

# Sweet Romance™

THE DESIGNS OF SHELLEY COOPER

sweetromance.co jewelryformywedding.com ollipop.co shelleycooper.com

## **About Shelley Cooper**

Sweet Romance Jewelry Manufacturing, a company founded and managed by women, is an entrepreneurial success story that began with a gem of an idea in the late 1980s and blossomed over two decades into a flourishing design, manufacturing and e-commerce enterprise.

CEO Shelley Cooper is a jewelry artist, designer, historian, and businesswoman who nurtured a love of her grandmother's beautiful jewelry into a prosperous design and manufacturing company that exquisitely produces her designs for the jewelry collections of Sweet Romance, Ollipop, and Jewelry for My Wedding. Her designs, derived from a life-long admiration and study of antique and vintage jewelry, radiate the authenticity and spirit of women's ornaments from diverse and bygone eras.

Formulated from an artistic world view and nurtured in a small art studio opened in 1987, Shelley developed Sweet Romance Jewelry Manufacturing into an artisan studio and prolific factory producing a high-quality jewelry collection with worldwide distribution. Faithful to the original American notion of detail-oriented costume jewelry manufacturing, she employs production methods and techniques that yield collection pieces of exquisite sculptural detail and entrancing appeal.

The collection's heirloom-quality designs enfold storylines and memoirs about a piece of jewelry, the women who inspired it, and the historical times it was given expression. These storylines illuminated the lives and times of queens and consorts, fashion doyennes and socialites, vamps and starlets, dreamers and romantics, and aunts and grandmothers. Shelley's jewelry creations are exquisitely crafted to be reminiscent of high-quality estate pieces. The designs include expert casting and plating, retro glass, Austrian crystals and enamels, charms, pearls and rhinestones, and sometimes, to add even more authenticity and uniqueness, vintage jewelry components are incorporated.

Entirely designed and manufactured in the USA, Shelley Cooper's designs impart a sense of wonderment and nostalgia in a never ending collection portfolio of themes, vintage materials, and intriguing color palettes. Shelley's luscious creations treat the eye to magical treasures rediscovered, continually interpreting fashion trends of yesterday, today, and tomorrow.

In addition to being a Women's Wear Daily Featured contributor and receiving the Chicago's Choice for Jewelry Design Award, Shelley speaks about the history of women's ornamentation and her own jewelry designs. Proudly, pieces from the Sweet Romance collection have been used on NBC-TV shows, on the London stage, and are part of the permanent collection in the Edith Head Wardrobe Department at Paramount Pictures.

The company has been commissioned to produce special collections for museum exhibitions like "Titanic" for the BC Royal Museum and for the touring exhibition "Tutankhamen: Golden Age of Pharaohs." Historians could review Shelley Cooper's collections and discover a veritable history of jewelry from the Renaissance to 20th Century Retro. Pairing a renewed interest in elegance and romance with updated colors and styling, Shelley's highly wearable designs tantalize fans and collectors worldwide.

As a businesswoman, Shelley's entrepreneurial efforts have been rewarded with her inclusion in 2010 in an elite group of 24 small businesses selected to participate in the Goldman-Sachs 10,000 Small Business Initiative. She is also very proud of her long-time successful relationship with ShopNBC where her collection continually sells out to dedicated viewers.

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