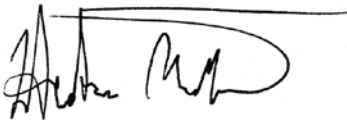


NOTE FROM THE DESIGNER

PARTS by heather jewelry is pleased to bring you our first newsletter! In it, you will find our first edition loaded with updates, news, discounts, inside scoops and lots more!

To our long term clients and new customers, Thank you for your continued support of PARTS by heather jewelry!

Heather Mandin



Owner and Designer
PARTS by heather

OUR TEAM

PARTS by heather would not be able to function without the kindness and contributions of those who have helped get us off the ground and soaring. Special thanks to my brilliant graphic designer and occasional photographer, Bryan Beça, without whom PARTS would not be where we are today, and thank you to the talented photographers and awe inspiring stylists and makeup artists that I have had the pleasure of working with: Adam Schelle, Martin Kryzwinski, Vanessa Ng, Liz Rosa, Brendan Hopwood, Deidra Derksen, Eman Aziz, Nicole Garbutt and to all our beautiful models: Kate, Erica, Tiril, Yuri, Magali, Erica, Alice and Sarah and our promotions models: Merren, Veenu, Elena and Maria. Lastly, a huge THANK YOU to our media and PR guru Nicole Stewart.

Bryan Beça, Bryan Beça Design [bryanbeca.ca]

Liz Rosa, Liz Rosa Photo [lizrosaphoto.ca]

Brendan Hopwood, Beauty A-Go-Go [beauty-a-go-go.com]

Eman Aziz, Eman Makeup [emanmakeup.com/home.html]

Martin Kryzwinski, Lumondo Photography [lumondo.com]

Nicole Stewart, Nicole Stewart PR [nicolestewartpr.com]

ABOUT THE DESIGNER

Self taught, Alberta born designer Heather Mandin is enamored with the concept of using art to connect people and shape a positive environment. With a background degree in Fine Arts and an innate creative soul, she has been actively involved in the art scene, as a teacher, a curator, a designer and volunteer for over a decade. Through her dynamic work experiences, Heather became passionate about celebrating difference rather than isolating it and about recognizing the beauty hidden within imperfection and giving it a foundation with which to shine! In 2006, PARTS by heather was born. Each PARTS by Heather design is conceptualized and constructed by Heather, by hand. Still a firm believer in community outreach, PARTS by heather donates to various fundraisers each year and continues to collaborate with a wide span of creatives, pushing design limits and fashion expectations.





STYLE REPUBLIC CONTEST

To thank you for your ongoing support, PARTS by heather is pleased to have teamed up with Style Republic Magazine to offer our readers and clients a few exclusive promotions.

Read the latest issue of Style Republic to obtain a special promo code for fantastic discounts on our new line. Enter the promo code on the PARTS website between June 15th and July 15th, and receive 15% off purchases under \$200. Spend \$200 or more and receive 20% off.

STYLE REPUBLIC is also featuring a draw to win Budgie (one of the HOT new mini feather clips shown above), as featured in our new collection.



Visit Style Republic online at
stylepublicmagazine.com



CHECK OUT THE NEW SITE NOW AT
partsbyheather.com

NEW WEBSITE

I am thrilled to announce that as of Monday, 6pm PST, The brand new PARTS by heather website, launching our newest collections, will go live! Don't forget to clear your cache. The site has many new features giving you greater perusing and purchasing power.

Collections

Collections on the new website feature larger, bolder photographs that adjust to fit your computer screen, enabling you too see the entire site on any screen.

Favorites!

One of our fabulous new features is the ability to add pieces to your 'favorites' to bookmark for later, or use for your purchases. You will also be able remove pieces from favorites, making it a user-managed feature.

The website will remember your favorites each time you come back to the PARTS site, making it easy and convenient for you to find your favourite pieces every time you visit.

Your favourites will also display in the direct order form to make it easy to reference the names of pieces you wish to purchase.

Media

The new site features a comprehensive media section with links to online articles, press images, and integrated video.

Purchasing

The new site is fully equipped with direct order and wholesale forms that allow you to submit your information, questions, and specificities to quickly receive a quote back from PARTS by heather.

The direct order form will display your favorites, making it easy for you to reference the names of the pieces they are interested in.

Along the way, there are explanations to help your request go as smoothly as possible.

Other Cool Features

Index thumbnails at the bottom of the screen enable you to navigate through collections using thumbnail previews or click through with the arrows.

Unlike the old site, the latest site integrates new flash deep linking, which means that every piece has a unique URL; you can share direct links to every PART with your friends by just copying and pasting the URL from your address bar.

Also note

If you scroll your mouse to the menu, the top of the photo will temporarily be cut off until you move your mouse back down.

Most importantly the website features the newest collection!



NEW COLLECTION

This season's jewelry trends shout BOLD; PARTS by heather happily steps it up a notch...

Flora and fauna heavily inspire our latest collection, particularly that which makes a statement; it also has elements of the fairy tale childhood whimsy that comes with the exploration of nature. What makes it stand apart is that this collection draws upon the use of reclaimed antique findings and focal pieces, combined with extravagant configurations, making each design exceptionally couture.

95% of the materials used in Summer 09 are inherited antiques and vintage components, making this collection not only inspired by the environment, but also friendly to it. Materials are bold like the designs and I bring in a lot of reworked base metals (bronze, copper). Featured materials: jade, onyx, obsidian, turquoise, coconut wood, pearls, feathers, bronze, sterling.

Our favorite design of the season: Spinneret — named for the device a spider uses to spin polymers into fibers; its complexity is breathtaking and its color combo and material integration is fantastically chic!

We have several new collections cropping up in the next 6 months, so stay tuned

WEDDING SEASON

Love is in the air with PARTS by heather ready-to-wear and custom wedding accessories.

While our newest spring collection of feather accessories has been flying off the display units, more brides are choosing to go the custom route, working one on one with the designer of PARTS by heather to create stunning feathery creations to match their dress, color scheme and wedding style. We have coined our own collection of clips, bands, and hairpieces with mini or half spray veils for that extra touch of Hollywood Glam. Our Wedding Collection 09 will be launching mid summer.

Beautiful Wedding style does not have to mean breaking the bank; custom hair accessories, made especially for the bride and her wedding party range from \$40 - \$250 per design.

BUT THAT'S NOT ALL

PARTS by heather has been busy producing gorgeous one of a kind custom jewelry for Brides across North America. With attentive consultations and fittings catered to each Bride's personal needs and style, it is easy and inspiring to be a part of the design process, creating custom jewelry for yours or your loved ones special day !



CUSTOM WORK

Is not only for bridal parties. PARTS by heather will work with any client to produce a custom design to suit your price range and personal style. Custom Jewelry makes for a thoughtful haute couture gift for yourself and those you care about. We also will do custom men's designs by special request.

We are looking forward to new retail Locations in Canada in the fall. In addition, you can always make an appointment to come directly to the studio to browse the latest creations, many of which sell right off the shelves and never make it to retail locations. You can also order pre-made or custom designs directly off the website and have your order shipped worldwide.

WHOLESALE

FOR STORES interested in carrying PARTS by heather, our new website allows you to make wholesale inquiries and orders with ease. Please note, because our designs are one of a few or one of a kind, each retail location carries a different collection. Custom Collections are also available through special request.

SPECIAL ANNOUNCEMENT

PARTS by heather is thrilled to announce that we will be offering something new and exciting for our clients this season....

For those who want to purchase the pre-made collections, you can currently find PARTS by heather at the following retail locations:

Vancouver, BC

Du Jour Boutique & Gallery

628 Abbott Street

604.688.3524

www.iwantdujour.com

Forsya Boutique & Gallery

2206 Main Street

604.568.8667

www.forsyaboutique.com

Hot Box Accessories

2560 Main Street

604.871.0095

www.hotboxbc.com

Calgary, AB

Crabapple Clothing Company

3526 Garrison Gate SW

403.686.3661

El Paso, TX

Valentine's Too

5411 Mesa Ste 13

915.833.4922

www.valentinstoo.com

ACCLAIMED VANCOUVER JEWELRY DESIGNER OPENING UP STUDIO FOR SUMMER LESSONS

Quickly becoming well recognized in Vancouver and North America, jewelry designer and artist, Heather Mandin – creator of PARTS by heather jewelry – focuses on eco-friendly materials, producing intricate and outstanding wearable works of art for a wide range of clients across the continent.

Heather has been dedicated to teaching art and design to children, teens and adults for a decade. She has a deep commitment to encouraging positive growth and creative development. Drawing on her artistic background and her calm and creative nature, Heather is opening up her design studio for the first time for lessons in jewelry design.

With a maximum of 8 students per session, Heather will be able to dedicate one on one time with each student, who will produce beautiful designs of their own to wear home!

Heather will be offering two options for courses: Jewelry Level 1 and customized courses. Registration is necessary.

Jewelry Level 1

NO PREVIOUS EXPERIENCE REQUIRED

Each student will walk away with basic knowledge of the history of jewelry and gemstones and will learn basic metalsmithing, wire wrapping, stone identification, crimping and accessory crafting skills.

Basic Metalsmithing

Final Project: sterling silver earrings or pendant

Wire Wrapping

Final Project: asymmetrical necklace

Mixed Media Design

Final Project: design made from reclaimed materials

Two sessions a week for 4 weeks
Starting July 20th



Customized Courses

Customized courses are also available for birthdays, bachelorette parties, engagement parties, team building exercises, office outings, mother's day, or just for a fun new experience with the girls. Heather will work with you to customize the perfect class for your occasion. Customized courses allow you to pick the day, time and design project for your class.

Prices include all fees, materials (stones, findings, wire, metals, leather, etc.) and tools.

**For course information, schedules and to register, please e-mail:
partsbyheather@gmail.com**

CLOSING WORD

To sign up for future editions of our quarterly newsletter, please email: partsbyheather@gmail.com with "SUBSCRIBE ME" in the subject line. If you no longer wish to receive updates, please leave subject as "UNSUBSCRIBE".

parts
BY HEATHER

NO TWO ARE THE SAME