

ChaChaBella™

Mission Statement

ChaChaBella's mission is to empower and strengthen women all over the world, encouraging women of all ages to let their own little light shine with creative, high-end designer gift-giving opportunities; Promising to value friendship, family and fun above all.

Inspiration

We created ChaCha Bella to honor the joy of having girlfriends. Our entire company is inspired by the brilliant thought that life's most delightful little moments can, at times, come from the simple sweetness of knowing you have some really incredible friends.

We're thrilled you found us and we hope you enjoy reading about our Sparkly Little Company. The ChaChaBella brand is guided by the Cha Cha Charter:

You're fabulous and fun. You're one of a kind. You're in a ChaCha state of mind!

The ChaChaBella Brand

Our rings are hand-made by hand-selected *ChaCha Artists* using **Real Swarovski Crystals**, Dainty Faux Pearls and Sterling Silver Bands.

In 2006, ChaChaBella first introduced a line of **Friendship Rings** crafted of Swarovski Crystal Designs. In 2007, our **Couture Bridal Collection** (Made with Faux Pearls) was added, along with our **Collegiate Collection** (Swarovski Crystals with loads of team spirit.)

Each *ChaCha Ring* comes in the cutest little fur-trimmed bag you've ever seen, complete with a copy of the *ChaChaBella* Story attached with a matching ribbon.

Designed by the ChaCha founder to her own Sparkly Specifications, ChaCha Rings are perfect for Bridesmaid Gifts, Bridal Gifts, Pick-me-up Presents, or just making yourself happy!

Each ChaCha Ring is named after its inspiration - a true ChaCha Girl.



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The ChaChaBella Story

ChaChaBella's story starts with a bright, sparkly vision lingering in the creative mind of *Heather Roe Thompson*, the heart and soul behind ChaChaBella.

As the Maid of Honor in her sister's wedding, Heather gave ChaCha rings to each one of the bridesmaids to represent the joy of having girlfriends you can count on.

Heather soon shared the rings with her own girlfriends and began designing color combinations of sweet Swarovski crystals to match their individual personalities - or to celebrate special occasions in each of their lives. Birthdays, weddings, and even new babies! The rings became such an incredible hit that Heather soon started creating super cute t-shirts, cups, wine glasses and other sparkly things to match.

Her friends and their individual talents came on board as well, each providing a powerful piece to the oh-so sparkly ChaChaBella vision. But it's important to remember that ChaChaBella is not just about the fun, sparkly stuff. *It's a mindset.*

It's the belief that life is just way too short **not** to sparkle and let your own little light shine.

Heather, a working mother of twin boys (named **Chase** and **Chandler** – the namesakes behind ChaChaBella) appreciates and values the overwhelming joy that comes from being a mom. So ChaChaBella is making great strides to empower the women of its company with the thrill of entrepreneurship while giving each and every ChaCha Girl the freedom to nurture their precious relationships with family and friends.

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ChaChaBella is a dream come true for Heather and the entire ChaChaBella Team. It's a project of pure joy and passion for the creative process. It's a business centered around fun, sparkly things which bring joy to all who wear the handmade Swarovski Shiners – but also respects every woman's desire to continually cultivate her own invaluable relationships with friends and family.

Today, ChaChaBella is bounding forward with endless enthusiasm, and ChaCha Girls around the world can be seen stopping one another on the street to greet their fellow ChaCha – each one connected by the brilliant little sparkler on their powerful, gifted hands.

After exchanging a brief round of genuine compliments with one another and encouraging each other to let their own light shine in their own way, each ChaCha will continue on her own journey – a bit stronger now from knowing she's connected to yet another fabulous, fun, strong woman. And she'll smile a bit to herself as she holds her talented head high and dreams up her next big vision.

Each shimmering Swarovski crystal stone represents a brief moment in time when some ChaCha girl, somewhere around the world did a good deed and shouted, "Yay Me!" out loud to the masses!

It's the understanding that no matter who you are, you owe it to yourself to put a little bling in your life.

After all, ChaChaBella is about girlfriends. And it's about time somebody thought of it.

It's never too late to let your own little light shine.

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Story Ideas and Leads

The New Working Mom

Heather and the entire ChaChaBella team strive to achieve a balance in their Creative Workplace between their careers and their families. Each of the original ChaCha Girls have their own unique story, all worthy of telling to inspire other women to let their own light shine.

The Perfect Bridal Gift

No matter what season they're tying the knot, a ChaChaBella ring is the perfect gift for bridesmaids and brides! The entire company was inspired during a wedding, so each ChaCha sparkler brings good karma to the Big Day. (We even make rings to match the Wedding's Colors!)

High Fashion Design from Suburban America

All the Original ChaCha Girls live in a Suburban area, outside of Metro Atlanta. Their unique design ideas stem from their years of creative training in various fields. One minute, they're suburban housewives- the next minute, they're Entrepreneurs!

The ChaChaBella State of Mind

ChaCha Girls have a refreshing outlook on life! Each shimmering Swarovski crystal stone is a strong representation of the power of friendship in every woman's life. It's the understanding that no matter who you are, you owe it to yourself to put a little bling in your life. (*Isn't that a cute story?*)

Gift Giving Guides: ChaChaBella Style

All throughout the year, ChaChaBella rings and other sparkly things make the PERFECT gift! Consult with ChaCha Girls to find the perfect piece for that perfect person.



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The Facts

Identification: ChaChaBella is a high-end design company creating unique, handmade rings and other sparkly things featuring Swarovski Crystals and dainty faux pearls. Each piece is created by the founder and crafted with spirit by hand selected ChaCha Artists to the highest of ChaCha Girl specifications.

Collections: Friendship Rings, ChaCha Collegiate Rings, Couture Bridal Rings, ChaCha Caps, Wine Glasses, ChaCha Wear and the Yay Me! Collection

Customers: Hip, stylish, fabulously fun women of all ages and all backgrounds, looking to bring Sparkle Back to their own lives.

Price Points: \$27 (ChaCha Caps) to \$275 (Custom-Couture Bridal designs)

www.chachabella.com



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