



MEDIA ALERT
Red Sofa jewellery collection
Online store launch and Valentine promotion

Montreal, Quebec, February 4, 2008. Red Sofa announces today the **launch of its online store**. Treating oneself to delicious handcrafted jewellery is now as simple as a click on the Boutique* section of the www.gotoredsofa.com website.

To inaugurate the launch of its store, the designer, Joanna Szkiela is also introducing her new **Pacific Heights Collection**, inspired by the breezy and enchanting landscape of the famous coastal neighborhood. This new **urban chic line with an organic soul** features necklaces of leafy designs, ethereal forged sterling loops and charming hearts. Its simple sophistication springs from the use of natural designs in silver and leather.

For the long anticipated launch of its online boutique, Red Sofa is **offering a special Valentine promotion** to those in love. Canadian buyers will benefit from free express shipping with all purchases made **between the 4th and 11th of February 2008**. Your declaration of Love delivered just in time for Valentine's Day!

The Red Sofa Online Boutique offers contemporary silver jewellery at affordable prices.
Price range from \$65 –to \$105 US

New Pacific Heights Collection
First available on www.gotoredsofa.com



Photographer: Anthony McLean

About Red Sofa

Founded in Montreal in 2007 by jeweller Joanna Szkiela, Red Sofa offers imaginative, elegant, modern and organically inspired women's jewellery. Affordably priced, the pieces in the Red Sofa collection are made principally from silver, stones and natural materials. All pieces in the Red Sofa collection are designed and made by the artisan in her Montreal studio. The company presently has four points of sale and an online boutique* at the website: www.gotoredsofa.com.

About Joanna Szkiela

A true woman of the world, Joanna Szkiela grew up in France and lived on several continents before making Montreal her home. A manager in the world of digital arts for a number of years, she has always been fascinated by human beings, their environment and their cultures. A high level of artistic sensibility was the guiding force that led her to create jewellery and to establish Red Sofa in 2007.

www.gotoredsofa.com

* The online boutique is powered by Etsy.com, a community marketplace

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