

Karen KARCH

PRESS RELEASE



Seduction & Adornment

Karen Karch Launches Image Campaign

Seduction & Adornment: an artistic collaboration with Marilyn Minter

September 2006: Jewelry designer Karen Karch, renowned for her raw yet refined heirloom pieces, is pleased to announce the launch of her much anticipated online store and redesign of her NoLIta boutique. Remaining true to Karen Karch's study in contradictions, these new ventures will reinforce the designer's deft mastery of juxtaposition and her singular ability to find beauty in the unconventional.



Karen Karch and Marilyn Minter

To mark this next phase of her evolution as both an artist and designer, Karen Karch commissioned artist and painter Marilyn Minter to create a groundbreaking image campaign that will be integrated into both Karen Karch's website and the upcoming new store design.

The result, *Seduction & Adornment*, is a brilliant photographic journey that draws you into the world of Karen Karch. Expressed through the original photography of Marilyn Minter, whom Karen Karch commissioned after seeing Minter's critically acclaimed paintings at the Whitney Biennial 2006, this bold, beautiful and gritty image campaign is both incendiary and provocative. In addition, *Seduction & Adornment* for Karen Karch is Marilyn Minter's first commercial campaign.

Seduction & Adornment was unveiled at a cocktail reception and gallery installation in September 2006 marking the beginning of a yearlong press and image campaign that will unfold through 2007.



Karen Karch (center) with In Style's Marion Fasel and Penny Proddow (from left)

240 Mulberry Street betw. Spring & Prince NEW YORK, NY. 10012
telephone 212 965 9699 INFO@karenkarch.com