



For Immediate Release

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**“HEART OF THE MOON” AWARDED
2012-2013 CPAA DESIGN COMPETITION AWARD**

Dallas, Texas, April 12, 2013 — Simplicity Co. announced today that Anita Dickey, its chief jewelry designer, received The Cultured Pearl Association of America’s *International Pearl Design Competition Visionary Award for 2012-2013* for her ring design entitled “Heart of the Moon.” This illustrious international design award is given to the jewelry design that “re-defines the iconic pearl and shifts the perception of cultured pearls”. To view this award winning “Heart of the Moon” ring, please go to <http://www.cpa.org/ipdc2012.asp#VISIONARY>.

In March 2013, this “Heart of the Moon” ring was again honored with the *Gold Award* in the *International South Sea Pearl Design Competition* organized by The South Sea Pearl Consortium. Anita’s striking design also won the *2013 International Jewelry Design Excellence Award* for Innovative & Uniqueness in Design organized by the Hong Kong Trade Development Council.

About Simplicity Co.

Founded in 2001, Simplicity Co. manufactures the jewelry collection of award-winning designer Anita Dickey. Simplicity offers a collection that celebrates refined yet worldly pieces for today’s modern woman. Simplicity operates out of its showroom located in Dallas, Texas. More information about Simplicity Co. may be found at simplicitystyle.com.

About Designer Anita Dickey

Anita Dickey is an accomplished jewelry designer and has received *eight* international jewelry design awards. Her designs aim to balance subtle sophistication with refined restraint. Her jewelry collection celebrate the individuality of women and her worldly pieces can adapt to a multitude of occasions. More information about Anita Dickey may be found at simplicitystyle.com.