



Press Release Contact Information:

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New Unique Pearl Boutique Retailer Opens in Leesburg, Florida

A new boutique, Just Pearls Inc, recently opened in Leesburg, Florida. The boutique offers a wide selection of fresh water and Akoya (saltwater) pearls set in earrings, bracelets, necklaces, pendants and ensembles. The pearls range in price from \$20 to \$2000. Custom orders available as well.

/24-7PressRelease/ - LEESBURG, FL, July 23, 2008 - A new boutique, Just Pearls Inc, recently opened in Leesburg, Florida. The boutique offers a wide selection of fresh water and Akoya (saltwater) pearls set in earrings, bracelets, necklaces, pendants and ensembles. The pearls range in price from \$20 to \$2000, they measure in size from 10 to 18 millimeters, and vary in shape—round, oval, potato are some examples.

Owner Julius Rosen became interested in pearls when he started traveling to China on business and buying pearls to take home to his wife. "I would come back with these beautiful pearls, and all my wife's friends wanted them, too—and that's how Just Pearls Inc got started."

The pearls at the boutique come from China and are available in their natural colors of white, cream, pink and black, as well as a number that have been dyed to complement almost any outfit. "It's kind of like a 'pearl fashion store'," said Mr. Rosen. During the grand opening, customers purchasing over \$20 in merchandise will receive a free set of pearl earrings. Mr. Rosen also handles custom orders.

The boutique is set up to be customer-friendly. Most of the jewelry is displayed and easily accessible for customers to try on without having to ask for help or to ask the price. Mr. Rosen and his staff are knowledgeable about pearls and are on hand to answer customers' questions. Often asked what determines the price of the pearl, Mr. Rosen answers, "Pearl prices are based on roundness and luster."

In addition, Just Pearls Inc is available for private parties, charity fundraisers and for informative seminars on pearls. In the seminar, Mr. Rosen explains what to look for when buying pearls and offers interesting pearl trivia facts. For example, the pearl craze originated in America during the 1800s, and it crossed the Atlantic Ocean to Europe.

The boutique is located at 1001 S 14th Street in Leesburg, Florida, and hours are 10am to 6pm, Monday through Saturday, and on Thursday evenings the store is open until 8pm. For further information, call Mr. Rosen at 352.638.9183.

MORE INFORMATION PLEASE CONTACT JULIUS ROSEN 352 638 9183