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FOR IMMEDIATE RELEASE:

PAULA JEROME DESIGNS
Iconic Landmarks Celebrated on HBO's "Boardwalk Empire"
Envisioned As Luxury Charms By Atlantic City Jeweler Paula Jerome

October 2010 - Atlantic City was once known as America's playground, a place for families to vacation and a home to sparkling casinos, showgirls and top-notch entertainment. And now, the city immortalized in the original Monopoly board, is once again having its ballyhoo preserved in miniature. Local jewelry designer Paula Jerome has launched a line of beguiling charms based on the iconic images of Atlantic City. Inspired by childhood visits to the famed boardwalk, her signature Atlantic City charm bracelet lets a little piece of history dangle from your wrist.

There has been a resurgence of interest in Atlantic City, marked prominently by the premiere of HBO's newest series, "Boardwalk Empire." It couldn't be timed more perfectly as Jerome unveils her complete Fall 2010 charm collection. Much like Jerome's tiny replicas of historic icons crafted in 100% recycled sterling silver and 14K gold with diamonds, HBO recreated their own landmark - the famed boardwalk of Prohibition Era Atlantic City - in painstaking detail.

Born in Philadelphia to first generation Italian parents, Paula Jerome summered with her family in Atlantic City. She remembers the smell of salt air, white sand beaches, and the bustling boardwalk of "old Atlantic City." She relishes in her memories of the city's unique pleasures - watching the Diving Horses on the Steel Pier, walking through the six-story high Lucy the Elephant building, rides on the Rolling Chairs that cruise the boardwalk and of course, sampling James' and Fralingers' salt-water taffy. In particular, she recalls a visit to the elegant, French chateau-inspired Dennis Hotel: "What an experience for a little girl! I will never forget the time my Grandmother decided to put on her best clothes and jewelry and take me for a weekend stay!"

Vicki Gold Levi, an Atlantic City historian who consulted on Boardwalk Empire and a friend to Paula, shares the enthusiasm: "You could see Sinatra three times a day at Steel Pier. It was an exciting place to be." (NYTimes, September 2010) Historians Vicki Gold Levi and Allen "Boo" Pergament were both instrumental consultants to Jerome as well as Boardwalk Empire and Jerome is extremely grateful for their guidance and help in achieving historical accuracy.

Continues Vicki Gold Levi: "When I wear the Atlantic City nostalgia charm necklace especially created for me by Paula Jerome, it's like having an historical totem around my neck. Many of them were inspired by my book on Atlantic City and this was certainly an honor- and people always want to know- "what is this little chair?" and "what horse looks like its diving?" and "why are you wearing an elephant?" Of course these comments refer to the some famous icons of Atlantic City: the rolling chair, hi diving horse and Lucy the Elephant! Paula Jerome has hand crafted these items in silver and gold with love to be handed down from generation to generation."

After launching Paula Jerome Designs in 2008, Jerome returned to New Jersey in 2010 to be close to the source of her inspiration: the incomparable Atlantic City. She had begun designing in 2008 and forging relationships with local businesses, such as the Lucy The Elephant landmark. For each of her memories, there is a corresponding charm in precious metal.

Historian Allen "Boo" Pergament describes his and his wife's reactions to receiving the first prototypes from the Atlantic City Charm Collection: "We expected our choices of Paula Jerome's Atlantic City jewelry to be of quality design and workmanship. What we received was that and much more! The attention to detail, preciseness, and overall appearance stunned us. The bracelet, as well as the lapel piece, are works of art that we'll wear proudly and often."

The entire Paula Jerome Designs jewelry collection is crafted using the lost wax casting method. The process is environmentally friendly and all of the jewelry is handmade in America with 100% recycled Sterling Silver and 14K gold. The full collection is available online and premiering at select shops.

Paula Jerome Designs is known for pieces with movement, curves and thoughtful details. Her popular collections include her Snowflake, Leaf and Geometric lines, and most recently, her Atlantic City Charm Bracelet line. Jerome designs for both men and women. Paula Jerome Designs jewelry can be viewed online www.paulajerome.com.

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