

GASSER

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FOR IMMEDIATE RELEASE

STUNNING 18-KARAT GOLD DRESS TO BE HIGHLIGHT AT PRO FOOTBALL HALL OF FAME ENSHRINEMENT FESTIVAL FASHION SHOW

CANTON, Ohio (July 22, 2008) — The dream of every goldsmith is to come up with new concepts beyond the confines of jewelry. Italian jewelry designer, Roberto Coin, has achieved this by creating a stunning skirt and top made of flexible gold cord and wave-like lace cloth enveloped together like delicate threads of silk. The outfit was first showcased in Switzerland at the prestigious Basel Jewelry Show. Through the efforts of Gasser Fine Jewelers, who represents Roberto Coin, it will be featured in this year's Pro Football Hall of Fame Enshrinement Festival Fashion Show. The one-of-a-kind dress, made of 18-karat yellow gold, will be on display at Gasser Jewelers for several days prior to and after the fashion show. And, yes, it may be purchased for \$57,000.