

14<sup>th</sup> September 2006

# Ella Bleau

[www.ellableaujewellery.com.au](http://www.ellableaujewellery.com.au)

FOR IMMEDIATE RELEASE

## SPECIAL FASHION EVENT - NEW JEWELLERY PRODUCT LINE LAUNCH MELBOURNE - SYDNEY

With Ricki-Lee Coulter (Series 2 Aust Idol and Young Diva's)  
Lauren Newton (TV Presenter – daughter of Nine Network's Bert Newton)  
Susan Conterno (Fashion Stylist and magazine columnist)

Ella Bleau Jewellery, an online fashion jewellery boutique, started in early 2005 with a new and unique business model - top quality sterling silver and gold pieces with high quality diamond simulants available 24 hours a day, 7 days a week online for women not only in Australia but around the world.

Ella Bleau Jewellery is now launching its brand new range of women's fashion jewellery in two nights of cocktails, celebrities and classy jewellery.

Based in Melbourne, Ella Bleau Jewellery has quickly earned a reputation as a leading online retailer of fine jewellery. Using only the best quality materials, their pieces reflect classic style while still following today's hottest jewellery trends. With their *motto* of quality and style at an affordable price, Ella Bleau has taken the jewellery industry by storm in the short time it has been operating.

### Melbourne Event

The Melbourne launch of their highly anticipated new line of jewellery will be held in one of the city's burgeoning cultural hot spots on September 16<sup>th</sup> at the Fitzroy Gallery in the heart of Fitzroy – just near Brunswick Street.

Attending will be the hugely talented and gorgeous **Ricki-Lee Coulter** from Series 2 of Network Ten's smash hit Australian Idol and now a member and touring with the popular Young Diva's with three other phenomenal young women. Coming off the back of a brilliant debut self-titled album, where she has scored three smash hits with 'Hell No!', 'Sunshine' and 'Breathe', Ricki-Lee will be available for photos and comments on the evening.

Another hot celebrity attending will be **Lauren Newton**. A fashion savvy and much sought after TV personality – she has gained a reputation as having an amazing insight into the modern woman. Working as a roving reporter on her father's show Good Morning Australia which sadly finished, she has become a style icon for young women around the country.

**Susan Conterno** has made a name for herself as a much sought after stylist for fashion shoots around the country and is a highly regarded contributor to Famous Magazine and other popular publications such as Melbourne "City Weekly". Called upon by not only the rich and famous but also every day men and women, she has a keen eye for the best style no matter the budget, gender, shape or size.

**All media welcome. Please contact Ella Bleau Jewellery to register.**

**MELBOURNE EVENT DETAILS**

**Venue:** Fitzroy Gallery, 274 Fitzroy Street Fitzroy Melbourne Vic 3065 (just behind Brunswick Street)

**Start Date:** Saturday 16<sup>th</sup> of September 2006

**Start Time:** 6pm

**Finish Time:** 8pm

**SYDNEY EVENT DETAILS [final details to be confirmed]**

**Venue:** Tap Gallery, 278 Palmer St. Darlinghurst NSW 2010 (just behind Oxford Street)

**Proposed dates:** October 24<sup>th</sup> or October 25<sup>th</sup> 2006 (to be confirmed)

**Start Time:** 7pm

**Finish Time:** 9pm


**Media requests and queries can be forwarded to the following:**

**Phone Number:** 03 9445 0310

**Email Address:** [support@ellableaujewellery.com.au](mailto:support@ellableaujewellery.com.au)

**Website:** <http://www.ellableaujewellery.com.au>

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- STOCKISTS ENQUIRIES

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- Pink Lights of Paris
- 7mm square clear stud earrings
- 5mm clear square stud earrings
- Silver Eternity Ring
- Initial A-Z Pendant
- Inspired Kate Hudson Ring
- Halle Berry Flower Earrings
- 5mm round clear stud earrings

**Ella Bleau New Products launch - 16<sup>th</sup> of September 2006**

Join Ricki-Lee and the Ella Bleau Team @ Fitzroy Gallery for a viewing of our exquisite new range of rings, earrings, bracelets and necklaces. [More Details >](#)

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 Silver Mesh Ring \$49.00	 Clear Lights of Paris \$85.00	 Blue Lights of Paris Ring \$85.00
 Pink Lights of Paris \$85.00	 Ladies Anniv. Band \$45.00	 Black Tiffany-style Buckle Ring \$59.00
 Silver Tiffany-Style Buckle Ring \$59.00	 Inspired Kate Hudson Ring \$55.00	 Semi-Bezel Set Band Ring \$49.00


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