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Nordstrom Welcomes Alohi Lani Designs to its New Honolulu Location

Up and Coming Cloisonné Artist Draws from Hawaiian Experience to Create Fresh Jewelry Designs

HONOLULU – (June 1, 2008) – Patrons of the new Nordstrom store in Honolulu's Ala Moana shopping district can now bring home a one-of-a-kind accessory: the store is featuring stylish, sophisticated cloisonné art jewelry from the Alohi Lani Designs (www.alohilanidesigns.com) collection.

Inspired by years living amid the natural beauty of Hawaii and other exotic locations, designer Patsy Croft has created a unique line of wearable art jewelry featuring tropical flowers and underwater scenes for the store. In a throw-away society hooked on trends and buying in bulk, a handcrafted Alohi Lani piece offers jewelry lovers the opportunity to express their individuality with unique but classic art that won't be outdated when tastes and fashions change.

"I feel a personal connection with every piece I've created for Nordstrom," says Croft. "It's particularly meaningful for me to work with this Hawaii store, as my journey into the world of jewelry began when I lived here. It's a natural place to influence art – color and beauty are everywhere. That beauty, and the love and respect the Hawaiian people have for their land, provided the inspiration behind what I do."

Alohi Lani specializes in brilliant, timeless enameled jewelry worthy of being handed down from generation to generation. Alohi Lani jewelry is handcrafted using fine silver, top-of-the-line enamels and 18K and 22K gold. The newest collection of cloisonné earrings and pendants is currently available at Nordstrom's new location in Ala Moana. Custom Alohi Lani Designs pieces can also be ordered online at www.alohilanidesigns.com.

About Alohi Lani

Alohi Lani jewelry is characterized by quality craftsmanship and an enduring style that won't be retired as a new season of fashion arrives. Owner and designer Patsy Croft's attention to detail guarantees matchless handcrafted pieces destined to become cherished family heirlooms. Her work has been recognized by the American Craft Council, the Society of National American Goldsmiths and has appeared at the Atlanta Contemporary Jewelry show. She designed a piece for Andre Benjamin of the popular hip hop group OutKast after he spotted her work in an Atlanta jewelry gallery. Serious about her commitment to the environment, Patsy donates a percentage of sales to various environmental groups. *Buy quality. Buy one of a kind. Buy things that last a lifetime. Hold them dear and pass them on to the next generation.*

About Cloisonné

Cloisonné (pronounced cloy-zon-ay, French for "partition") is an ancient metalwork technique that makes use of small, precious metal filaments and colorful glass enamels to create brilliant artwork. Cloisonné is most commonly used in jewelry making, though illustrations of the craft can be found in many facets of the art world, including the production of hand-made dishes, vases and abstract pottery. Though the origins are most likely Middle Eastern, Chinese cloisonné is the most renowned and permeated throughout the world. Examples of the art can be seen in Byzantine mosaics, inside Saint Mark's Basilica in Venice, and in prized Russian Czarist jewelry.

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