

## GOING GREEN

### Philosophy

Alberto Parada is committed to providing a high quality product that is environmentally and socially responsible in the materials and manufacturing process. It is important to educate retailers and consumers about where a product comes from, how it was made, and what affect it had on the environment and communities. Alberto is proud of his recognition as a green designer and looks forward to bringing more attention to eco-consciousness in the jewelry industry.

### Responsible choices

**Supporting global fair trade and freedom from conflict** – Alberto crafts his jewelry using only conflict-free diamonds and fair-trade gems.

**Reducing environmental destruction through metal mining** –

Alberto's jewelry contains HARMONY™ gold, which is recycled, refined and produced by Hoover & Strong based in Richmond, Virginia. Alberto chooses recycled gold so his jewelry does not contribute to the environmental destruction and waste caused by precious-metal mining. Alberto is also a Member of the No Dirty Gold campaign. ([nodirtygold.org](http://nodirtygold.org))

**Staying local** – Alberto Parada designs are handcrafted locally and manufactured in the United States.

### Green recognition

**Green Fashion Week** – Alberto Parada participates in sustainable jewelry events and Green Expos across the country. He was the featured jewelry designer in the first “Green Fashion Week” in Seattle, produced by the Zella Company and Earth Pledge.

Dear Editor,

Something brilliant and green is transforming the world of fine jewelry. Emeralds have been around for centuries...but eco-friendly jewelry is something new. Some of today's smartest, most innovative designers are making their mark with "green" designs. Alberto Parada is at the forefront of this trend, creating one-of-a-kind eco-friendly jewelry for select clientele worldwide. Alberto's multicultural heritage and his commitment to everyday style are the hallmarks of his eye-catching work, which blends diamonds and brilliant South American colored gems with various tones of 18K gold.

It is Alberto's responsible approach to design that makes his story so relevant to today's most discerning buyers. Alberto uses only conflict-free diamonds, fair-trade gems, and recycled Harmony gold in his jewelry, which is manufactured in the United States. In October 2007, Alberto was the featured jewelry designer in the first-ever "Green Fashion Week" in Seattle.

I think your readers will be inspired by Alberto's story as well as his jewelry. A self-taught designer with an exciting custom line and a leading-edge philosophy, he is an artist to watch in 2009 and beyond.

Enclosed you will find a complete press package on Alberto and his work for your review. Please feel free to contact us for more information. Thank you in advance for your time and consideration.

Sincerely,  
Ashley Parada

Representative, Alberto Parada Jewelry

Dear Prospective buyer,

We are pleased to announce Alberto Parada, an award winning green innovator in the jewelry industry, is creating more of his one-of-a-kind, environmentally friendly designs for select clientele worldwide.

In October 2007, Alberto was the featured designer in the first-ever “Green Fashion Week” in Seattle. Recent attention has been focused on eco-friendly choices but Alberto has always used conflict-free diamonds and fair trade gems as well as recycled gold. His designs are created and produced in the United States.

Lauded internationally for his bold yet elegant designs, Alberto is a self-taught designer with years of experience in the jewelry business and has created an exciting custom line making him an artist to watch in 2009 and beyond. His designs have already caught the attention of Hollywood celebrities.

Alberto’s multicultural heritage and his commitment to designs for everyday style are the hallmarks of his eye-catching work, which blends diamonds and brilliant South American colored gems with various tones of 18K gold.

His distinctive line of jewelry continues to expand and can be viewed in the enclosed catalogue. Also enclosed is his Floating necklace design which won the award of Best Necklace Design of the year 2009, JCK Jewelers Choice Awards.

In addition to his stunning line of jewelry and creating one-of-a-kind custom designs, Alberto is now designing exclusive lines for boutiques to blend with the fashion and theme of the store.

We believe your store is an ideal setting to showcase Alberto Parada’s beautiful line of jewelry. Your clients will treasure their selections and appreciate his philosophy of responsible production and manufacturing.

Thank you in advance for your time and consideration.

Sincerely,

Ashley Parada  
Representative, Alberto Parada Jewelry