

# J. WHITE & ASSOCIATES

*Distinctive Representation*

June 25, 2013

FOR IMMEDIATE RELEASE:

## J. WHITE & ASSOCIATES WELCOMES PINK PEWTER TO PORTFOLIO

J. White & Associates is pleased to announce its newest vendor partner, Pink Pewter. With a rich history and success in the department store arena, Pink Pewter brings its haute-couture collection of hair accessories to the professional and prestige retail beauty channels.

“Pink Pewter has not only crafted the most amazing designs in hair accessories, but they have taken them to a whole new level by incorporating beautiful and unique styles for every age,” states Kristel White, VP of J. White & Associates. “By creating products that can be worn four or five different ways, CEO and founder Mireya Villarreal has single-handedly transformed the hair accessories category. She is constantly designing new looks and products that are on-trend—NOT trendy—thus creating a continuum of relevant and profitable products.”

The line has truly stood the test of time and continues to gain momentum. With such well-known fans as country music superstar Carrie Underwood (who recently sported several different Pink Pewter styles during the CMT awards / Fanfest week), the brand has been catapulted to yet another level of success. Recent placement of Pink Pewter at Ulta Beauty by the J. White & Associates team makes the line more accessible than ever to the anxious consumer. And with further expansion planned in the salon and spa channels, Pink Pewter’s position as market leader seems quite secure.



J. White & Associates, based in Charlotte, NC, is a national firm specializing in placing emerging market leaders with key distribution partners. J. White & Associates supports the Common Good Foundation™. To contact J. White & Associates, call (704) 335-1502 or e-Mail [sales@jwhite-assoc.com](mailto:sales@jwhite-assoc.com).

***J. White & Associates — THE link between innovative manufacturing and targeted distribution.***

2945 Hanson Drive  
Charlotte, NC 28207

Tel & Fax: (704) 335-1502

[jwhite-assoc.com](http://jwhite-assoc.com)