



WHAT A GIRL WANTS COMPANY BACKGROUND

What began in 2004 with a 40th birthday gift from a friend has grown into a business with \$500,000 in annual revenue and a trend-setting new way to shop for jewelry that has taken St. Louis by storm.

Offering the best of diamond and other fine jewelry designs for less than half the price of retail, What A Girl Wants gets its selections direct from New York City's 47th Street Diamond and Jewelry District and from Florence, Italy and Japan. With more than 400 pieces in the collection and new styles added every season, available styles range from modern and contemporary to classic, vintage and heirloom.

What A Girl Wants is unique not only for the selection of fine jewelry pieces it offers, but also for the intimate and engaging shopping experience Debbie Kaminer has created for her customers. Whether by private appointment, in Debbie's home or at trunk shows at some of St. Louis' hottest boutiques, Kaminer presents her collection in a personalized, playful and sophisticated way that is changing the way women shop for fine jewelry.

"Fine jewelry is no longer only a man's gift to a woman," says Kaminer. "Women love to buy fine jewelry and they know What A Girl Wants offers the same jewels and designs they have seen in the pages of *Vogue* or *Town & Country* at half the price."

Whether it's Kaminer's engaging style, visionary leadership or simply the demand for affordable fine jewelry, What A Girl Wants has earned a spot as one of St. Louis' most enticing retailers.

###