



# Press Release

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## Jewelry Paparazzi

*A portal of Inexpensive Jewelleries for Modern Women and Men*

**Pasadena, California August 30, 2012:** The idea came when Jewelry Expert and Stylist, [Elizabeth Holland](#) came to the realization last fall 2009 that there are plenty websites, publications and media venues featuring the hottest fashion jewelry look. But, she noticed there was one common theme, high priced products and several shopping sources. This just added to the confusion of which look to acquire and at what cost? Not only to Elizabeth Holland, but to many women and men opting for wider choices online.

Realizing this need, she developed her concept of offering several types of jewelries at one shopping source. At that same time, emulating the latest fashionable celebrity and high profile looks at a fraction of the cost.

Another objective was to remove the cliché of inexpensive jewelry to be cheap and tacky, a fashion stigma that has clouded by many fashion followers. A struggle that was mirrored not only by Elizabeth Holland, but to many women and men worldwide.

Therefore, [sterlingzdepot.com](http://sterlingzdepot.com) was born, an online boutique that offers a mélange of jewelries at depot prices. At the same time, it brings together a wide range of fashion choices for women and men between the ages of 18-34. She currently carries 5000+ jewelry pieces that are fun, fresh, and exciting providing wider choices for fashionistas on a budget.

Another exciting add-on to this portal is its pool of dedicated stylists waiting to help customers to acquire their next fashion statement that best suit their personal style. A fashion blog is also available to keep readers and its member's in tuned to the current styling tips, hot fashion news, and video tutorials.



Since [sterlingZdepot.com](http://sterlingZdepot.com) started, it has become the online destination for up to date jewelry and fashion, as well as capturing the attentions of publications such as; OK! Magazine, Life N Style and many more.

Aside from their offerings of hot deals and fashion looks, this online boutique also runs a variety of campaigns for its readers and new members. Not only giving more than just a selection of jewelries, but a fashion lifestyle as well.



**Elizabeth Holland**  
**Chief Executive Officer**  
**SterlingZ Depot**