

## FOR IMMEDIATE RELEASE:

### Hollywood's "Dirty Little Secret" Revealed: How It Can Help You Get That "Red Carpet" Look

**Los Angeles, Ca. - (October 11, 2006)** – When Carol Wexler, founder of Borrowed Bling, appeared recently on the NBC "Today In New York" morning news show, she dropped a bombshell that sent a shockwave through Hollywood, as many television shows and celebrities had their "best-kept secret" revealed.

Viewers learned for the first time that the "million dollar celebrity look" they love to envy was not so hard to come by after all, because it is very common for fabulous imitation jewelry to be used in Hollywood to give the illusion of genuine diamonds and gems.

As the owner of "The Crystal Cocoon" for the past eight years, Wexler has supplied jewelry and accessories to celebrities and TV shows, such as "The Young and The Restless" soap opera. "It is not as easy as the public might think for many shows or celebs to borrow valuable diamond jewels," Wexler reveals. It costs a lot of money to get insurance policies for this kind of thing, as well as the security that must be hired to guard these borrowed gems. Expensive jewelry stores are not handing out this privilege to just anyone. So in most cases, unless the jewels will be worn to one of the big media events like the Academy Awards or Golden Globe Awards, many celebrities and shows "fake it", just like the rest of us so often do. In fact, it isn't even considered shameful anymore to shimmer in imitation jewelry. The theory in Hollywood's inner circles is that no one would ever know, or even think, to question whether jewelry is real when it is attached to the neck, finger, ear or arm of a celebrity in the spotlight. Because of this assumption, many celebrities live by the "don't ask, don't tell" idiom.

This is what gave Mrs. Wexler the idea to launch **BorrowedBling.com**, a website which has taken the U.S by storm. **BorrowedBling.com** invites the public into the inner sanctum of Hollywood, enabling anyone to borrow the same gorgeous jewelry and accessories that television shows and stars have been using for years.

**BorrowedBling.com** offers a new twist on shopping because not only can you buy any of the items seen there, but you are also allowed to actually borrow/rent them. Where else are you encouraged to wear, and then return, items? Now getting that "red carpet celebrity look" is finally accessible to anyone. The site is being called a "shopping fantasy come true" by it's loyal members.

This fabulous website has been spotlighted in Marie Claire magazine, MSN news, the New York Times style section, Newsweek, and in international magazines such as Cosmopolitan Italia and Flair, just to name a few, and the buzz continues to grow. Borrowed Bling has also made television appearances on The Daily 10 show on E! , Inside Edition, KTLA Morning News Show and the Tyra Banks talk show.

With the Golden Globe Awards just a few months away, gorgeous jewels and accessories are certainly going to be highly sought after in Hollywood. With **BorrowedBling.com** anyone can get that same elegant "movie star look" for a lot less than it costs to invest in genuine jewels. Whether you are trying to achieve that classy look on a tight budget, or you are an affluent member of your community just looking to add more variety to your pre-existing collection of valuable jewels, this is a site you have to check out. The items found at Borrowed Bling look as real as anything you can find in a jewelry store. In fact these jewels can stand-alone, or can be worn side by side with your real diamonds. With pricing starting as low as \$29.95 a month, this opportunity is too good to pass up.

#### **CONTACT INFORMATION:**

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Borrowed Bling & Crystal Cocoon Designs

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