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WHEN ARTS AND CRAFTS BECOME HIGH FASHION LOCAL BEADING ARTISTS SHOWCASE "WEARABLE ART"

Cuyahoga Falls, Ohio (March 22, 2005) – When Lindsay Vance and Amy DeLeo met eight years ago, little did they know that their Saturday afternoon hobby would lead them to entrepreneurship in the fashion world.

Vance and DeLeo are co-designers/owners of JuJu Beads, a jewelry design business featuring handmade, one-of-a-kind beaded necklaces earrings, bracelets and other unique pieces. The two artists will sell and display their work at their annual Spring/Mother's Day Show at Moe's Restaurant located at 2385 Front Street, Cuyahoga Falls, May 7 from 11- 5 p.m.

Unlike other beaded designs, JuJu Beads utilizes eclectic materials ranging from Swarovski crystals and sterling silver to distinctive glass lampwork beads.

The duo also customizes much of their art for wedding parties, senior proms, holiday gifts, high school spirit bracelets, mother's bracelets and charity gifts. They also specialize in re-designing heirloom jewelry to complement the up-to-date fashions desired by women, while still maintaining the sentimental value of each piece.

"Each design is completely unique and apart of us, " Vance said. "For that reason, we call it 'wearable art!'"

The women started beading four years ago when Vance, at the time, was teaching herself to dismantle and re-bead vintage jewelry found inside multitudes of old shoeboxes passed down from a deceased aunt.

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DeLeo was also dabbling with the same hobby after a California trip to visit her sister-in-law, who taught her the craft.

Both DeLeo and Vance fondly remember warm summer afternoons on DeLeo's backyard deck beading and chatting. And before long, friends, neighbors and family-members were noticing their work and starting to make jewelry requests.

"We'd get so many orders from our family, that Lindsay and I used to joke that we should start our own business," DeLeo laughs. "Little did we know it would really happen!"

But it did. In 2002, the women decided it was time to make the business official. With the help of DeLeo's husband, CEO of an Akron advertising firm, the women started thinking about how to market their new-fangled company. And after several long kitchen-table meetings, the name "JuJu Beads" was born in honor of those small, colorful candies.

These days, JuJu Beads, which moved from two small tackle boxes to entire studios located within their houses, focuses their sales efforts at their own bead shows – often drawing up to 500 people in attendance. In addition, the two women also showcase and sell their wearable art at frequent home shows.

But despite their success, both artists humbly admit that they don't do it for the money, but rather the love of the trade and more importantly...to watch people enjoy their hard work.

JuJu Beads offers exclusive designs sure to fit the most assorted of styles. The company's designs have been highlighted on WKYC and PAX TVs show "Our Town" and they were recently interviewed for a segment on "Beads, Baubles and Jewels", a nationally televised show on PBS. To learn more about JuJu Beads, visit www.jujubead.com.

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