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She Beads tapped as exclusive jewelry provider for Vh-1 'Glam God' winner, INDASHIO for Chicago presentation of his Spring 2010 "JET SET" Collection

- PRESS ALERT - A Red Carpet Event will take place in advance of the show (photo opps, gift bags, appetizers, music, models, more)

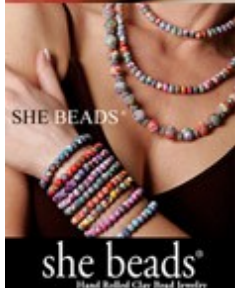
(Chicago, November 2009) – Celebrity adored designer INDASHIO, makes his highly anticipated Chicago debut Monday, November 23, 2009 at the famed Signature Room located at the 95th floor in the John Hancock Building. This exclusive invitation-only showing and appearance will be the designers' first in the city and state. **Chicago-based She Beads has been tapped as the exclusive jewelry provider for this event.**

INDASHIO will showcase his newest "JET-SET" Collection which first premiered during New York Fashion Week. Complementing his collection will be selections from "Trance", part of She Beads new 'couture' line. She Beads "Trance" jewelry for him & her are characterized by their sparkle, jumbo bead size, color, unique spacers and longer length.

Says Sandy Rueve, She Beads founder & designer, "I was excited when asked to be part of Indashio's fashion show because a special event was important in launching the "Trance" line. As a bead maker, I am thrilled to use my creative style on the runway in a form that may be "over the top" of what I would normally create and I'm ecstatic to be part of that movement here in my hometown."

Says Indashio, "I am so excited to come to Chicago! This has been something my fashion fans out there have been emailing me about for years. I am thrilled to be showcasing my collection in one of the best cities in the country as well as doing it at renown The Signature Room, over looking all of Chicago. I couldn't ask for a more perfect venue and backdrop. Also dubbed "The Humanitarian Designer" it was a match made in heaven when I found out every month they promote a local charity. I am even more excited to see the reactions of locals when they see my over the top collection!"

Continues Sandy, "That we have the opportunity to showcase our high-end line is one thing, but the fact that we are collaborating with a designer and venue who share our commitment to humanitarian causes make this event even more special...its going to be a magical night. My colors and patterns will be fun, memorable and one of a kind. Did I say over the top? Maybe I meant at the top. And The Signature Room at the 95th Floor is just that!"



The "JET-SET" Collection is inspired by INDASHIO's world travels which include Antigua, Africa, Europe and the Pacific. The show will also feature INDASHIO Lip Tar by OBSESSIVE COMPULSIVE COSMETICS. Chicago jewelry designer Sandy Rueve of SheBeads will be accessorizing the collection with her colorful, hand made clay beaded pieces. The Glam God himself will host a meet & greet and after party following the fashion event.

The She Bead "Trance" & INDASHIO "JET SET" Collections debut on Monday, November 23, 2009 at 8 pm in the Signature Room, located on the 95th Floor of the John Hancock Center, 875 N Michigan Ave Chicago, IL. **Pieces will be available for sale following the show.**

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About She Beads

"I call my hand rolled clay beads She Beads™, because it's what they are and it's what I do," says Sandy Rueve, creator of She Beads. Sandy credits her inspiration for She Beads to her love of perennial gardening, and has successfully translated her natural adeptness for design into her one-of-a-kind, signature She Beads collections. Just as with her garden, She Beads is an ever evolving design vision that continues to thrive, under Sandy's nurturing, creative direction. Her unique design aesthetic has been meticulously cultivated throughout the growth of this seedling enterprise. Her line has been seen on WGN and at The Grammy's on such stars as Randy Jackson, John Legend and Lil' Mama to name a few. Visit www.sbstore.com

For more information, to order or find out where She Beads are available in your area visit www.sbstore.com

About INDASHIO

Entrepreneur, fashion designer, and stylist, INDASHIO is of the youngest talents ever to show at New York Fashion Week. Since the 2003 launch of his self titled collection, INDASHIO has dressed an avalanche of celebrities including Nicky Hilton, Kim Kardashian, Christina Milian, Vanessa Carlton, Tyra Banks and Vivica A Fox For more on INDASHIO visit www.indashio.com

About Signature Room "The restaurant Chicago looks up to!"

Located atop the John Hancock Center, The Signature Room at the 95th® offers diners exquisite food, superb service and a dazzling skyline view. The elegant wood designs and art deco interior create an inviting and intimate atmosphere, while the floor-to-ceiling windows exhibit the stunning Chicago skyline and 360 degree views of the entire city.

Visit www.signatureroomchicago.com