



For More Information:
Leah Gormly
P: 214.549.3658
F: 972.386.4031
Email: press@lmgandco.com

FOR IMMEDIATE RELEASE

LMG&Co. Introduces New Men's Jewelry Collection
Offering Organic Men's Jewelry for Any Man, Any Look

(Dallas) October 2007 – Dallas-based LMG&Co. has launched the much anticipated LMG&Co. Jewelry Collection for Men.

This latest collection from Leah Gormly, LMG&Co. owner and designer, offers handcrafted, sterling silver designs including necklaces, bracelets, cuff links, rings and keychains. Gormly desired to design a wide selection of jewelry and accessories that would complete any man's look — rugged and raw, yet sophisticated and refined.

“Since launching my women's collection, men have been asking if LMG&Co. made a men's line of jewelry,” says Gormly. “As the feedback from men continued to grow, I knew this new line was something I had to design. Creating this collection was exciting for me. It let me to go back to my center as a designer – creating a line of accessories for the contemporary, fashionable man with a fresh, new look that is unique to LMG&Co.”

In creating this latest collection for men, Gormly went back to the basics of her styling instincts. Her pieces broaden on her organic, natural sensibility, while incorporating talisman-like symbols into select pendants and bracelets. This striking new collection includes such other finds as leather cuffs and one-of-a-kind pendants that feature geodes, fossils and other unique stones.

“In describing my ‘man,’ I have to say that I offer designs that are ideal for a range of fashion sensibilities. Think of a Johnny Depp toward one end of the spectrum, and a George Clooney toward the other,” says Gormly. “Each piece combines rugged texture with a couture-like styling. The man can wear a single piece on its own, two or three pieces collectively, or wear several stacked together. However they're worn, LMG&Co. jewelry for men offers that special punctuation point for that perfect look.”

The LMG&Co. Jewelry Collection for Men will be available for the holiday season at Nuvo in Dallas, Texas in November 2007.

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LMG&Co. has been featured in publications including in Modern Luxury Dallas, D Fashion, Southern Living Magazine, Indulge and Lucky Magazine. Gormly was named second runner up in the 2006 Texas' Next Top Designer Competition. She was also named a finalist in the nationwide 2007 Halstead Bead Business Development Grant for Bridge Jewelry Designers in August.

Combining quality materials and fine craftsmanship, each of LMG&Co.'s detailed designs are hand-assembled and finished, and are made in the U.S.

Nuvo is located at 3900 Cedar Springs, and can be reached at 214.522.6886.

For more information, samples or digital images, please contact LMG&Co. at 214.549.3658 or via email at press@lmgandco.com.

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