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Customize Your Look This Fall With Magnetix!

(Napa, Calif. – September 26, 2011) – Magnetic jewelry line, [Magnetix!](#), launches a new line of [interchangeable necklaces](#) and handcrafted pendants for the fall. Designed by [Donna Asch](#), Magnetix! takes a unique approach to custom jewelry allowing women to change their look with the click of a magnet.

“A great necklace can be the key to a perfect outfit,” said Magnetix! founder and jewelry designer Donna Asch. “The part of Magnetix! that women love the most is their ability to try on different looks without taking off one necklace and putting on another.”

Magnetix! are perfect for traveling light, which is exactly where Asch got her inspiration for the design. Forced to pack lightly for a European honeymoon, she yearned for a way to customize her outfit without packing a lot of jewelry. Nine years later, Magnetix! jewelry line includes a large variety of [interchangeable pendants](#) and [necklace options](#).

The new fall product line-up features an assortment of embellished and etched shells, pewter pendants, and Swarovski crystals. Complementary necklaces include genuine leather, hand-dyed silk, thin wire and more.

“My customers love these necklaces,” said Barbara Lym, owner of Serendipity boutique in Sacramento, Calif. “Magnetix! necklaces are unique, stylish and affordable. I get compliments on the necklaces every day.”

“These necklaces are great!” said Elyssa Goldberg, owner of BG’s Eclectic boutique in Palm Desert, Calif. “Our customers love that they can change the look of their necklace to coordinate with any outfit. They’re fashionable, unique and fun...totally different from anything else on the market. Plus they come with their own magnetic gift box.”

More information about Magnetix! is available at www.donnaaschdesigns.com or on [Facebook](#).

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