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Pamela Froman Wins Another Industry Award!

Los Angeles, CA – April 1, 2009 – Couture Exhibitor Pamela Froman, who was presented with the coveted Town & Country Couture Design Award for Best in Gold at the 2008 Couture Show, has just been honored with 2nd Place in the Professional Category of the 2009 MJSA Vision Awards!

The annual MJSA Vision Awards Design Competition “recognizes the talent and innovation of designers whose work will have a profound influence on the future of jewelry design.” Each year, professional jewelry designers and jewelry design students (competing in the Student Category) enter what they feel is their best work, to be judged by leading manufacturers, jewelry designers, and other industry experts on the basis of creativity, presentation quality, effective use of materials, wearability, and the design’s perceived manufacturing and marketing potential.

This year, Pamela Froman's one-of-a-kind "Sentimental Crush" Locket caught the judges' attention! This unique 18k "Crushed" Yellow Gold piece features a Deep Pink Tourmaline cabochon on the front, and 18k White Gold inlay highlights Pamela Froman's signature scrolly "PF" on the back. The Locket opens to reveal two small frames holding pictures of Pamela's “most precious creation, her son Hudson.

Pamela Froman began her career in Paris, designing jewelry for top European couturier salons, including Courreges, Cacharel, Carita, Guy Larouche, and Valentino. In 2004, she felt the time was right to unveil her personal definition of exceptional jewelry, and began work on her signature line. Pamela hand-selects exquisite diamonds, unique gemstones, and rare pearls, pairing them with Platinum, 22k, and distinct colors of

MJSA
2009 Vision Awards

“Sentimental Crush” Locket
by Pamela Froman Fine Jewelry



18k gold to create her unique pieces. “I feel strongly that individuality is the underlying theme of beauty,” the designer explains. Pamela received her first award, the title of “Rising Star”, when she debuted her collection of fine jewelry at the 2006 JCK Show in Las Vegas. She has since been honored to receive the prestigious Town & Country Couture Design Award for Best of Gold, as well as the Spectrum Awards’ Consumer’s Choice Honor, and the MJSA Vision Award.

For more information, visit www.pamelafroman.com, or call 323-954-7436.