



the art of adornment™

CANADIAN JEWELRY DESIGNER TO SPARKLE ON THE RED CARPET

A once-in-a-lifetime chance to showcase designs

For immediate release -- **VANCOUVER** – At the 80th Annual Academy Awards® on February 24th, celebrities will dazzle in jewels by Bulgari, Cartier, Chopard, Fred Leighton...and Vancouver, B.C.'s Sonja Picard.

Journalist Carla Wohl has chosen to wear jewelry from the Sonja Picard Collection as she reports for ABC News from the red carpet at the Kodak Theatre.

“This is every jewelry designer’s big dream,” says Picard. “As an independent designer, this opportunity represents a once-in-a-lifetime chance to showcase my work at what is possibly the biggest night in the entertainment industry. I am proud to be a Canadian designer and will be pulling out the stops to adorn Ms. Wohl with divine gemstones and diamonds,” says Picard.

For the Oscars®, Picard is fast-tracking the release of pieces from her couture line that will officially launch in July, 2008 at the prestigious jewelry industry show, JA New York.

Picard adds, “We have had to orchestrate a team to complete these new designs in a very short period of time, but the results are stunning. These new pieces will make their debut at the Academy Awards, and people will be able to set their eyes on them immediately afterwards.”

The Sonja Picard Collection currently features over 300 pieces in silver and gold, and is entirely based on yogic philosophy. Each piece is inscribed with Sanskrit words, mantras or Divine symbols, intended to bring meaning to the wearer. The creations are inspired by the ancient Tantric practice of adornment, or *shringar*, which is the practice of decorating the feminine form.



Lakshmi rings from Sonja Picard Couture

The Sonja Picard Collection is sold at boutiques, yoga studios and galleries across North America and online. To view the list of retail locations, go to www.sonjapicard.com.

Photos of the jewelry designed for Ms. Wohl will be available following the Academy Awards®. For further information, or for high resolution images, please contact:

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