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Blu Brilliance

By Lili Eros

For real jewelry aficionados, the quest for pieces of finery that are unique yet sophisticated, elegant yet wearable, is often an arduous one. In a market where style tends to be sacrificed for designs of popular appeal, today's fashion-forward woman faces rather sparse prospects for self-adornment.

It is that amongst such predictably sparkling baubles that Blu by Betty Lou Moscot radiates innate individuality, effortless style and true artistry. Launched in 2006, this breathtaking jewelry collection encompasses not only precious pieces resplendent with diamonds, but it also reflects careful craftsmanship and an eclectic *joie de vivre*. The entire collection is based upon the ancient philosophy of the universal laws of balance, wherein the four elements – Earth, Wind, Water and Fire – combine to offer a sense of order and contentment. So, drape yourself in Blu, and experience the elusive values of inner peace, self-awareness and empowerment!

As a self-declared *artiste* and appreciator of all that is beautiful in the world around us, Betty Lou Moscot made her transition into the



jewelry industry in 2002 through combining her foundations in Art History and metalwork with a passion to create enduring pieces of wearable art. With a BFA in Fine Art & Art History from Boston University, she worked for years as a successful art director at prestigious



institutions such as the D. Cordova Museum in Boston, as a graphic designer for large-scale corporate campaigns, and as a luxury patisserie designer, all before embarking upon the Blu jewelry venture. Initially selling her designs to a select private clientele, Betty has since established herself as an eminent emerging designer with a celebrity following that includes Jennifer Lopez, Susan Lucci and Whoopi Goldberg, not to mention Cynthia Nixon and Rachel Ray who lit up the Oscars with the Celestial Diamond Cuff and Earrings.

Ms. Moscot has won widespread praise and recognition both in the industry - most recently, *Town & Country's* Best Newcomer Designer of 2008 Award - and among an ever-growing, loyal, and indisputably fabulous customer base. Drawing inspiration from myriad sources, from picturesque European locales to medieval icons, Gothic architecture to modern Spiritualism, Blu by Betty Lou Moscot offers mesmerizing pieces of adornment which reflect "casual elegance" and an imbued sense of artistic tradition.

Blu
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