



## Simply *Charm*-ing

If you're looking for a shopping oasis where you can escape from the hustle and bustle of airport travel, Brighton Collectibles might be your sanctuary. The San Diego International Airport store will join 30 other airport locations when it opens in Sunset Cove in the new Terminal 2 West expansion in 2013.

Paradies Shops is the exclusive operator of Brighton Collectibles' airport stores. According to Jill Nidiffer, Director of Marketing and Communications, Paradies Shops was looking for opportunities to bring luxury or better-known brands to airports.

Said Nidiffer, "We partnered with Brighton Collectibles, a family-owned Southern California company, to offer high-quality products travelers are familiar with."

Brighton Collectibles was launched in 1991 with a single collection of belts and later expanded to include a wide range of women's accessories.

Brighton Collectibles' exquisite collection of merchandise features accessories designed for use from head to toe: eyewear, handbags, small leather goods, watches, fragrance, jewelry, luggage, home accessories and more. Every handmade item carries a Brighton heart adornment on it. And ladies will enjoy seeing Brighton Collectibles' best-sellers – jewelry, handbags and charms – at the airport.

If you've shopped at any of Brighton Collectibles' mall stores, expect the same level of service you've come to know when you enter their new store at the airport.

"Sales associates working in our airport locations receive Brighton's signature training, which is the same training associates at mall stores receive. These dedicated and focused representatives give shoppers their



**Brighton Collectibles will arrive at Sunset Cove in Terminal 2 West in 2013, bringing luxury women's apparel and accessories to the airport.**

undivided attention and spend quality time helping travelers create the perfect charm bracelet, select a new handbag or purchase a necklace for a special occasion," said Nidiffer.

The airport store will participate in special Brighton promotional opportunities throughout the year, such as its seasonal Trunk Shows and Brighton's Peace Bracelet event, which raises money for nonprofit organizations working for peace.

Artsy, elegant and whimsical – you'll know it the minute you step across the Brighton Collectibles threshold in Sunset Cove in Terminal 2 West.