



**For Immediate Release**  
June 30, 2007

## **Samuel Gordon Jewelers adds Starhaven to its elite portfolio of designer brands**

Dallas, Texas – Samuel Gordon Jewelers of Oklahoma City selects Starhaven by Liz Donahue to add to their portfolio of designer brands. This announcement came Friday when Liz Donahue, CEO and Designer for Starhaven agreed to an exclusive with the Fine Jeweler.

Samuel Gordon Fine Jewelers has not only been the destination for high-end designer jewelry brands in Oklahoma City, it has been redefined as the “Superstore” of fine designer jewelry. With a 4-generation Gordon Family reputation, Samuel Gordon Jewelers continues to define the new age in forward-thinking selling and customer service. The company’s founding and history is as innovative as its future.

Samuel Gordon was a European immigrant who established his jewelry business in 1904 in downtown Oklahoma City. When Samuel died in 1956, it was his son Norman and his wife Betty who took the store to the next level. And when Norman passed away in 1980, the reins passed to his oldest son, Gary. Fresh new brands were added, and new sales and support staff were hired. With 3 locations Gary was looking for a fourth store concept that could be his “jewelry superstore” of which he could consolidate the other stores into. His dream became reality on November 1<sup>st</sup>, 1990. Six years later his son, Daniel joined the family business as the buyer of merchandise and also handling the advertising and promotions.

Now with over 25 of the top designers and manufacturers such as Scott Kay, Gregg Ruth, Leslie Greene, Di Modolo, La Reina, Tacori, and Lagos – Starhaven by Liz Donahue will add one more reason for the Oklahoma City area customer to shop exclusively with Samuel Gordon. Starhaven officially launches July 11<sup>th</sup> with a beautiful array of patented medallions and cuffs surrounded with the most unique earrings and rings in Sterling Silver, 18kt Gold and Gemstones. Samuel Gordon Jewelers will be an exclusive retailer to carry the Starhaven by Liz Donahue designer brand.

*“As a new designer brand to Samuel Gordon, I am so proud to have my collection represented by such fine people – The Gordons. With such strong company and family values, they have built the retail pinnacle of designer brands within the jewelry industry.” -Liz Donahue*

Liz Donahue is a designer & entrepreneur with an extended expertise in advertising, marketing, product development and manufacturing. Starhaven targets national and international fine jewelry retailers seeking an ornately bold, yet moderately priced designer line. For more information contact Starhaven 972.819.2030 or visit the website [www.StarhavenUSA.com](http://www.StarhavenUSA.com)