Co-Founders Holly Riddel and Victoria Shaffer Announce the Launch of Felia Designs, a Collection of Winged Jewelry for People and Pets

Fine jewelry symbolizing universal love, compassion, and empowerment, while raising funds for the protection of animals

LOS ANGELES (PRWEB) November 20, 2018 -- Felia Designs, a new jewelry line designed to create a sense of empowerment, love, compassion and protection, has announced the launch of a new collection of signature winged designs. The company was co-founded by internationally renowned designer and artist Holly Riddel, and producer and animal rescue advocate Victoria Shaffer.

"To me, these wing designs are what we need right now," said Holly Riddel. "Wings are the universal symbol of a vast range of feelings and emotions inspired by the sheltering, loving spread of an angel's wings, the soaring freedom of flight, and the protective strength and courage of a superhero."

"When I first met Holly, we immediately bonded over our shared belief in the power of symbols to harness our energies and to help achieve our visions," said Victoria Shaffer. "Our shared love and passion for dogs was an added bonus and, by forming Felia Designs, we are working together to help provide support and financial assistance to aid helpless animals."

The name FELIA (pronounced fel-ee-ay) was inspired by the Archangel Fhelyai, who watches over dogs, animals, and nature, as well as the Greek word Ophelos, which means “to help.”

The collection debuts with a finely-crafted selection of rings, pendants, pet tags, and a necklace, all available for custom monogramming and offered in bronze, silver, and 14K yellow, white, and rose gold. Prices range from $35.00 to $1400.00.

Felia Designs will donate 10% of the retail price to carefully vetted animal rescue charities.

Click here to view video about the inspiration for Felia Designs

About Felia Designs
Felia Designs, a fine jewelry brand for people and pets, was co-founded in 2018 by Holly Riddel, artist, entrepreneur and inspirational speaker, and Victoria Shaffer, producer, radio host, and animal rescue advocate. The winged jewelry was created to symbolize empowerment, love, and protection, along with the sublimity of nature and the unconditional love we have for our pets. Felia Designs has dedicated 10% of all retail sales to animal rescue organizations.
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