



DAVID TUTERA STRIKES GOLD WITH NEW LINE OF FINE JEWELRY

Fine Jewelry Leader to Create Full Line of David Tutera-branded Jewelry

New York, NY – April 27, 2015 – Celebrity wedding planner, David Tutera, announced today that he has partnered with leading fine jewelry manufacturer, Fuzion Creations, for an extensive line of fine jewelry. Fuzion Creations will launch a collection of over 500 pieces including rings, earrings, necklaces and bracelets. The line will consist of gold and sterling silver, and will incorporate diamonds, cubic zirconia, synthetic, precious, and semi-precious stones into the designs.

"David Tutera has taken his passion for designing spectacular events and has transformed it into a lifestyle," said Maney Douek, President at Fuzion Creations. "At Fuzion, we hope to do the same by creating a special line of jewelry that all Tutera fans will love."

As a leading Wedding & Entertaining Expert, Tutera's uniquely creative talents and outstanding reputation have made him a tremendous figure in the bridal lifestyle arena.

The line of David Tutera fine jewelry will launch May 28th at the JCK show in Las Vegas, booth #B3850. For further information, please contact Elliot Douek from Fuzion Creations at (718) 369-8800. The license agreement between David Tutera and Fuzion Creations was brokered by Brandgenuity through their consulting division.

About Fuzion Creations

Fuzion Creations is a privately held manufacturer and distributor of popularly priced jewelry. Fuzion offers a diversified portfolio of jewelry designs that features 18, 14, 10 KT gold, sterling silver, base metal and stainless steel. The Company also incorporates diamonds, cubic zirconia, synthetic, precious, and semi-precious stones into their designs. Their customer base ranges from jewelry stores, TV networks, national and regional department stores, discount chains, online retailers and flash sites. For more information, please visit <http://www.fzncreations.com> or call (718) 369-8800.

About Brandgenuity

Brandgenuity LLC is a leading independent brand licensing agency based in New York. The agency was voted Licensing Agency of the Year by a leading industry publication and is ranked amongst the top 20 Licensing Agencies worldwide. Brandgenuity extends famous and iconic brands into new categories to build awareness and generate incremental revenue. A full suite of licensing services includes strategic licensing planning, prospecting, legal support & contract negotiation, retail development and assisting manufacturers in the strategic acquisition of licenses. The agency's clients include Stonyfield Organic, Church & Dwight, Energizer Personal Care, The Boppy Company, Pella, A&E, Winnebago Industries, Gas Monkey Garage, MGM Studios, and World Poker Tour, among others. For more information, please go to www.brandgenuity.com.