

Largest Bead and Jewelry Superstore in the Country Celebrates Second Anniversary in Serra Mesa

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Contact: Matt Brennan, (619) 838-7363
matt.brennan@southsunproducts.com
www.southsunproducts.com

San Diego, CA — South Sun Products, the largest retailer of beads and jewelry in the United States, celebrates its second anniversary in Serra Mesa in November 2007.

South Sun occupies a 45,000-square-foot facility at 8601 Aero Drive, across from Montgomery Field. The retail section of the facility will soon be expanding to 18,000 square feet. A riot of intense colors and sensuous textures, the store offers beads and sterling silver jewelry made with natural stones gathered in approximately 100 countries worldwide, as well as ceramic, metal, silver, glass, wood, and other materials.

In addition to jewelry-making materials, South Sun is also one of the largest wholesalers of jewelry in the U.S, manufacturing jewelry in Indonesia, Thailand, and the United States. South Sun customers include national department store chains, catalogs such as Coldwater Creek, and QVC and the Home Shopping Network.

At South Sun's San Diego store, new shipments of finished necklaces, bracelets, earrings, and rings arrive daily, offered to the public at discounts of up to 75 percent. Tables heaped with glittering adornments contribute to the feeling of an exotic bazaar.

Prices for 16-inch strands of beads typically range from \$1 to \$125. Materials include genuine agate, jade, coral, quartz, amethyst, opal, obsidian, pearls, onyx, turquoise, Swarovski crystals, and more.

The South Sun superstore is a magnet for jewelry makers, both experienced and novices. Nearly two dozen weekly beading classes are presented in seven classrooms adjoining the retail areas, making South Sun the largest jewelry making school in the country. Children's classes are also available.

South Sun was founded in 1987 by Shlomo Gruer and was originally located in downtown San Diego, moving to the Serra Mesa location in 2005. An immigrant from Zimbabwe who had operated 25 stores there, some devoted to jewelry, Gruer revolutionized the Southern California jewelry industry by selling silver by weight instead of by the piece. He soon began incorporating stones and semi-precious gems into his products and developed his extensive manufacturing operation.

A weekly outdoor sale is held in the South Sun parking lot each Saturday. Guided tours of South Sun that combine a unique shopping experience with a basic beading lesson are also available. For more information, contact Matt Brennan at (619) 838-7363, matt.brennan@southsunproducts.com.

South Sun Products
Beads, Silver and Jewelry Superstore!
8601 Aero Drive, San Diego, CA
858.309.5045
www.southsunproducts.com
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