

Mele & Co.

SINCE 1912

FOR IMMEDIATE RELEASE

Contact: Joanne Archer, Ecommerce Marketing Manager – **Mele & Co.**,
(315) 733-4600 ext. 313, jarcher@melecompany.com, <http://www.melecompany.net>

A Place for Everything and Everything in its Place Mele & Co.'s New Croco Faux Leather Locking Jewelry Box (UTICA, N.Y., May 3, 2010)

In today's fast paced world, a woman has more hats to wear than ever before. With time at a premium, organization is key to a well balanced, stress free life. Enter the new "Alana" locking jewelry box from Mele & Co. Polished, yet practical, this glossy and gorgeous jewelry case is custom made for the modern day mobile maven.

Featuring a clear viewing lid, the top compartment showcases three sections with padded watch cushions, six open sections, ring rolls and a take-away travel case. The travel case has hinged earring card divider, one open section, ring rolls and snap closure.

The "Alana" also houses two drawers, one with twelve equally divided sections, another with six lengthwise sections. Hand lined in sand sueded fabric and featuring a silky silver tone lock and matching key, this snow white croco covered gem offers a dizzying array of spacious storage solutions - the perfect cure for countertop clutter! Measures 13 1/4" x 9" x 6 1/8".

See "Alana" in our Spring 2010 catalog and on our wholesale website www.melecompany.net.

For more information about this or other Mele & Co. products, please contact Joanne directly at (315) 733-4600 ext. 313 or jarcher@melecompany.com.

Mele & Co.

2007 Beechgrove Place, Utica, N.Y. 13501

{t} 315.733.4600

{f} 315.733.3183

<http://www.melecompany.net>

