs about hip width apart, its voluminous tail set high in a long flowing plume swirling to the sky. The Sterling Silver whimsical doga charm reminds us that work done on the mat with our furry friends is a powerful way to add strength and balance to our lives off the mat.



Included in the Breed Ring Collection, Dazzling Paws Jewelry LLC has added seven breed rings uniquely crafted from the existing breed line. The current breed rings include: Siberian

Husky, Pembroke Corgi, Cavalier King Charles, Australian Shepherd, Doberman Pinscher, Golden Retriever, and German Shepherd. These pieces are made entirely from recycled sterling silver and made in the USA.

Myra Westphal, President, stated, "I wanted to offer a new category of jewelry for dog breed lovers. Taking our most popular selling dog breeds and designing them into everlasting ring creations is the next logical step for our breed line expansion."



Included in new breed pendants this summer are the Gaiting Papillon, Gaiting Australian Shepherd, and Lamb Trim Poodle. The gaiting breed pendants are poised to breed standard as if they are making their way around the show ring. The Poodle with the lamb trim cut stands proudly with its pom-pom tail pointed upwards, and its wavy cut-outs inside the pendant highlight the poise that comes with this breed.

About Dazzling Paws Jewelry LLC

Dazzling Paws Jewelry LLC is dedicated to providing high quality designer dog themed jewelry for people who love dogs. Dazzling Paws Jewelry LLC is 100% handmade in the USA from recycled sterling silver. The Dazzling Paws Jewelry LLC line includes: dog breeds with a unique flair, paw prints and dog bone collections, pet memorial jewelry, semi-precious and crystal collection, beads, Build-Your-Own Letter Line, as well as dog sports like Agility, Obedience, Rally, Conformation, Free Style and Flyball. Sterling silver jewelry designs include: pendants, earrings, rings, toe rings, beads, bracelets, pins, charm holders, chains, and tie tacks.

For more information about Dazzling Paws Jewelry LLC visit www.dazzlingpawsjewelry.com or call: 715-345-1314, 8 a.m. to 5 p.m. CST.

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