



ARMENTA OPENS FIRST SHOP-IN-SHOP CONCEPT WITH NEIMAN MARCUS

Houston, Texas, August 28th, 2013 --- Armenta is excited to announce the opening of their first shop-in-shop at Neiman Marcus in Houston, Texas. The main floor open-air boutique concept will open on Saturday, September 14th, 2013 with a trunk show and personal appearance by the designer, Emily Armenta.

“Neiman Marcus has always been known for its extraordinary merchandise, customer service, and beautiful stores,” says President and CEO Emily Armenta. “We have long enjoyed a prosperous partnership with the team at Neiman Marcus and are excited to have an Armenta boutique which will have a prominent presence here in our home town of Houston, Texas. The new space will showcase our exquisite designs and provide even greater exclusivity than before. Houston is an important location for Armenta as it is a sophisticated and diverse community that has supported us since the inception of the company. We look forward to continuing to grow and thrive in a city that offers every luxury and ultimate shopping experience.”

The new space will embody the spirit of Armenta, with warm, dark wood and tall vitrines displaying their layered designs. The *Old World*, *New World*, and *Sueno* collections will consume the majority of the space, while Armenta’s handbag collection, *Bolsavita*, will also be on display.

History

Founder and designer Emily Armenta always dreamed of making jewelry. In 2002, while working as a trader at a major financial institution, she enrolled in an MBA program and was tasked with creating a fictional company. That was the beginning of her jewelry brand, and the project eventually took on a life of its own as her first order from a major department store came through. Emily designs styles that range from whimsical and feminine to bold and mysterious. She experiments with alternative and intricate methods such as oxidizing sterling silver, as well as mixing metals and design. The result is a stunning collection that embodies the same passion and spirit that Emily uses to create each piece.

About Armenta:

Emily Armenta, recipient of the Town & Country Couture Design awards in 2008, 2009, and 2010, is leading the industry in craftsmanship and design excellence. Armenta features four distinct jewelry collections – Old World, New World, Sueno and Romero. The company is headquartered in Houston, Texas and manufactures all of its products in the US. For additional information and images, log onto www.armentacollection.com.

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