



For Immediate Release

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**ANITA DICKEY
ACCEPTS
INTERNATIONAL DESIGN EXCELLENCE AWARD**

Dallas, Texas, April 10, 2013 — Simplicity Co. announced today that its chief jewelry designer, Anita Dickey, has been awarded the *2013 International Jewelry Design Excellence Award (IJDE) for Innovative & Uniqueness in Design* for her ring design entitled “Heart of the Moon.” This prestigious international design award is only given once every two years. Only designers who have won other jewelry design competitions in the last two years are eligible for the IJDE Award.

This “Heart of the Moon” ring was also honored by The Cultured Pearl Association of America with its *Visionary Award for 2012-2013*. Another accolade for this extraordinary design came when it received the *2013 Gold Award* in the International South Sea Pearl Design Competition organized by The South Sea Pearl Consortium.

To view this award winning “Heart of the Moon” ring, please go to http://www.hktdc.com/fair/hkjewellery-en/s/5737-For_Press/HKTDC-Hong-Kong-International-Jewellery-Show/PressRelease06March2013.html.

This biennial 2013 IJDE Award honors creative and preeminent jewelry designers from around the world. The IJDE Awards are organized by the Hong Kong Trade Development Council (HKTDC). The judging panel for the IJDE Awards consisted of seven internationally renowned industry leaders and experts. More information about the HKTDC and the 2013 IJDE Awards may be found at http://www.hktdc.com/fair/hkjewellery-en/s/5737-For_Press/HKTDC-Hong-Kong-International-Jewellery-Show/PressRelease06March2013.html.

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 celebrates 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.