

PROFILE

Mother-daughter duo have designs on success

Designs by Claudia's

(602) 953-2558

Web site: www.designsbyclaudias.com

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How long in business in Scottsdale: Since 1998

■ **What does the company do? What is its focus?**

Claudia's has been designing custom jewelry for the bride, her attendants, flower girls and mothers of the bride and groom for many years. Claudia Reali and her daughter Danielle own the business and create every piece themselves. Focusing on classic designs at affordable prices, the duo incorporates 14-karat or sterling silver with Swarovski Crystals and/or cultured or fresh water pearls.

Claudia's customizes pieces that match the bridal gown and wedding party attire. So while brides may be putting their dresses away after the wedding, they will be wearing their customized jewelry and



Danielle and Claudia Reali specialize in custom jewelry designs for bridal parties.

memories by Claudia and Danielle for a lifetime. Claudia's is a member of Jewelers of America, American Gem Trade Association and Jeweler's Board of Trade.

BUSINESS PROFILE

■ Each week, Scottsdale Views will profile a different locally owned business. Merchants and managers are invited to submit information about their company for consideration. Forms are available by sending an e-mail request to mpurcell@aztrib.com or by calling (480) 970-2328.

■ **For more information**

Call Claudia or Danielle at (602) 953-2558 to visit their showroom.