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**BlumLux Launches as one of Vegas's Rising Stars
at the JCK Las Vegas Show**

Naples, FL— New York, NY — Men's jewelry designer Nick Blum announced today that he will debut his new collection at the JCK Design Center in the "Rising Star" section, lauded as the epicenter for hot new designers to watch during the Las Vegas show season. He was awarded a prime spot at this prestigious event because his unique approach speaks to the successful urban man, an enormous potential market previously under-represented.

"I'm really humbled to be chosen. I've wanted to get these ideas out for a long time, and now it's happening," stated Nick. The collection includes rings, earrings, and pendants as well as more traditional cufflinks, all heavily jeweled but with strong controlled lines that Nick describes as exuding "unconditional confidence." BlumLux offers a diverse range of styles to appeal to a broad spectrum of tastes and sensibilities, like their unique take on the always-popular diamond studs in the way of black diamonds in a variety of carat weights, the "Holy Pinstripe" diamond studded cross that keeps things spiritual while still being of-the-moment when hung on a thick, oxidized rope chain, or the Loox ring with black diamonds, which has enough heft to remind him that it's there, without being the defining indicator of his style.

"Men are asked to be a lot of things," Nick elaborated, "I wanted to create a collection that says, 'This is who I am.'" With a discernible growth in the variety of men interested in wearing jewelry in recent years, BlumLux is launching at an ideal time. Jewelry and specialty stores in urban markets across the country, from Barney's New York to Stanley Korshak in Dallas, report huge increases in traffic and profits in the men's jewelry category, and the *International Herald Tribune* further confirmed this bursting at the seams trend, stating, "...the fact of the matter is that jewelry, in it's infinite array of guises, is currently being piled on to the bodies of men from nearly all walks of style." BlumLux is refined and distinctive with an edginess that makes it decidedly sexy, distinguishing the collection as *the* choice for the urban elite, whatever his taste or style may be.

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