



## NEWS RELEASE

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### A New American woman, who did it!

The grand opening of **Lireille** will be on July 6, from 6:00 -9:00 pm. This endeavor is a joint effort with AnewAmerica, a non profit that promotes the long-term economic empowerment of *new Americans*- new citizens, immigrants, refugees – and to encourage their full participation in America’s political, social and cultural growth. Live music, artists and their work, wine & cheese will be available. **Lireille** is an art gallery that carries handcrafted local artists and Italian designers’ jewelry in distinctive original designs. The venue is: 3980 Piedmont Ave. Oakland, CA 94611.



Yan & Steve-- owners of **Lireille: Gallery of Contemporary Jewelry & Art**

Over the past two years Yan and her husband, Steve Robinson, have been building their business where they craft their own designs, using sterling silver, jade, semi-precious gemstones and natural crystals. Yan grew up in Shan Dong province, where Confucian comes from. His philosophy has influenced the style and spirit of her jewelry design: *balance, harmony and moderation*.

Yan reflects, “**Lireille** is a mirror of my inner being, a way to grow, express myself and achieve my dreams.” Yan is also interested in the *East meets West* fusion. She integrates Eastern motif in her jewelry

design, in a fashion that communicates the Asian culture. Steve inherited his business skills and artistic talent from his father, a clothing designer and boutique owner in Brooklyn, New York. Growing up in a fashionable environment encourages Steve to pursue jewelry design. “I’m into abstract and contemporary patterns,” says Steve, “so I like designing chunky, massive stones with fine lines that reflect our immediate environment.”

Through AnewAmerica’s program, Yan and Steve completed their business plan and recently joined the *savings incentive-IDA project* to double their savings. Their goal is to earn a full match and accumulate \$12,000 to grow their inventory, implement a point-of-sale system and invest in advertising. To access more capital, the couple is also working with AnewAmerica staff to secure a small business loan.

In February and March of this year, the local edition of CNN featured Yan on television over 180 times. Yan spoke about her jewelry design and AnewAmerica’s support in sustaining her business. Building a socially responsible business is another goal. Yan and Steve conduct free jewelry design seminars for the community and donate their pieces to their favorite charities.

AnewAmerica was established in 1999 by a group of community leaders representing immigrants and community development advocates who saw a continuing lack of integrated job creation, asset development and community empowerment strategies for low-income new Americans living in the Bay area. Their client base includes entrepreneurs from over 40 countries covering the nine bay area counties.

**New classes starting:** AnewAmerica is currently recruiting clients. Classes begin Monday, September 17<sup>th</sup> 2007 for the Spanish group and Wednesday, September 19<sup>th</sup> 2007 for the English. For more information, please call Carolyn Carr at 510-540-7785 x314 or email [ccarr@anewamerica.org](mailto:ccarr@anewamerica.org). For immediate information, please visit our website: [www.anewamerica.org](http://www.anewamerica.org).

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