

the new girl in town....

PERLA JEWELS

a new attitude in design



PERLA JEWELS features the original creations of designer Joyce Hwey Lee who, through her own unique intuition and sensibilities, has brought a new attitude to design. Though new to the business, Joyce is a young veteran of art and design, expressing her creativity since childhood through painting and music.

Formally trained as an architect, Joyce's pieces illustrate an intuitive sense of form, color, texture, material, and proportion. Inspired by nature and the vibrant people around her, she has a great sense for elegant simplicity, but craves versatility and complexity in her designs as well.

Each piece is created not just for beauty, but as an object that becomes a part of your being on contact. Most of all, each piece carries a bit of glamour, whimsy, joy and positivity.

"I am interested in how a piece of jewelry becomes transformed when it comes in contact with the human body and in turn, how that person is transformed when wearing the piece. I like movement, weight, color, texture and reflectivity."

joy. . . . love. . . . inspiration

"I believe that a piece of jewelry can be the materialization of our essence and emotions. A piece of jewelry always has sentimental meaning - whether it reflects the relationship we have with ourselves or with loved ones. I always aim for positivity."

All pieces are created using fine materials including sterling silver, 14K gold, 18K gold, vintage beads from places such as Japan, Germany and Australia, Swarovski Austrian crystals, gemstones, glass, acrylic and other components.

Most pieces are limited in availability as they are designed from rare, one of a kind components.

Perla Jewels has been presented to celebrities such as Katie Couric, Lady Heather Mills-McCartney, Senator Hillary Rodham Clinton, Barbara Walters, and Reese Witherspoon.

Designer Joyce H. Lee is available via special arrangement for private showings, personal consultations and custom designed pieces for any occasion.

As part of Perla Jewels premiere season, they are hosting the Purely Posh Prize Bag featuring Perla Jewels jewelry, as well as luxury Egyptian cotton pajamas, silk handbags, floral hair accessories and more.

Visit www.perlajewels.com for more information.

Perla Jewels designer/ owner Joyce H. Lee can be contacted at (206) 931-7838 or mail@perlajewels.com