

Handmade Jewelry Designers Premiere Their Newest Line Of Jewelry For Fall 2014

Lee Ladyga August 26, 2014



Capistrano "Luxe" Necklace

Nashelle Jewelry Designers, out of picturesque Central Oregon, premiere their newest line of jewelry for Fall 2014. LUXE is an elegant and affordable jewelry line.

([Newswire.net](#) -- August 26, 2014) Bend , OR -- Jewelry designer Nashelle announces its new line of handmade, personalized and hand stamped pieces for the Fall season of 2014 which they have dubbed 'Luxe.'

Many of these exciting and bold new pieces begin with brilliant bezel set stones, and each includes that signature one-of-a-kind, Nashelle twist. The pieces range from romantic handmade necklaces and bracelets to dramatic earrings and rings that show off a more sophisticated elegance, which carry effortlessly from every day to red carpet-ready.

These stones come in an array of brilliant colors and hues and vary in size, creating pieces of jewelry that appear both unique and elegant without being overly expensive. Most pieces in the [Nashelle Luxe line for Fall 2014](#) range between fifty and one hundred and fifty dollars, making them very affordable and accessible for every woman in every occasion to look and feel luxurious. Beyond the magnificent stones, each piece is available in a 14 karat gold fill, sterling silver or brass. The stones are bezel set in gold plated silver and sterling silver, giving each piece a wide variety of options and glam versatility.

Take the '[Capistrano Luxe](#)' necklace, for example. This piece is a teardrop pendant necklace that looks like a vintage piece of art deco jewelry reminiscent of a bygone era. There are hand-wrapped stones in the chain that compliment any outfit and is the ideal necklace for layering or even wearing as a stand-alone statement piece for a more dramatic-seeking ensemble. There is a wide variety of bezel set stone options in this colorful collection, ranging from dyed emerald, labradorite, dyed ruby, swiss blue hydro quartz, aqua chalcedony, clear quartz or black onyx. There is also an option of gold fill with gold plated silver stone or sterling silver. All of these options can be chosen on their clean and smartly designed website [Nashelle.com](#).

Nashelle was founded by Heather Straw, a native of Alaska, who has called Central Oregon home for nearly twenty years. Straw always dreamed of seeing her designs come to life, but she may have once considered herself to be more of a dress maker or shoe designer while she was growing up, and dreaming up, all the beautiful pieces that would later adorn the world. Straw soon found herself drawn to the making of jewelry, and over time, her passion quickly grew to a laser-sharp focus. After she studied metal arts at the University of Alaska Southeast, a whole new world of design was opened up to her and she had found her calling. Heather became inspired by the simplicity of the combination and relationship between metal and stone. This theme is prevalent through all of Nashelle's lines. The designs brought forth seem to flow naturally and to their own completion through their metal and stone combinations, just as the Northwest landscapes Straw was and is inspired by combine a raw beauty and power, the pieces that make up Nashelle bring a keen eye for untamed nature and the mixing of precious metals together to produce an unparalleled and individual style.

Straw regularly changes color and design based on the seasons with which she and her team is inspired by, which is why the Luxe Fall line of jewelry features particular warmth in the hues of the stones and metals. Being based in Central Oregon, where the changing seasons offer breath-taking color palettes, it is from nature where the jewelry

inherits its pronounced effect by Nashelle designs. Heather Straw is also always paying attention to women's styles, which also change on a seasonal basis and from year to year. She realizes that no two days are alike in the life of an individual woman seeking to adorn herself in something beautiful and inspiring, and that is why [Nashelle designs handmade jewelry](#) that is just as unique, with no two pieces exactly alike.

Heather Straw founded Nashelle.com 14 years ago in her living room, creating jewelry by hammering away at her small table, and literally selling it off her own neck. Five years into the business, after her first son was born, she decided out of necessity and relying on those laser sharp instincts, to take her burgeoning little business to the national level and begin selling her handmade jewelry wholesale. And In 2006, Straw leased a warehouse in Bend, Oregon to facilitate the growth of her then just blossoming company, a personal and professional leap of faith. It paid off. The company now has grown to a team of over 20 jewelry designers, makers and essential in-house team members, with each employee bringing a new talent to the far-reaching Nashelle brand. It has steadily become a global fixture in the jewelry industry where homegrown, handmade, and nature-inspired beauty for all still feels as if it were custom-made just for you by hand; because it is. That is the magic behind Nashelle.

Heather Straw insists on sticking to her roots of [handmade jewelry](#), by not mass producing or outsourcing anything. Rather, each piece is made to order, with the same love and commitment Straw had when she was creating her own jewelry in her living room over a decade ago. It is her commitment for every piece from Nashelle.com to stay that way well into the future.

Visit <http://nashelle.com/catalogsearch/result/index/?limit=30&q=LUXE> for the Fall 2014 LUXE line.

About Nashelle Designs

Nashelle Designs specializes in handmade, hand stamped, and personalized jewelry. Each piece of jewelry is unique and made to order. No two pieces of jewelry are alike and every piece of jewelry is made in the USA.

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