

PRESS RELEASE
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New Online Jewelry Store Lets Shoppers Choose Fashion Trends

March 3, 2006, Ft. Lauderdale, FL – Today BijouBoutique officially opens its online doors to welcome a new generation of fashion-minded shoppers. Customers who shop at www.bijouboutique.com don't just purchase handmade jewelry – they can actually create it. Web and jewelry designer and owner of BijouBoutique, Lourdes Amador, ensures that the e-store offers one of a kind pieces that can be completely customized to reflect the most discriminating shopper's personal style.

"The way we choose to adorn ourselves with jewelry and clothes makes a personal statement about who we are and how we want other people to see us," says Amador. "Why should we follow others' trends when we can make our very own?" From bold, funky beaded bracelets to delicate, elegant filigree necklaces, www.bijouboutique.com offers an extensive selection of jewelry that can be personalized to each customer's desires. No pieces are mass produced, and each bead, crystal, and clasp is hand selected for top quality.

With the launch of her new business, Amador, a Florida native, develops her both passions of fresh, vibrant web design and chic, stylish handmade jewelry. Specials and shipping discounts are offered and new items are added weekly. For more information, visit www.bijouboutique.com or send an e-mail to info@bijouboutique.com .