



# BAUBELLE

## **Be Strong Bracelet is Popular Birthday Present and Flies Off Amazon Shelves**

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Baubelle has reported that their line of charm bracelets has recently been flying off the shelves at Amazon. The company states that their customers have been reporting that they are purchasing their Be Strong bracelets as birthday gifts as well as gifts for Mother's Day, anniversaries, and upcoming weddings.

Sarah Evren, a spokesperson for the Cheyenne, Wyoming based company says, "We noticed during the Christmas holiday that these bracelets were becoming very popular. After the holidays, the sales kept increasing and customers now tell us that they believe our bracelets make the perfect birthday gift. We of course, couldn't be more thrilled."

The company's bracelets are hypoallergenic, which means that women who are allergic to metals and other materials will not react to them or experience any itching or redness from wearing them. Evren says that this is one main reason that the bracelets have become so popular.

"Of course, there is the design as well," Evren states. "Our Be Strong bracelet is really popular as a birthday present because it offers a message of empowerment to women. We want women to be focused, to be

motivated, and to be strong, which is relayed in the message and overall design of the piece."

Evren points out that the bracelet line is offered in rose or white gold and features an 18 karat gold overlay which is guaranteed not to tarnish nor rust. The bracelets are sold exclusively through Amazon, although the company website does contain information about their design as well as a gallery of images for those who want to get a better look at the pieces. They are shipped in the company's signature gift box, which is turquoise and gold and features a satiny pull out slider where the bracelet itself is housed. Evren says that the box itself is one reason the bracelet has become such a popular birthday and Mother's Day gift idea.

Sales of the bracelets has increased significantly since the holidays and the company states that they expect those numbers to climb even higher as Mother's Day approaches, a holiday where many purchase specialized gifts. Those interested can learn more about the bracelets on the company's website or on the Amazon.com marketplace.

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For more information about Baubelle, contact the company here: BaubelleSarah Evren 877-907-5865 support@baubelle.com Infinity Designs, LLC 1712 Pioneer Avenue, Ste 5924A Cheyenne, WY 82001

## **Baubelle**

*Baubelle strives to make every woman feel beautiful by creating jewelry that inspires her.*

Website: <http://baubelle.com/>

Email: [support@baubelle.com](mailto:support@baubelle.com)

Phone: 877-907-5865

