



CARRIE K.

PRESS RELEASE

CARRIE K. MAKES GIFT-GIVING EASY WITH DRIVE-BY SHOPPING

No time? No worries.

Singapore, Oct 17, 2011- We all know how it goes. Every year we resolve to get our festive shopping done early and every year Christmas comes by before we've even made a dent on Santa's list. This year, have no fear. Designer and silversmith Carolyn Kan today announced Carrie K. Christmas Drive-by Shopping. Perfect for people in the hurry as well as for chronic procrastinators, Carrie K. takes the stress out of gift-giving with easy online shopping and speedy drive-by collection. Carrie K.'s Drive-Shopping will be run from December 12th to 23rd. Shoppers merely need to select and pay for items at www.CarrieKRocks.com, and Carrie K. Christmas Elves will call back with a purchase confirmation. Purchases will be ready for collection an hour after. Shoppers can:

- Drop in at the Carrie K. Atelier (136 Bukit Timah Road. Please use the Hooper Road entrance)
- Call to let the elves know they're here. They can even leave their engine idling.
- Et voila! The elves will bring the purchases out – all gift-wrapped and ready for the Christmas tree.

“As a time-poor executive in my past life, I never had the time to shop for Christmas presents. So, this year, I wanted to make Christmas shopping easier and give busy people their time back by creating stressless shopping. They can purchase their presents online, drive by, and show up at their Christmas parties with lovely presents in hand” said Carolyn, founder and designer of Carrie K.

The Carrie K. Christmas collection includes a refresh of her signature Charmed Leather bracelets. This season they’re vividly metallic and very versatile. For the fashionista, the Liquid Metal collection sports new Magma rings and bangles – style with drama. And for the men in our lives, Carrie K’s got a new range of “mangles”: versatile leather bangles for men. These come in natural, red, purple and white.

Each gift comes packaged in an embossed Carrie K. purple pouch. Gift wrapping services and gift tags are also available.

The Christmas collection will be available on Carrie K. website at www.CarrieKRocks.com from November 14. Drive-by shopping starts December 12.

Carrie K. Drive-by Shopping Opening Hours:

12 to 17 December: 12pm to 7pm

19 to 22 December: 12pm to 7pm

23 December: 12pm to 9pm

Carrie K. Atelier Address:

136 Bukit Timah Road (please use Hooper Road Entrance)

Singapore 229839

Images:

Note: Please contact us for high resolution product images.



ABOVE: For him - Red Coil Leather Bracelet (Left); Purple Leather Mangle (Right).



ABOVE: For her - Magma ring and cuff from the Liquid Metal Collection (Left); Charmed Metallic Bracelets (Right).



ABOVE: Carrie K. pouch and brown-paper Christmas gift wrap hint at a simpler, slower era.

About Carrie K. Artisan Jewellery:

Carrie K. is story teller who loves sharing her adventures, discoveries and dreams through the jewellery. The raw and sometimes playful pieces are designed for men and women who love expressing their own unique stories through what they wear. The jewellery seeks to reveal what is true rather than what seems flawless and is recognized for its individuality and unpolished elegance. Established in 2009, Carrie K. won the ELLE Awards “Jewellery Designer of the Year” in 2010.

Carrie K. is available online at www.CarrieKRocks.com, or in Singapore at The Society of Black Sheep, Marina Bay Sands #B1-64; Quintessential, Pacific Plaza #02-01; Asiatique Collections, Blk 14A Dempsey Road; Strangelets, 7 Yong Siak Street. It is also available at Carter & Bond in London, England.

Website: www.CarrieKRocks.com

Contact:

Carolyn Kan
Carrie K. Artisan Jewellery
Phone: +65-90990936
Email: carrie@carriekrocks.com

Geraldine Kan
linea Communications
Phone: +65-81578832
Email: geri@linea-comms.com

Angeline Kuah
linea Communications
Phone: +65-90020665
Email: angeline@linea-comms.com