



Meet the Handmade, Made in Texas Brand, Betty James Jewelry

Dear Press and Media,

Dallas native, Nicole Potter, founded Betty James Jewelry in 2010. Named after her maternal grandparents, Betty and James Castellaw, Betty James Jewelry offers multiple pieces inspired by interesting cultures from around the world. Betty James Jewelry dives into a world of art, culture and creativity. Traditional structures embrace natural beauty, but Potter is not afraid to stray from the norm. Drawing inspiration from her background as an art history major focusing on Mayan and Aztec art, Nicole designs and personally makes each distinctive ready-to-wear creation. Eccentric pieces catch her eye and serve as a muse for organic and unique ready-to-wear art. It is in these moments where she continues to gather inspiration for her creations, stowing moments and impressions to implement in collection.

Inside of this Press Kit, you can find more information on Betty James Jewelry, watch exclusive videos, download high resolution images and get connected on social media.

Globally inspired Betty James Jewelry is not just handmade art; it's poetry.

Thank you for your interest, enjoy!

Sincerely,

Betty James

For questions please contact:

Nicole Potter, Owner
nicole@bettyjames.com
(214) 226-5188