



the art of adornment™

FOR IMMEDIATE RELEASE

THE SONJA PICARD COLLECTION introduces BINDI jewelry

VANCOUVER, BC, Canada, October 11, 2007 — Jewelry designer Sonja Picard has just released a new line of jewelry called Bindi. This adds 47 pieces to the exquisite Sonja Picard Collection, bringing the total to almost 300 pieces. Bindi includes gold or silver earrings, necklaces and bracelets. Bindi pieces can be worn together or layered with other pieces from the Sonja Picard Collection, all distinguished by Picard's use of Divine words, mantras and symbols.

The word bindi means dot or tiny point in Sanskrit. It is a reminder to use and cultivate our spiritual vision to perceive and better understand life's inner workings. Each Bindi piece is inscribed with one of eight Sanskrit words on one side and the same word in English on the other side.

shanti – peace	veda – knowledge	bhakti – devotion	ahimsa – non-injury
anandi – bliss	kama – desire	atma – soul	moksha – liberation

“Words inscribed on jewelry allow wearers to resonate with the meaning of that particular word in their own personal way,” says Picard. She adds that many clients are choosing specific words to celebrate a personal passage in their lives or, if they are buying the pieces as gifts, they select something they wish for the recipient.

Picard, who is also an accomplished sculptor, has been a practicing bhakti yogini for more than a decade. She launched the Sonja Picard Collection in 2000 as a result of her search for a creatively fulfilling and tangible way to manifest yogic knowledge. Picard inscribes each piece with Divine words, mantras and sacred symbols under the tutelage of her guru, Vedic scholar, Jeffrey Armstrong. “My creations are also based on the ancient Tantric practice of adornment, or shringar,” Picard explains. Shringar is the practice of decorating the feminine form (or the form of a deity) with jewelry, garlands and markings (including applying makeup).

The Sonja Picard Collection is sold at boutiques, yoga studios and galleries across North America and online. Details at www.sonjapicard.com.

-- 30 --

For information and high-resolution images, contact
Robyn Ellingson, robyn@sonjapicard.com, 604-952-5242



Bindi 8 Necklace – both sides shown



Bindi Necklace
w/choice of Bindi



Bindi Earrings from left to right:
Hand-formed hooks hoops plain



Bindi bracelet
w/om drop charm

Bindi 8 bracelet