

**FOR IMMEDIATE RELEASE**  
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## **Share the sparkle of love and special moments with your dog in personal charms that you both can wear!**

*Bella & Beau introduces sophisticated, fashionable jewelry for the pet market with personal charms that fit both a woman's bracelet and a specially designed quality leather dog collar. Wearing these delightful, dazzling charms is literally a shared experience!*



***Meet us at Global Pet Expo 2017, Booth 5890***

Proudly introducing [Bella & Beau](#), an exciting new idea that captures both the high fashion charm bracelet market and the pet jewelry market. For the first time, dog lovers can collect and wear their favorite pet charms right along with their dog.

“It’s true that collecting sentimental charms for just about any and every occasion has been incredibly popular in the women’s jewelry industry both nationwide and abroad,” said Jim Broshat, Bella & Beau President & Founder. “Now with the launch of Bella & Beau, there’s a very high-quality and fashionable option for pet owners to enjoy giving and expanding upon, that are as uniquely designed as each individual pet or pet owner who wears them.”

Launching at Global Pet Expo 2017, Bella & Beau is the first and only dog focused charm company, with an ever expanding line of over 200 dog charms created with wit and warmth from a dog's own viewpoint. Each Bella & Beau charm is carefully crafted in stunning detail, hand-polished, and uses only the finest materials, including genuine Swarovski Crystals. Every design is a celebration of a shared connection; and like love itself, these charms are beautiful, sweet, and sometimes hilarious!



In addition to a stylish woman's bracelet – with more styles currently in development – Bella & Beau offers exclusive dog collars in black, pink, or blue and in a variety of sizes, made with comfortable, superior leather and a built-in, silver snake chain that securely accommodates multiple attachable charms. Fashion-forward designs to mix-and match for any owner and pet!



“Start with just one charm or five, and collect over time to commemorate a special occasion, a personality trait, or any milestone that you share with your dog,” Broshat added. “There’s no limit to the creativity or variation on any dog’s collar or owner’s bracelet.”

Bella & Beau offers charms in a vast variety of collections like “Family & Friends,” “Birthstones & Birthdays”, “Rescue & Causes”, “Paws & Bones”, “Holidays”, “Kennel Club”, and “Dog’s Life” to name only some. There are collectable Story Cards that come with each charm too; again, written from a dog’s funny cocked-head perspective.

There are sentimental charms and humorous charms, sparkling Swarovski Crystal charms and brightly colored enamel charms; so *many* possibilities as fun and unconditionally devoted as any pet’s personality. Bella & Beau allows any dog lover to deservedly pamper their pet and themselves with brilliant, fashionable designs. A charmed life indeed!



To view Bella & Beau charm collections, bracelet, and collars, or to make a purchase, visit [www.BellaBeau.net](http://www.BellaBeau.net).

Bella & Beau will be accepting pre-orders from the finest pet speciality retailers at Global Pet Expo 2017 in Orlando, Booth #5890.

For media inquiries, hi-resolutions images or interview opportunities, please contact Kerry Sutherland at K. Sutherland PR, [Kerry@KSutherlandPR.com](mailto:Kerry@KSutherlandPR.com), (775) 360-6101.