

DO -IT-YOURSELF JEWELRY AN INEXPENSIVE TREAT

People of all ages enjoy creating handmade jewelry: make-and-create environment cultivates inspiration and relaxation

The do-it-yourself movement has become a worldwide phenomenon with everything from clothing, to jams & jellies, to greeting cards and leather journals. Creating handmade jewelry has been a logical next step for many people looking to save money without having to eliminate quality from their lives.

Folks looking to create their own wearable works of art need look no further than 4167 Piedmont Avenue in Oakland, CA, where new mom and avid beader Sara Mancini has just opened her dream store, Blue Door Beads. Mancini has created a "make-and-create" environment where customers of all ages can select beads, have a seat at the in-store workstation, design their jewelry, and create finished pieces. Staff is available to provide project ideas whether you are creating in the store or buying new supplies to take home.

A beader since childhood, Sara had wanted to open her own bead store since 2004 when she worked at a bead shop in New Zealand, where customers were always highly encouraged to stay at the shop & make jewelry. On June 2, 2012, she made her dream a reality! Sara is proud to now be a full-fledged business owner and a new mom of a 13 month old girl.

New beadings and beading regulars alike can enjoy a relaxing, no-pressure environment. People wanting to buy unique gifts can also purchase affordable, readymade jewelry at Blue Door Beads. The shop offers jewelry-making classes, private parties, community bead nights, and repair services. Blue Door Beads also participates in Piedmont Art Walk on the third Thursday of each month featuring local artist and musicians. In the back of the shop, known as the "Art Hub", four artist-in-residence work on their unique textiles and jewelry which is for sell during the Art Walk each month.

If you'd like more information about events, products or services at Blue Door Beads, please call 510-652-2583(BLUE) or email at info@bluedoorbeads.com. Follow us at www.facebook.com/bluedoorbeads and receive project tips through our Blog at bluedoorbeads.wordpress.com. Free parking spaces are available while you shop.

Blue Door Beads
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