

# urban alchemist

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## **A NEW DESIGN COLLECTIVE GROWS IN BROOKLYN**

### *Independent jewelers open Urban Alchemist*

Brooklyn, NY -- June 2008: Independent jewelers, Imaan Selim and Rebecca Shepherd take a fresh approach with Urban Alchemist, a design collective in Park Slope, Brooklyn.

The designers met at the Brooklyn Indie Market summer 2007 and instantly bonded. "We realized we knew so many talented and unrepresented designers that when the storefront fell into our laps, we knew exactly what to do with it," said co-founder Selim.

With her curatorial background and partner Rebecca Shepherd's retail background, it was like a marriage made in heaven.

Conceived as part store, part gallery and part 'hang out' spot, Urban Alchemist has an eclectic mix of designers as well as carefully selected vintage and modern home accessories and furniture.

The store stocks Via Nativa's exquisitely crafted wood products, Re-surface's modern graffiti inspired lamps, T.Kahres's organic silver and enamel jewelry, Rebecca Shepherd's feminine semi-precious jewelry and Eswera Jewelry's modern, one-of-a-kind pieces.

"The benefits of a collective is that we can feed off each other's creative energy and collaborate on special projects and events," said Shepherd. "If you were lucky enough to pop in during the first week, you'd probably have had a glass of champagne thrust in your hand, in one of the vintage flutes sold at the store. We hang out here, we work here, and we party here- it's that kind of place," Shepherd said.

The store is located at 343 5<sup>th</sup> Street, Brooklyn, NY 11215

<http://www.urbanalchemiststore.com>

#### **For more information on designers:**

Imaan Selima / **eswera jewelry** / <http://eswerajewelry.etsy.com>

Rebecca Shepherd / **Rebecca Shepherd Jewelry Designs** / <http://rebeccashepherd.etsy.com>

Teresa Kahres / **T.Kahres Jewelry** / <http://tkahresjewelry.com/>

Vanessa & Alessandra / **Via Nativa** / <http://vianativa.ecwz.com/store/>

Donna Brady / **RE-SURFACE Design** / <http://www.re-surface.net>

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