

Jewelry Designer J.R. Yates Featured in 2nd Annual amNewYork Reality Runway



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Luxe contemporary designer showcases jewelry and auctions key pieces at event benefitting charities

(Modesto, Calif.) March 27, 2009 -- J.R. Yates, a leading designer of mens wedding bands, tungsten rings, titanium rings and unique contemporary jewelry, participated in last month's 2nd Annual amNewYork Reality Runway put on by amNewYork and Reality Cares. The fashion show featuring reality television star models was held in New York City with proceeds from the event benefitting Reality Cares and Dress for Success charities. J.R. Yates, along with Jovani, Old Navy, Kitchen Orange, donated clothing, jewelry and accessories for the runway show.

"Philanthropy is at the core of our company's essence, and we are extremely proud to have been part of the Reality Runway event supporting the arts and the fashion industry," said Ron Yates, founder, J.R. Yates. "We are in the business of creating timeless jewelry using titanium and tungsten – two of the hardest, most resilient materials available. Through our giving, we hope to impart some of this strength and resilience by helping the beneficiaries of Reality Cares and Dress for Success.."

Scott Herman of the reality show the "Real World: Brooklyn" sported the Zurnov ring from the J.R. Yates Iconic Collection. Made of black ceramic with ribbed tungsten carbide overlay, the Zurnov is one of the designer's best-selling pieces. All of J.R. Yates designs are available

at www.titanium-jewelry.com. Clothing worn by the celebrity models also was auctioned.

The rest of the star-studded ensemble included such guests as Sean Poolman of "8th and Ocean," Nick Brown of the "Real World: Hollywood," Collie Edison of the "Real World: Denver," Paula Meronek of the "Real World: Key West," Devyn Simone of the Real World: Brooklyn, Nikki Cascone of "Top Chef," Natasha Komis of Paris Hilton's "My New BFF" and Baya Voce of the "Real World: Brooklyn."

Designed for today's modern man seeking a masculine style that sets him apart from the crowd, the J.R. Yates Iconic Collection combines materials with contrasting elements to create a distinctive look. Known for its elegant yet striking design, the Iconic Collection features exquisite design, comfort styling and lifetime warranties on its titanium rings, tungsten rings, and men's wedding bands.

About

J.R.

Yates

J.R. Yates has been in the jewelry design business for more than 20 years. Designing from his studio in northern California, his attention-grabbing designs in precious and contemporary metals incorporate the latest European couture sensibilities with state-of-the-art innovations in metallurgy. For more information, please visit www.jryates.com. To purchase J.R. Yates, visit www.titanium-jewelry.com.

About

Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of [titanium rings](#), [tungsten rings](#) and black titanium jewelry uniquely styled for men and women. Experts in modern [mens wedding rings](#) and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit www.Titanium-Jewelry.com.

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