



## PRESS RELEASE

### **New Hidden Jewellery Storage Solution Catching on in Canada**

*Invented by Young Canadian Entrepreneur*

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**Toronto, On May 17<sup>th</sup>, 2005.** When costume jewellery designer and collector, **Kerri-Lee Benson**, found she was struggling with keeping her personal collection, of over 150 necklaces, organized, she decided to create a better jewellery box than what was currently on the market.

Her own original design, called “**Hidden Treasures - Your Personal Jewellery Treasury,**” neatly organizes her collection as well as making the jewellery easily accessible yet discretely tucked away. This exciting new creative solution is now the main business focus of this ambitious young entrepreneur.

**The product is** a shallow black box approx 19 inches across x 23 inches tall x 2 inches deep, which mounts to the wall at eye level, and has a framed mirror face or front. The mirror functions as both a home accent and a discreet cover to your secret jewellery collection. Jewellery hangs neatly on brass hooks inside the shallow box behind the mirror; the interior surface is black velvet covered corkboard, which allows for the hanging of rings, bracelets, and earrings on special u-pins. (U-pins included with each unit)

After building the first prototype for her personal use, and showing enthusiastic girlfriends, Ms. Benson quickly realized that she had a viable **solution to a common organizational problem**. In just over 9 months, Ms. Benson **turned an idea into a full time venture**. Hidden Treasures is now available at a number of smaller retailers and boutiques across Southern Ontario. For more information and a list of retail vendors please contact Kerri-Lee Benson, as above or visit [www.kerridtreasures.com](http://www.kerridtreasures.com)

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**About Kerri'd Treasures:** Ms. Benson started the full-time business in late August 2004, after graduating from the Self-employment Benefits (SEB) program delivered through the CBRC at Centennial College. Ms. Benson launched the Hidden Treasures product into the market at the Fall International Home Show. With help, Ms. Benson made the first 30 jewellery cabinets in her garage. After a successful launch Ms. Benson secured a local manufacturer and has had continued success in wholesaling the product to retail stores. Kerri'd Treasures Unique Gifts also carries whimsical hand painted stemware, glass and crystal beaded jewellery, and a line of fleece hats, all of which were designed and made solely by proprietor, Ms. Benson.

**Note to editors: Print and web ready product photos available upon request.**

**Media contact:**

Kerri-Lee Benson

Kerri'd Treasures Unique Gifts

[kerri@kerridtreasures.com](mailto:kerri@kerridtreasures.com)