



Aria Handmade • 4404 Edbury Ct • High Point, NC 27265 • 917-714-0439 • <http://www.ariahandmade.com/>

### Press Kit

PRESS CONTACT:

Nestor Pineda  
[info@ariahandmade.com](mailto:info@ariahandmade.com)



## **NEW!** Introducing Two Collections for Spring 2010 Aria Handmade's Amazon Collection and The Tribal Collection





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## Background/Bio (New for 2010)

### Where is Aria Handmade?

Aria Handmade presently claims High Point, North Carolina as their home base. There is not yet a storefront open to the public. Aria Handmade's new website (still under construction) is now live at <http://www.ariahandmade.com>.

**Nestor Pineda** will be revealing two collections of Aria Handmade for the first time to the American market in the spring of 2010. His Limited Edition Line includes unique jewelry and accessories made from sustainable seeds from the Amazon rainforest. His Tribal Aluminum Collection includes rings and earrings sculpted out of reclaimed aluminum from transformer wire. His creations will soon be found at artisan tradeshows, trunk shows, festivals, and selected boutiques on both the east and west coast. He will be showcasing the Fall/Winter 2010 collection June 10-13, 2010 at the Atlanta Apparel Show.

### Aria Handmade will soon be available at:

- The Beehive Co-op in Atlanta, GA <http://www.beehiveco-op.com>
- See us at the Decatur Green Festival May 1, 2010 <http://www.decaturartsfestival.com/>
- See us at Shindig Festival, Greensboro NC, Sunday May 2nd 2010  
<http://www.americantowns.com/nc/greensboro/news/the-shindig-festival-comes-to-downtown-greensboro-281941>
- See our Fall/Winter 2010 collection at the Atlanta Apparel Show June 10-13, 2010, Atlanta, GA  
<http://www.americasmart.com/markets/apparel/>

### Who's Behind Aria Handmade?

The founding Fathers of Aria Handmade include Nestor Pineda and Mauricio Granada. Both moved from New York City to High Point, North Carolina. Mauricio moved to North Carolina in 2003. Nestor ventured south in 2005.

**Mauricio Granada** is the President, Founder and the head behind Aria Handmade. He makes it all make sense for the company, the consumer and the artisans involved with careful consideration of materials, purchasing and profit expensing.

Mauricio was born in Colombia, South America. He prefers to stay out of the limelight and behind the scenes taking care of the details, and logistics. He depends on Nestor to do the creating and Nestor depends on him to keep it all in line.

**Nestor Pineda** is the Vice-President, Co-Founder, Product Developer, Designer and the heart behind Aria Handmade. He puts the aesthetics and fun – the whimsical into the work behind the mission to accessorize women with his inspired sustainable beauty for both people and planet. He explains: "*Aria Handmade is something special to me. I have a passion for this vision, I really believe in what I do.*"

Nestor was born in the Dominican Republic. He graduated from the City University of New York (CUNY) with a degree in hospitality management. He presently works in the furnishing industry where he serves as director of hospitality sales for a leading manufacturing firm in High Point, NC. He describes his day job as being fun and rewarding, he enjoys taking care of people and keeping them happy.

His personal passion with Aria Handmade involves creating accessories to make American women happy while creating work to feed the hearts and bellies of artisans in Latin America and other underdeveloped countries around the world. His rich cultural background and appreciation of beautiful art combined with his concern for preserving natural resources are the prime motivators behind Aria Handmade. He quotes an old saying in his country: "*When your belly is full, you are happy.*"

Nestor can best be described as a high-energy, free spirited designer with a great sense of humor who loves to travel and re-experience life through the eyes, hands and hearts of other cultures. These fresh perspectives are the manna behind his unique and ever-evolving creations. Nestor explains: "*It's not just the beauty of the thing – it is what is behind the thing that matters.*"

Nestor is fully committed to a natural lifestyle. In sharing his personal choices for simple living, he thrives on healthy, nutritious wholesome foods, yoga, and vigorous physical exercise. He has been known to finish a triathlon or two in his spare time.





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## Aria Handmade's Designer

**Nestor Pineda** is the designer behind Aria Handmade. He works with fellow artisans in Latin America and other underdeveloped countries around the world. He describes Aria Handmade as a collection of uniquely designed accessories for the modern woman created through his appreciation of art and environmental sustainability. Nestor shares: *"I design and produce handmade pieces of jewelry that enhance people's lives. Using natural, sustainable materials with a strong design element and a whimsical surprise, I cater to those who have eclectic, aesthetic tastes. I strive to make a difference in the integrity for both people and planet through my work. I put my hand and my reputation on each and every piece."*

Nestor's passion for jewelry making has been a secret enjoyed by his friends and family for over fifteen years. He has been encouraged by their positive reactions to share his creations with the rest of the world. Nestor is greatly inspired by the green movement as well as the increasing need for social and economic responsibility. He strives to do the right thing as he builds his credibility for sustainability. He cannot claim fair trade certification at this time, but that is the main goal and aspiration behind Aria Handmade.

Nestor believes in Aria Handmade: *"In my business I have to make choices, I can use plastic materials to solve the problem, but I refuse. I prefer to find something more sustainable. I work with indigenous people to learn their culture and I ask them how we can best utilize their skills. I personally scout cultures to identify materials and the people behind them. I get to meet them and get to know them. They become my friends and together we utilize our talents to create beautiful jewelry together. We can help them support themselves in making an honorable and legal living in their native country."*

*I realize there are still people who only care about the price. Our products are very affordable, even in making them as sustainable as possible. I believe there are about 80% of us who if given a choice would choose sustainable over cheap. These people would want to do the right thing by making sustainable and socially responsible choices with their wallets.*

*I have been invited to present my products publicly at various events this year by people who were inspired by the natural beauty of the product. The reaction has been extremely positive, especially with the intention behind Aria Handmade."*

Nestor is working to become a partner with <http://fromthemountain.com>. He continues: *"I am most impressed with **From the Mountain** and their commitment to help me locate more of these indigenous people who need a chance to be able to choose a better life than they are currently experiencing. They have the ability to organize these people; they give them business plans and help them buy tools. Then I can further inspire them with my designs and direction."*

While Nestor has no formal art training, he is not new to the art and design world. He has always had a strong sensitivity to nature and beauty. As a child, his keen eye and creative point of view set him apart from his peers. He grew up fascinated with strong women and their ability to accessorize and adorn themselves with beautiful things. Although not a formal jewelry designer, his craft and talent just comes naturally to him. He utilizes his sensitivity to sustainability to help enhance a woman's personal sense of style. He is motivated to create accessories that support and compliment a woman's changing moods.

Nestor explains: *"I don't consider myself an artist although I am certainly moved to create and contribute to other people's lives. Aria Handmade is simply a point of view based on aesthetics – a lifestyle for the future. A future with accessories that are fun, sustainable and modern and are not just a reflection of the wearer's personal style, but also a bold and beautiful reflection of the collective of people behind Aria Handmade."*





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## Why Aria Handmade?

### **Aria Handmade's Promise to All Women (Our Mission)**

Aria Handmade promises to adorn the strong willed American woman with beautiful, fun and natural jewelry and accessories that compliment your unique and eclectic tastes expressed through your desire to help sustain and empower impoverished artisans in third world countries. Your freedom to express your unique lifestyle by making conscious purchases contributes to their ability to live a more independent, productive and creative life. Aria Handmade exists to help these people and their native skills continue to live through you!

### **An Invitation for a New Adventure**

We invite you to help Aria Handmade grow so that women from all walks of life may affordably accessorize themselves in beauty while helping impoverished men and women have access to a better life as well. As Aria Handmade matures, the ability to pay forward the profits expands as well.

### **Aria Handmade in a Nutshell (Summary)**

Aria Handmade is a new and exciting eclectic artisan collection of handcrafted jewelry inspired through eco-consciousness. Each ring, necklace and pair of earrings is designed by Nestor Pineda and created with hand-harvested beautiful seeds and other natural materials by Nestor and his artisan friends who live in the mountains of South America and other underdeveloped countries around the world. These new statement fashion accessories are unique, bold, vibrant, versatile, easy to wear and affordable.

Aria Handmade's intention is to grow a diverse line of accessories in order to educate and create awareness and respect for our precious natural resources. Aria Handmade serves as a direct line to help indigenous artisans support themselves in the most honorable way possible. Aria Handmade's designs are created to enhance people's lives through the collaboration of nature, natives and nurturance for our planet and for the rights of all peoples to make a good and honest living. Aria Handmade is not just another collection of beautiful products, it is tomorrow's lifestyle manifested today.

### **Aria Handmade's Artisans**

Aria Handmade's artisans presently include the founding creator Nestor Pineda and his artisan friends: Margarita Santa Maria and Luisa Fernanda from Bogotá, Colombia. These ladies took him under their wings and taught him their unique crocheting and weaving techniques. He fell in love with their generosity and hired them to help him with the natural processes of dying, preparing and crafting the native seeds for his jewelry designs.

Nestor is also working with another incredibly talented craftsman whom he met at an artisan tradeshow in Dominican Republic, and who possesses unique metal working skills. In blending his skills with Nestor's designs using reclaimed aluminum from transformer wire, they have created a new Aria Handmade's Tribal Aluminum Collection of functional pieces that include spiral necklaces, bracelets, rings and earrings. Nestor comments: *"The spiral symbolizes the constant flow of energy in the human body as an extension of nature's continuous cycle of life."*

### **Aria Handmade's Sustainability Statement**

Aria Handmade strives to be as sustainable as possible. While we are brand new, we are working towards our ability to achieve fair trade certification. We do not claim to be certified or follow any guidelines as we begin this work, however this is our main goal. We work hard to find good and sustainable materials to pass on to you and the people and environments behind them

### **Aria Handmade's Social Conscious**

Aria Handmade strives to be as socially responsible as possible. While we are brand new, we are already working with natives in South America to improve their way of life. We plan to extend our profits to them in a more organized manner as we partner with various organizations that are set up to handle the details of this work. We are presently talking to **From the Mountain** <http://fromthemountain.com>.





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## Aria Handmade's Materials

### Our Seeds and Materials from the Rainforests of South America

Seeds from the rain forests of South America have been fashioned into beautiful jewelry by countless generations of artisans. Just as the rainforest has thousands of different plants and life forms, the seeds that these lush forests create are abundant and stunning when fashioned into today's most earth and people-friendly jewelry. Our seeds and nuts naturally vary in size, color and texture as characteristic of their varied native regions.

#### Red Seeds

The name Chocho is applied to several different kinds of red seeds and are very popular in earrings, necklaces and bracelets.

- Chochos Cariados are also known as Yinyan.
- Chocho Diamante or Platino may well be the most popular red seed.
- Pionias or Huayruros Amazonias are small black and red seeds and are often placed between larger seeds to provide an accent.

#### Black Seeds

Riguas, Achiras or Chirillas are small round black seeds. Like Pionias they are commonly placed between larger seeds on earrings and necklaces.

- Chambimbos or Chumbimbos are larger round seeds. They are very popular in necklaces, earrings and bracelets. Other black seeds are irregular in shape.
- Boca de Pescado seeds are principally used in earrings.
- Ojo de Venado is a much larger seed used in belts and necklaces.
- Congolo is a large brown-black seed known popularly worn as a pendant due to its attractive heart shape. In fact, in English it is called Sea Heart because it is sometimes found washed up on tropical beaches.
- Dalmatas are speckled black and white like the dogs they are named after.

#### Brown Seeds

Many seeds of the rainforest come in various shades of brown. Brown seeds are often polished then dyed to yield a variety of bright colors.

- The Azaid, also known as Acai in Brazil is one of the most well known brown seeds. Azaid may be used in both their natural state and polished. Azaid may be dyed in a variety of brilliant colors. Azaid are used for all types of jewelry, in both natural and dyed states.
- Bombonas are large round seeds and are most often dyed for ornamental use. Bombonas are very popular in belts and necklaces.
- Brown Chuapos are often used in their natural state or dyed.
- Doe-eye seeds are large brown seeds shaped like a deer's eye.

#### Orber Seeds

Orber seeds are one of the most popular seeds known in South America as Lagrimas de San Pedro and in English as Job's tears. They are extensively used in earrings and necklaces.

- Mate seeds are olive colored oval seeds. They are used in muted necklace designs using earth tones.
- Yupachis and Gualandays are two unusually large seeds from the Amazon region. Both are used in dramatic necklace designs.

#### Tagua Nuts

Tagua nuts are harvested from the fast growing Ivory Palm Tree. These nuts are naturally white and may be carved, shaped and polished into various forms for earrings, bracelets, necklaces, belts and more. It is also known as the Vegetable Ivory for its similarity in texture and color to the elephant ivory.

#### Tribal Aluminum Collection

This unique collection is sculpted from reclaimed aluminum from transformer wire.

#### Future Materials

In moving forward, we're looking for new materials and artistry from various cultures and environments.





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## Facts

### Company Information

- Home office located in High Point, NC, USA
- Founded in the fall of 2009
- Website publicly launched in spring of 2010
- Products becoming available publicly in spring of 2010
- US Employees: Two
- South American Artisans: Three and growing
- Seeking partnership with <http://www.fromthemountain.com>

### Available at booths, boutiques including:

- The Beehive Co-op in Atlanta, GA <http://www.beehiveco-op.com>
- See us at the Decatur Green Festival May 1, 2010 <http://www.decatuartsfestival.com/>
- See us at Shindig Festival, Greensboro NC, Sunday May 2nd 2010  
<http://www.americantowns.com/nc/greensboro/news/the-shindig-festival-comes-to-downtown-greensboro-281941>
- See our Fall/Winter 2010 collection at the Atlanta Apparel Show June 10-13, 2010, Atlanta, GA  
<http://www.americasmart.com/markets/apparel/>

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## Photos

A few samples of Aria Handmade Limited Edition Line and the Tribal Aluminum Collection.



- Photos of Seeds (*coming soon, please check website*)
- Photos of Artisans (*coming soon, please check website*)
- Photos of Origin (*coming soon, please check website*)





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Nestor Pineda

[npthree@gmail.com](mailto:npthree@gmail.com)

### Press Releases/News

**Press Releases**  
*(coming soon, please check website)*

**Newsletters**  
*(coming soon, please check website)*

