

# Alicia Van Fleteren Designs

Eclectic, personal jewelry .

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*Alicia Van Fleteren* 

## What is it?

Financial advisor turned jewelry artist, Alicia Van Fleteren designs vibrant, imaginative pieces that reflect her singular focus on designs that are sophisticated but accessible, elegant but with a touch of playfulness, and that organically complement everything from jeans, work wear, and the dressiest styles. The San Francisco Bay Area artist creates her jewelry lines with an eye for pleasing herself, first, so every necklace, bracelet or earring feels utterly unique, authentic and personal.



Finely wrought from an eclectic variety of high-quality materials --precious and semi-precious gemstones, silver, gold and pearls -- the hand-beaded jewelry is beautifully distinct and durably crafted to stand the test of time. Alicia Van Fleteren pieces come with the artist's fervent desire that her customers absolutely love what they're wearing.

Before turning her jewelry designing into a full-time business, Van Fleteren worked more than a decade in the financial services industry. This experience taught her the value in cultivating solid, honest relationships with her clients, and she brings this sense of trust and authenticity to her jewelry business, too. Her loyal following of customers appreciate Van Fleteren's high-quality designs, creativity and ability to construct pieces that simply make the wearer feel good in them.

## How much is it?

Alicia Van Fleteren pieces are priced so any budget can afford well-made, high-quality jewelry. Necklace collections range in price from \$119 to \$229. Earrings range from \$29 to \$89. Bracelets range from \$89 to \$129. Wholesale prices and distribution available upon request.



## Where can it be purchased?

Special collections of Alicia Van Fleteren jewelry are sold in select boutiques throughout Northern California, at private trunk parties and on line at [www.aliciavf.com](http://www.aliciavf.com)

## Story Ideas

1. Banker turned jewelry designer follows her deep seeded principles in her quest to bring beauty and quality designs to Bay Area women.
2. How a fledgling jewelry designer maintains her artist integrity and builds a truly loyal following and clientele in this economy.
3. The search for the right style at the right price led Alicia Van Fleteren to launch new collections incorporating globally sourced materials including Thai Silver.
4. Trends: In addition to unusual gem materials, familiar stones are now appearing in new organic and asymmetrical shapes in Alicia Van Fleteren's collections.
5. Alicia Van Fleteren Designs encourage women to have a little fun with fashion and jewelry. The interesting thing that's happened with the recession is that the old rules no longer apply.

## About Alicia Van Fleteren

Having worked as an advisor in the Bay Area financial services industry for many years before launching her jewelry business in 2004, Van Fleteren saw the importance of building genuine relationships and trust with clients. In this same vein, she has built her jewelry business with value-based resolve. She forges strong ties with the women who appreciate the quality of her work and trust her recommendations. With dedication to honesty, her following understands that Van Fleteren only creates jewelry that she truly loves, and they know she wants them, too, to absolutely love the designs they choose to wear. Beyond that, Van Fleteren stands behind her quality and intends for her designs to stand the test of time.

## What else?

Just as Van Fleteren has evolved, so has her jewelry line. She has a clear understanding of who she is, what her clients want, and therefore what Alicia Van Fleteren jewelry is. Her talent and eye for design has naturally led to collections that are more sophisticated and cohesive than ever before. To reflect this transformation, in 2009 the business name and focus changed from Little Dot Designs to Alicia Van Fleteren.

Alicia passionately believes in giving back to her community. She supports many local charities such as Art in Action, San Mateo Family Services, Main Coon Adoptions and San Mateo Schools.

When not designing in her studio, you can find Alicia on the tennis court, traveling in search of the perfect gemstones, or spending time at home with her husband and Ralphie, her sidekick orange tabby cat.