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## **Sarah Whitmore Designs® Announces Featured Retail Partnership**

*Utopia Northwest® features Ritarose™ sterling silver jewelry line in  
store and online*

**Seattle, December 1, 2004** – Sarah Whitmore Designs, the innovative sterling silver jewelry design company, has announced its newest featured retail partnership: Fine jewelry boutique Utopia Northwest will sell the Sarah Whitmore Designs Ritarose line in its store. Utopia also highlights Ritarose pieces on its website.

"We are excited to carry Sarah Whitmore's newest collection," says Utopia owner Janis Staskowski. "Sarah's Ritarose line has been very popular--Many customers come in and ask for her jewelry after seeing her *distinct pieces* featured in our advertising."

"I am thrilled that Utopia Northwest is featuring Ritarose jewelry," says designer Sarah Whitmore. "Utopia has always delivered inventive regional and international designs to the Pacific Northwest market, and I can't think of a more ideal channel partner—I look forward to growing with them."

The Ritarose line includes earrings, pendants, rings, and bracelets, all coordinated for easy accessorizing. Inspired by diverse historical motifs such as decorative metalwork of the American West and Moorish architectural detailing, designer Sarah Whitmore has created jewelry that is bold, yet softened by delicate filigree.

*sarah whitmore designs*

### **About Sarah Whitmore Designs**

Sarah Whitmore has been designing jewelry for ten years. As chief designer for a major jewelry-manufacturing company, Sarah created successful mass-market pieces lauded in fashion publications and sold at major department stores. In 2003, she launched Sarah Whitmore Designs to create more personal jewelry.

Ritarose jewelry is professionally-crafted in the United States by a small group of Northwest artists. The Ritarose line is available at fine jewelers and boutiques throughout the United States. To find a retailer near you, learn more about Sarah Whitmore Designs, or see more of the Ritarose line, visit [sarahwhitmoredesigns.com](http://sarahwhitmoredesigns.com). If you are interested in partnership or distribution opportunities with Sarah Whitmore Designs, email [partner@sarahwhitmoredesigns.com](mailto:partner@sarahwhitmoredesigns.com).

### **About Utopia Northwest**

Utopia Northwest brings unique gems, jewelry, and gift ideas to the Northwest. Utopia is located in Redmond, Washington in the Redmond Towne Center mall. Utopia offers gallery-oriented jewelry as well as fashion-forward pieces for every age, including teens. Each piece of jewelry is selected with a priority on quality, design, and price. For more information, visit [utopianorthwest.com](http://utopianorthwest.com) or call Utopia toll-free at 1-866-UTOPIA4 (1-866-886-7424).