

# ALFA Brands signs Beblue Bijoux & Accessories



Drawing inspiration from her international travels, Ambre Cadoux founded Beblue with the mission to create happiness with bespoke creations

Ambre Cadoux, President & Designer, Beblue Bijoux & Accessories, founded the company in 2009. Ambre draws inspiration from her worldwide travels to offer a collection that is both original and high quality. Her jewelry is created using carefully selected materials and assembled by hand by passionate jewelers, conscious of the importance of perpetuating traditional methods.

All Beblue jewelry and accessories are not only designed, but also made in Canada - more specifically, Montreal. These pieces are designed using noble materials such as sterling silver (925), 14-karat gold plated sterling silver, fine gemstones, Swarovski crystals, Tahitian pearls, freshwater pearls and mother of pearl, all combined with balance and harmony in each creation.

From chains to pendants, short necklaces, bracelets, and rings to earrings, Beblue offers charming upscale jewelry that is both gift-worthy and a lovely addition to your own collection. The diverse line is described as a small indulgence for the woman with classic and modern tastes.

Passionate about her work and her creations, Ambre wishes to communicate the love that she places in each of her jewels. Every season, the artist offers a style of sophistication, where finesse and elegance co-exist to sublimate the natural beauty of the woman.

Amy Hildreth, Operations Manager, ALFA Brands, says: "Beblue Bijoux & Accessories, specializing in creating and producing private and co-branded collections, will be fashioning 100% made in Canada, Duty Free Exclusive collections for our customers. We are thrilled and proud to launch Beblue at the upcoming Frontier Duty Free Association Convention (FDFA) taking place November 11 - November 14 in Toronto, Canada."

Ambre Cadoux adds: "Jewelry and travel have been a passion since I was young girl. I combine the two to create pieces that resonate with modern, well-travelled, elegant, sophisticated and fashionable women worldwide. I draw inspiration from the beauty and culture of the countries I have been fortunate to discover.

To me, jewelry is more than an accessory. It is a reflection of one's emotions and personality. It is a memento. It is a sign of hope. A reminder we are loved. I cannot think of anything more special than

the sparkle in someone's eyes when receiving such a special token of affection.

I must say that it has been a privilege to fulfill Beblue's mission to create happiness with bespoke creations since 2009. Every season I am further inspired by nature, by trends, by the materials - be it precious metals, gems and stones - but most profoundly, by the strong and inspiring women that surround me."