

Ideology Delights with Amethyst Crystal Point Necklaces Sent to GBK's 2015 Golden Globes Gift Lounge

Ideology gifted its Amethyst Crystal Point Necklace at GBK's 2015 Golden Globes Celebrity Gift Lounge, in association with The Artisan Group®.

EMMAUS, PENNSYLVANIA, USA, January 13, 2015 /EINPresswire.com/ -- Pennsylvania-based Ideology (<http://www.ideologyjewelry.com>) is pleased to announce its participation in GBK's 2015 Golden Globes Celebrity Gift Lounge, in association with The Artisan Group®. Ideology's [Amethyst Crystal Point Necklace](#) was gifted to members of the press and media who stopped by The Artisan Group exhibit. The by-invitation-only Gift Lounge took place January 9-10, 2015 at an exclusive location in Hollywood, California.



Amethyst Crystal Point Necklace from Ideology

"My Amethyst Crystal Point Necklace evokes raw, organic beauty," smiled Britt Baker, founder and designer of Ideology. "The necklace showcases time-treasured elements in a modern way. Gold and gemstones have long been coveted items, and now, in today's fashion-forward society, we are seeing them appear in unparalleled, artistic forms."

The necklace features an eye-catching amethyst pendant that elegantly exhibits the natural beauty of the raw stone, which varies in color from a light to deep lavender hue. The semiprecious gemstone is said to provide balance, calmness and peace. Amethyst is also the birthstone for the month of February. "The pendant of each necklace is unique, as the gemstone is in its natural state, providing the wearer with a sense of distinction and exclusivity," says Britt, who meticulously handcrafted each necklace.

Various designs from Ideology have been included in exclusive gift bags for the Primetime Emmys, the CMA Awards and now, the Golden Globes, in association with The Artisan Group®. The Artisan Group is a celebrity gifting and arts promotion organization based in California, of which Britt is a member.

Ideology's [Amethyst Trio Earrings](#) were also worn by actress Tisha French (playing Don Todd's Ex-Wife) during episode 322 of Hart of Dixie. The season 3 finale, titled "Second Chance", aired Friday, May 16, 2014 on The CW Network.

The wardrobe stylists for Hart of Dixie selected the handcrafted Amethyst Trio Earrings for use on the show after receiving them in a Stylist Gift Bag from The Artisan Group®. Britt designed the earrings to be versatile yet sophisticated, in fitting with the style on the show. She noted, "I wanted the earrings to show well on the small screen and have the potential to fit with a variety of characters' styles from the program, as I didn't know who would be wearing the design. It was very exciting to hear that Tisha enjoyed wearing our earrings and that Amethyst is actually her birthstone."

Members of the press who would like to learn more about Ideology can contact Britt Baker by email or phone. Become a fan on Facebook ([ideologyjewelry](#)), and follow the company on Twitter ([@ideologyjewelry](#)) and Instagram ([@ideologyjewelry](#)). Shop Ideology at [ideologyjewelry.com](#).

For more information about The Artisan Group, visit [theartisangroup.org](#).

ABOUT IDEOLOGY

Ideology (<http://www.ideologyjewelry.com>) takes cherished natural elements and transforms them into wearable designs. Focusing on the beauty of semiprecious gemstones and metals, Ideology offers versatile jewelry that has widespread appeal.

Press release courtesy of Online PR Media: <http://bit.ly/1AMrbQy>

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