

HOLIDAYS

A Gem of a Find for Holiday Gift Giving

ADVERTISING FEATURE: Hidden Treasures: Home Decor Jewelry Organizer

Special to The Free Press

November 30, 2006

The London Free Press

Canadian entrepreneur Kerri-Lee Benson, a new member of the Canadian Gift and Tableware Association, who showcased her wares in the Fall CGTA gift show, has experienced tremendous company growth through the demand for her innovative Hidden Treasures jewelry organizer product. At this past show Kerri'd Treasures Unique Gifts expanded its distribution to include an additional 50 new retail locations, making the product now available in over 70 independent boutiques across Canada including select HBC Home Outfitters starting at \$149.00.

Just as the holiday shopping frenzy will soon hit, there is no better time then the present to drop subtle hints to loved ones about the must-have items on your holiday "wish list" HINT: (Hidden Treasures-Your Personal Jewelry Treasury).

Waiting to receive that beautiful bauble you've been eyeing in the precious little accessory shop around the corner? Debating if you should purchase that perfect chunky necklace for yourself now or wait for someone to give it to you for Christmas?

As dreams of these and other wonderful accessory gift items dance through your head, you'll need a special place that has lots of storage so jewelry and other important items such as documents or passports can be discreetly tucked away yet easily accessible. Conveniently designed to keep out of reach from little fingers, Hidden Treasures has the stylish capacity to store all you precious gems, family heirlooms and recent holiday bling. The decorative mirror also functions as an aid in matching jewelry to outfits, so as you stand in front of the mirror, you can pull your personal style together with ease and still get out the door on time.

Hidden Treasures not only makes an elegant home decor statement but is wonderfully functional with its unique jewelry storage system. Imagine yourself walking into a bedroom and you see a beautiful framed mirror on the wall. To access the storage compartment, the mirror simply glides aside exposing a shadowbox-like storage compartment behind the mirror. Jewelry hangs neatly at eye level on brass hooks inside the shallow box behind the mirror and the interior surface is corkboard covered in a luxurious black fabric, which allows for the hanging of rings, bracelets, and earrings on special u-pins. (75 U-pins included with each unit).

Hidden Treasures is offered in a variety of beautifully finished framed mirrors and each unit holds a minimum of 50 necklaces, 40 pair of earrings, 15 bracelets, and 15 rings.

Hint: Print out the product photo from the website and staple it to your wish list.

