

NEWS RELEASE

## **MENDI JEWELRY ANNOUNCES GRAND OPENING AT PASEO NUEVO IN SANTA BARBARA**

*New store offers opulent handmade jewelry at affordable prices. Mendi Jewelry's first retail store opened in Solvang in 2010.*

**FOR IMMEDIATE RELEASE**

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**SANTA BARBARA CA** - Mendi Jewelry has opened a new shop at the Paseo Nuevo mall in downtown Santa Barbara offering beautiful classic and antique style hand crafted jewelry. The company opened its first retail shop in Solvang in 2010. All of the jewelry selections offered in both shops are manufactured by Mendi Jewelry's highly specialized artisans in Istanbul. The store's introductory collections offer shoppers choices for gifts and personal items that are affordable, beautiful and unique. Since Mendi Jewelry is the manufacturer the items are unique and prices are very reasonable.

The Fall/Winter collection offers a variety of exquisite pieces. 24K gold plated necklaces, earrings, and bracelets feature gemstones accented with intricate beading and vibrant silk ties. Pendants, rings, earrings, and bracelets hand-crafted out of silver are finished with bronze detailing and adorned with real emeralds, rubies, amethysts, and eye catching crystals. A selection of reasonably priced diamond pieces is also offered. Even those with extensive personal collections will find something special at Mendi Jewelry. Every item offered is certain to become a treasure in the collection of its owner.

Mendi Jewelry was founded and is operated by Eyyup Mendi, a native of Istanbul and resident of the Santa Barbara area for over 10 years. The basis of the company's success is Mr. Mendi's sense of fashion and style, relationships with an elite group of artists offering unique capabilities, and a commitment to excellence in making affordable opulent jewelry available to customers here.

"We are very happy to have the opportunity to serve shoppers in Santa Barbara, Solvang and Southern California. We offer jewelry that isn't usually found in this part of the world," said Mr. Mendi, "and we hope to help the people of these communities with gifts and personal items that bring beauty and happiness into their lives for many years."

Mendi Jewelry shops are located at 437 Alisal Road in Solvang and Paseo Nuevo in Santa Barbara. Visit Mendi Jewelry online at [www.mendijewelry.com](http://www.mendijewelry.com). For more information, please call 805-965-2211.