

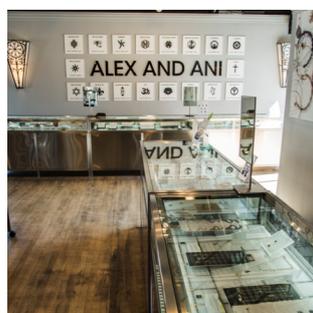
# ALEX AND ANI



## ICONIC AMERICAN JEWELLERY BRAND, ALEX AND ANI TO LAUNCH IN AUSTRALIA AND NEW ZEALAND

Sydney, December 07, 2015 – FOR IMMEDIATE RELEASE: Karin Adcock’s House of Brands has been appointed as the Australian / NZ distributor for the US jewellery brand ALEX AND ANI®. The concept will be launched in December 2015.

ALEX AND ANI is one of the fastest growing jewellery and accessory brands in the US having created and patented their best selling expandable wire bangle in 2004. These collectible charm bangles created a worldwide trend that continues today. There are currently 2159 points of sale in the US and 669 points of sale in 11 countries, distributed among multibranded, shop in shop and concept stores with more stores opening constantly. In 2014 ALEX AND ANI were rated the #3 Top Retailer in America in terms of annual revenue per square metre and was ranked #53 of the fastest growing companies in America by the US based publication, INC.



House of Brands couldn’t be more enthusiastic about introducing ALEX AND ANI to the Australian market. “The ALEX AND ANI ethos resonates very strongly with me. This brand is living its strong mission statement, to lead the way and promote a more responsible way of life. This is a brand with a unique corporate conscience”, remarked Karin Adcock, CEO of House of Brands.” “The collection is made from recycled materials and at the heart of ALEX AND ANI is charity, respect and co-operation; all values which are very important to me. The prospects for Australia and New Zealand, a nation open to embracing new concepts and in tune with social responsibility, is very exciting.”

ALEX AND ANI will hit the market with an immediate presence online. The Australian ALEX AND ANI website will launch in December, 2015. On the site, you can shop the entire collection of jewellery and accessories. In the US, ALEX AND ANI already enjoys a thriving online presence. The ALEX AND ANI website receives close to a million hits per day.

In addition to the brand's ecommerce presence, two concept stores in Sydney and Melbourne will open in 2016 with more to follow later in the year. The ALEX AND ANI stores will allow the Australian and New Zealand customer to get the full ALEX AND ANI experience straight away. The brand will be available within a few jewellery retailers before Christmas followed by a larger rollout with key retailers who will embrace this exciting brand with a branded or full Shop in Shop presence.



The ALEX AND ANI collection of collectible bangles are high quality, MADE IN AMERICA WITH LOVE®, designed to connect you and carry affordable price points. A selection of necklaces, rings and earrings complements the range.

Please contact Jill at ALEX AND ANI Australia on 0424 155 352 with expressions of interest.



#### About ALEX AND ANI

ALEX AND ANI creates meaningful, eco-conscious jewellery and accessories designed to connect you. Carolyn Rafaelian, Founder, CEO and Creative Director designs each piece. Carolyn believes that every individual has a positive message to share with the world. By incorporating powerful symbolism into each product ALEX AND ANI provides a vehicle for consumers to express their individuality. ALEX AND ANI is committed to giving back to the world that we live in. By using recycled materials with eco-conscious processes and through our CHARITY BY DESIGN Collection, ALEX AND ANI positively impacts our planet and our communities. CHARITY BY DESIGN has strengthened non-profit organizations through innovative partnerships and collaborative experiences resulting in donations of \$25 million. An Inc. 5000 Company, ALEX AND ANI has retail stores in addition to retail partners worldwide. Its World Headquarters is located in the Greater Providence, Rhode Island area, where its products are designed and MADE IN AMERICA WITH LOVE. Please visit [alexandani.com.au](http://alexandani.com.au) for more information.