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## **FOR IMMEDIATE RELEASE**

### **Jewels by Park Lane Focuses on Fall Fashion**

*Fashion jewelry sales continue strong into fall 2009.*

**Chicago, Ill.** / Jewels by Park Lane introduced its fall 2009 line of fashion jewelry amid strong fall business projections at its recent convention attended by Park Lane's representatives from across the country, the company said today. The introduction of the new jewelry is always a highlight of each convention. Park Lane's home based business representatives anxiously awaited the new jewelry introductions, which were presented by coordinating new items with current jewelry on the line.

Fall 2009 fashion colors are strong, diverse, and more unique than previous years, according to the Pantone Color Institute. There are broad spectrums of unique color combinations that range from basic to vibrant in order to entice the consumer. The company says its line perfectly complements the fall fashions that are beginning to appear in retail stores. Some of Pantone's most popular colors for fall are "Purple Heart," which Park Lane is showing in the Passion grouping; "Burnt Sienna," which Park Lane is showing in the Cinnamon grouping, and "Honey Yellow," which Park Lane is showing in the Euro grouping.

As the economy remains sluggish, many shoppers continue to be reluctant to purchase new outfits, but those same customers are using fashion jewelry to update outfits already in their wardrobe. This is an example of what Leonard Lauder, chairman of Estee Lauder, discovered and labeled as the "lipstick effect" during the recession of 1990. These feel good purchases have a smaller impact on consumers' budgets, but give last year's apparel a fresh look for this season.

Although the news continues to focus on the ongoing slowdown of retail business, Jewels by Park Lane says fashion jewelry sales remain strong as consumers stretch their dollars by making last year's outfit look new again. *Accessories Magazine* reports that gross revenues for fashion jewelry have ignored the economic trends and are projected to be strong well into 2010.

**About Jewels by Park Lane:** Jewels by Park Lane is a family-owned direct sales company featuring high-quality fashion jewelry which is sold via home parties. Park Lane was founded in Chicago in 1955 by Arthur and Shirley LeVin and is currently owned and operated by Scott LeVin, Mark LeVin and Arthur LeVin III, the second generation of LeVin family. While known for the unconditional guarantee on its products and for its no product buy-in program, Park Lane also offers generous rewards to its sales consultants, party hostesses, and customers. One of the most admired and trusted direct sales companies in the industry; Park Lane currently has independent sales consultants in every state in the country.

#### **Contact:**

Barbara Borchert



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1404 West Fletcher Avenue • Tampa, Fla.33612 • (888) 399-5534 • [Info@PRNewsChannel.com](mailto:Info@PRNewsChannel.com)

Email: [Barbara.Borchert@jbpl.org](mailto:Barbara.Borchert@jbpl.org)

Phone: (800) 621-0088

Web: [www.JewelsByParkLane.com](http://www.JewelsByParkLane.com)

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