2017 Jewelry Catalog

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Jewelry Designs to Inspire Your Imagination
Jane Danley Cruz

Reflecting pop culture’s current fascination with dragons, crowns, runes, and icons inspired by the Middle Ages, Dragons, Crystals & Chainmaille offers projects for fans of fantasy television and fiction. Jane Danley Cruz uses easy-to-learn jewelry techniques to create magical necklaces, cuffs, and earrings fans will enjoy making, wearing, and sharing.

• Teaches easy jewelry techniques in 30+ captivating projects.
• Projects use leather, crystals, glass beads, jump rings, fiber cord, and more.
• Designs have broad, on-trend appeal.

In developing the projects for this book, I was able to immerse myself in many techniques to execute exciting designs reflective of this medieval, mystical genre. It was fun to incorporate materials and findings that are for the most part readily available at local hobby and craft stores.

Jane Danley Cruz
Grayslake, Ill.

#67900
112 pages
8.25 x 10.75
362 color photos
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www.JewelryandBeadingStore.com
In Beautiful Beadweaving, designer Isabella Lam offers 25 gorgeous projects that focus on creating detailed and striking stitched jewelry. The step-by-step stitching illustrations are pictured on the project pages so new stitchers can get started quickly and create with confidence.

- Features 25 elegant, timeless bracelets, necklaces, earrings, and pendants.
- Projects use familiar materials: seed beads, pearls, two-hole beads, and crystals.
- Stitches include peyote, herringbone, and right-angle weave, stitchers’ perennial favorites.

I create beautiful, beaded jewelry that makes an unforgettable impression. My detailed instructions and step-by-step process shots make these beautiful projects easy to stitch.

CREATE BEADING VOL. 12

Beaders in search of fresh, new stitching projects will enjoy this 12th volume of the series, featuring nearly every project from the latest year of Bead&Button magazine in one gorgeous, hardcover volume. All the projects are designed by the magazine’s contributors and editors, fully tested by the editors, and accompanied by step-by-step instructions, photos, and illustrations. The emphasis is on bead stitching, the most popular technique among Bead&Button readers.

- Packed with 75+ projects that cover a stunning variety of styles, colors, stitches, materials, and skills.
- Includes a thorough Basics section to help beaders get started quickly.
- Projects feature both the tried-and-true materials beaders love—seed beads, crystals, pearls, and gemstones—and the newest multi-hole and shaped beads.
THE ABSOLUTE BEGINNERS GUIDE: JEWELRY MAKING WITH RESIN
Theresa D. Abelew

Each project in Theresa D. Abelew’s Absolute Beginners Guide: Jewelry Making with Resin includes easy-to-follow instructions with step-by-step photographs. They’re perfect for beginners new to the material. The focus is on the resin elements, but instructions and suggestions are included for completing each necklace, bracelet, earring, and cuff.

- The 25+ projects are simple enough for beginners, but sophisticated enough to wear anywhere.
- Innovative techniques include folding and forming molds with resin, embedding found objects, and more.
- Projects include lightweight and dramatic cuffs, unusual rings and pendants, and much more.

WIRE JEWELRY: BEADED AND BEAUTIFUL
70+ Captivating Jewelry Designs
Irina Miech

Noted designer and author Irina Miech returns to her favorite medium with Wire Jewelry: Beaded and Beautiful, a collection of 70+ designs jewelry makers at every level can create. Using a clear, illustrative teaching style, Irina introduces standard wire techniques like shaping, coiling, weaving, wrapping, and many more. Jewelry makers can apply their new skills to make beautiful jewelry with a timeless, classic look and feel.

- Projects focus on readily available materials: base metals, beads, semiprecious stones, and cabochons.
- Techniques are accessible to beginners but intriguing enough for more experienced wire workers.
- Projects include earrings, rings, pendants, bracelets, and necklaces.

ALSO AVAILABLE
- Jewelry Making with Polymer Clay
- Chain Mail
- Wire Jewelry: Beaded and Beautiful

Rewards Category: EMERGING OPPORTUNITIES
Rewards Category: WIRE
JEWELRY DESIGNS WITH CZECHMATES BEADS

Anna Elizabeth Draeger

Jewelry makers are hungry for projects using the new CzechMates Dimensional Beading system, innovative materials that are designed to work together as building blocks for making jewelry. Popular designer, teacher, and author Anna Elizabeth Draeger offers 20 projects and variations in Jewelry Designs with CzechMates Beads, the only project book on the market that features projects exclusively for these beads.

• Uses lentils, daggers, tiles, bricks, triangles, and quads.
• Projects also incorporate seed beads, pearls, and crystals.
• Jewelry makers familiar with Anna's style will delight in her latest creations!

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_Countertop DVD Holder_ This DVD rack, fabricated from durable wire with a black gloss finish and plastic base, is an ideal way to showcase merchandise. This countertop rack rotates 360° for easy viewing, has 8 compartments for merchandise display, and a sign holder clip for placement of additional messages. 14.8” w x 11” d x 22” h #68049 $59.90 net

**Maximize Your Media Selling Space**

_with these high-quality merchandisers. Only the best materials are used, assuring years of trouble-free use. Ask about magazine logo stickers to use on your display racks! All large display racks on these pages will be drop-shipped from the manufacturer. All merchandise aids on these pages, excluding display racks, will be shipped from Kalmbach. Net prices include shipping. Regular retailer terms apply._

**MERCHANDISING**

_Countertop Window Cling_ Display the Bead&Button brand with a self-adhesive window cling. Free to qualified retailers.

_Floor Display_ Holds softcover books and magazines. 5 tiers; 40 pockets. 21” w x 21” d x 79” h. #68046 $434.99 net

_Magazine Window Cling_ Free to qualified retailers.

**Magazine Display** Freestanding display. Holds 10-12 magazines or 8 softcover books. 14.6” w x 13.78” d x 37.4” h. #68047 $129.99 net

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Retail Advertising Opportunities

*Bead&Button*’s Shop Directory fits your budget and attracts customers!

- Attract local and traveling bead and jewelry enthusiasts. Jewelry makers and beads of all skill levels use these directories to find retail stores nearby or even to plan their next trip. The ads are listed geographically so enthusiastic shoppers can find your store quickly!
- Get your name in front of potential buyers. Take advantage of this handy resource to promote your business location, hours, phone number, and the special products you carry.
- Utilize affordable advertising. Inform thousands of jewelry makers and beadiers about your shop for a very reasonable price per issue.

Shop Directories are available in *Bead&Button* magazine as well as some special issue publications.

Call 888-558-1544 ext. 815 for more information or to place your ad.

**Trade Sales & Service Retailer Website!**

Get up-to-date information on new products and magazines every time you visit our website — and place your order for new and current titles while you’re there! Think of all the time you’ll save by reviewing new products online and placing your order immediately instead of mailing or faxing it in!

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**ACCOUNTS**


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**Please contact sales representative according to your area to place your order:**

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Outside the U.S. and Canada, call 262-796-8776, ext. 818. Monday – Friday 8:30 a.m. – 5 p.m. CT.

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