



Jewelry

that tells a story



Beaded key chain, \$35.

Debbie Iannarelli (above), 46, of Anthem, is living a charmed life, creating one-of-a-kind bracelets handcrafted from glass, crystal and sterling silver beads and charms from around the world.

Iannarelli was inspired to design jewelry after making a bracelet for a friend.

"I think it evolved out of an inner need to always give very thoughtful, personal gifts. I loved the idea of making a bracelet that tells a story, and the charms are a way to tell that story," she says.

"With the addition of the charms, it becomes more than a regular piece of jewelry. It becomes uniquely yours, a one-of-a-kind statement that tells the story of what is meaningful to you. I wanted to help others tell their stories in addition to creating a very

personal, sentimental treasure to pass down."

This passion to create one-of-a-kind designs culminated in the launching of **Simply Charming** in 2002.

"I wanted to do something that was creative and that I'm passionate about. It's very rewarding for me to help a client create a special piece, especially when that client thinks they're not artistic and that they can't do it," Iannarelli says. Though her charm bracelets come in themes such as Mother's Day and cooking, she also creates custom pieces. In her custom work, she can use your jewelry remnants to create an entirely new piece.

She accents her designs with high-quality beads that include Bali sterling silver, Swarovski crystal and Czech glass. There is a designer palette of beads in black and white, pastel, primary, citrus, silver and jewel tones, as

well as a profusion of sterling silver charms to choose from that fashionistas might enjoy.

Her pieces are sold on her Web site, simply-charming.com. She also offers beading classes in Anthem and will host jewelry shows in clients' homes. E-mail custom requests to orders@simply-charming.com.

CLOCKWISE FROM TOP

Cooking charm bracelet, \$73.

Fiesta charm bracelet, \$75.

Beach charm bracelet, \$71.

Mother's Day charm bracelet, \$74.

Pink and green charm bracelet, \$63.

Shopping charm bracelet, \$103.

Beaded badge holder, \$65.