

# Mele & Co. *Newsletter*

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## Mele & Co.'s New Jewelry Boxes for Fall '10



Introducing the new [Mele & Co. Fall 2010 jewelry boxes!](#) This season's offerings are all about streamlined sophistication as jewelry storage gets hip with clean contours and ultra chic colors. Take a sneak peek at several of our new jewelry boxes in the image gallery (right) and browse the full collection at our retail site [www.melecompany.com](http://www.melecompany.com). Or for trade-only, [www.melecompany.net](http://www.melecompany.net).

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### A Note from Our President . . . Ray Mele

"One of my favorite things about summer is seeing all the kids out and just plain having fun! Their natural optimism and energy is authentically American and reminds me that, despite the news I hear of the oil spill and the bad economy, I have much to be thankful for as well as optimistic.

Our new holiday line of [Mele & Co. jewelry boxes](#) reflects this upbeat spirit. In fact, over half of our line is brand new for Holiday 2010! While some companies are cutting back, we continue to move forward in an all-out effort to live up to our reputation as the leading provider of jewelry boxes for people of all ages.

We're especially excited about our new [children's line](#) this season, with over 20 different boxes to choose from - our largest offering ever! Within this collection, we are thrilled to present [our first children's jewelry armoire](#). With a simple chic design and room for all her most treasured possessions, it's sure to be a wonderful gift for any young lady.

When my grandfather started our company in 1912 as its sole employee making displays for the retail jewelry trade, I am sure he never dreamed that we would have such a wide variety of jewelry boxes! It's our joy to serve you and we hope that our jewelry boxes bring that same joy to you and yours.

With wishes for a fun filled summer!"

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**Vol. 1, Issue 1**  
A quarterly of news,  
events, and product  
updates.



202F10 'Martina'



318F10 'Simone'



323F10 'Juno'



320F10 'Marlena'

## Mele Jewelry Box in 2012: 100 Years

As we prepare for the upcoming holiday season, we find ourselves looking toward the past . . . and our future. 2012 marks our 100th anniversary. Founded by [Emidio Mele](#), the grandfather of our President, Raymond Mele, our 'family' has grown and changed over the years, but still holds true to the same values and integrity that have made Mele & Co. the most desired name in jewelry cases the world over.

Plans are already underway for our 2012 anniversary and will include much excitement throughout the year. Details will be announced in future issues of our newsletter, so don't miss out.

We invite you to join us as we journey toward our centennial year. Let's make the next hundred even more remarkable!



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## Artistically Speaking: With our Art Director . . . Michelle Roberts

Q: Of the Fall 2010 collection, which jewelry box design was your favorite?

*The vintage boxes with green sueded lining. (['Esme' 310S10](#) & ['Phoebe' 311S10](#))*

Q: What was your source of inspiration for this particular design?

*Some beautiful upscale furniture I saw while shopping. I found these fantastic weathered dressers that were displayed in a vibrant green room. This led to my inspiration to develop the interior of these boxes in a similar hue.*

Q: What's your favorite feature of these jewelry boxes?

*The drop down ring roll drawer in the ['Phoebe' 311S10](#) is so neat and functional, and I love the bright green fabric lining of course! It's what makes the box. I also like the long flat profile of the ['Esme' 310S10](#). It's distinctive, but simple, and it has a truly unique necklace drawer.*

Q: Do you have a favorite design style?

*A mixture of both retro and modern. I also have a love for anything vintage which I try to incorporate into my designs.*

Q: Do you track textile and color trend forecasts and try to incorporate those colors/materials into your designs?

*I like to visit upscale furniture stores as well as home decor and fashion websites to keep updated on the current looks. Much of the inspiration I gather gets translated into my designs.*



321F10 'Iris'



324F10 'Odessa'



833F10 'Josie'



60050 'Leto'



942F10 'Francesca'



819F10 'Tatiana'



55330 'Rio'

Q: What's your greatest source of inspiration?

*Furniture and home decor pieces. I also gain inspiration from music, flea markets, garage sales, design annuals, other artists, and much more!*



331F10 'Dinah'

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## 'Social' Hour



Did you know that PANTONE, the world's leading authority on color standards, has chosen Turquoise as the Color of the Year for 2010? Or that rubies, the July birthstone, are harder than any natural gemstone except diamonds? Now you do! And you can keep up to date with more color and gemstone factoids when you visit us on [Facebook](#) or our [Mele & Co. Blog](#).



546F10 'Celia'

Plus, enjoy extra savings with our [Blog](#) and [Facebook](#) exclusive discounts.

'Like' us - You'll love it!

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## Contact Us!



We're always looking for feedback on our jewelry boxes and we'd love to hear from you. Send your comments, questions or suggestions to [service@melecompany.com](mailto:service@melecompany.com).

And visit us at our retail site: [www.melecompany.com](http://www.melecompany.com).

Or for trade-only: [www.melecompany.net](http://www.melecompany.net).

**Best regards,  
Mele & Co.**

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