New Native American Designers Showcased by Carolyn Pollack Jewelry

Bill and Carolyn Pollack are proud to announce the addition of three new Native American designers to their line of designer sterling jewelry. The award-winning contemporary jewelry created by the new designers will debut on the Native American Designer Jewelry Show on QVC at 9 a.m. (ET) on May 26, the day after Memorial Day.

Albuquerque, NM (Vocus) May 20, 2009 -- Bill and Carolyn Pollack are proud to announce the addition of three new Native American designers to their line of designer sterling jewelry. The award-winning contemporary jewelry created by the new designers will debut on the Native American Designer Jewelry Show on QVC at 9 a.m. (ET) on May 26, the day after Memorial Day.

“We are excited to take the work of these talented designers from Santa Fe Indian Market to a global stage,” said Bill Pollack, founder and CEO of Relios, the company behind Carolyn Pollack Jewelry. “We want to usher in a new generation of designer and excite a new generation of collector with these contemporary sterling jewelry pieces.”

Previously available only at the Santa Fe Indian Market, the Heard Museum and a handful of prestigious galleries, the new designs now will be available nationally through Relios. Showcasing their work on QVC makes these unique designs available to 93 million households nationwide.

“We selected the most innovative, creative designers, and their work covers a broad range from traditional to edgy to contemporary,” said Bill Pollack. “It’s not your grandmother’s Indian jewelry.”

The new designers—Veronica Benally, Fritz Casuse and Cody Sanderson—were discovered through the Pollack’s’ association with the most prestigious Native American art organization in the country, the Southwestern Association for Indian Arts (SWAIA), which sponsors the world-renowned Santa Fe Indian Market in August. An active participant and sponsor of SWAIA for 15 years, Relios also has been sponsoring the Best of Division Jewelry award for three years.

“We like to keep our fingers on the pulse of design trends and find artists at SWAIA who are pushing the frontier of jewelry design,” Bill Pollack said. “We are proud of our continuing SWAIA sponsorship and are committed to collaborating with those designers who exemplify the innovation, creativity and technical advancement for which Carolyn Pollack Jewelry has become known.”

In addition to the May 26 QVC program, the designs are also available online for a limited time at CarolynPollack.com and at two retail locations: Carolyn Pollack Jewelry in Albuquerque, New Mexico and Southwest Spirit by Carolyn Pollack at the Gaylord Texan Resort in Grapevine, Texas.

“It is a great honor to bring the exquisite designs of these talented artists to a national audience,” said Carolyn Pollack, Relios lead designer and popular QVC guest host. “It’s an opportunity to share their incredible talent and the spirit of the enchanting Southwest.”

New Relios artist Veronica Benally approaches design from a perspective deeply rooted in her family and Navajo culture. Her unique, contemporary style melds tradition, culture, color and nature.
Fritz Casuse’s natural artistic aptitude was honed at the Institute of American Indian Arts, where he studied sculpture. His award-winning creations highlight dimension and texture and focus on color and balance. He calls his jewelry “something you can walk through”. Fritz teaches the next generation of Native American artisans at the Poeh Arts Center in Pojoaque, New Mexico, where he inspires students to experiment with progressive designs.

Cody Sanderson’s sophisticated yet playful designs have earned numerous awards, including a “Best in Show” award at the Heard Museum Guild Fair & Market for his sterling silver Rubik’s Cube. Inspired by the world around him, he uses traditional Navajo techniques to create a new visual aesthetic that is cutting edge, contemporary and authentic.

“The work of these designers is both artistic and wearable,” said Carolyn Pollack. “We believe our customers are going to love the ingenuity and originality of their work. These pieces of designer sterling jewelry are beautiful and functional and exemplify the kind of distinctive lifestyle for which our jewelry is known.”

The three new designers join Roderick Tenorio, a native of Santo Domingo Pueblo who partnered with Relios more than 10 years ago to bring customers pieces inspired by his cultural heritage. The combination of spiritualism and geometry in his designs has earned him numerous coveted awards, including “Best of Show” awards and top three finishes at the Santa Fe Indian Market in 2002, 2003 and 2006.

“We look forward to ongoing innovation and experimentation through our partnership with these wonderful artists,” Bill Pollack said.

Each artist’s award winning original designs are manufactured in Albuquerque by Relios, and every phase of design and craftsmanship is supervised by the artist.

“We are proud to manufacture jewelry in the USA in a socially and environmentally responsible manner in harmony with our local community,” Bill Pollack said. 

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