

Days of our Lives' Arianne Zucker Takes Lowd Suga to the Next Level

Written by Kathy Hittleman

Monday, 17 May 2010 20:17 - Last Updated Monday, 07 June 2010 19:00



Spring is here and Days of our Lives' Arianne Zucker (Nicole), owner of Lowd Suga, and one time contributor to Soapdom's Look Like a Soap Star column, hopes everyone is enjoying and is gearing up for the summer. She also wants all her fans to know that ---

Lowd Suga has made some changes. With the birth of her daughter, Arianne has launched a new part to her Lowd Suga online boutique called "Izzy Reese." "Izzy Reese" is organic baby wear, toys and gifts that

Arianne has personally selected based on their organic backing, high quality, design and overall class. "Izzy Reese" pieces can be gift packaged together for a wonderful baby gift or purchased separately for your bundle of joy!!!!

Lowd Suga jewelry has added some new pieces to the "original" section such as the "gold and blue" earrings and the "gummy green" earrings, the "crystal o" necklace and the "purple gold" necklace just to name a few. There are always new pieces being added to the collection.

Overall the website has been simplified for ease of use. What used to be the "exclusive" line is now called "originals" and the "celebrity line" is now called the "eye candy line." The "eye candy line" is carrying pieces that Arianne personally chooses and adds to her own wardrobe.

In other newsworthy developments, Lowd Suga has partnered with Michelle Yu author of "Young Restless and Broke." Arianne has designed a custom, exclusive necklace, "satin onyx," for the book. The book launched April 27, 2010 so be sure to get your copy of the necklace and book package from Lowd Suga. The necklace even has a "starring" role in one of the chapters.

One last change to the website is the "accessories" collection is now called the "collectable" collection. The section still features the same fabulous handbags and candles but now also has the custom designed note cards from Arianne's father as well as note cards that Arianne has designed and drawn. Look for upcoming new collectables for the summer.

Lowd Suga thanks all the people that have purchased and supported us through the years and hopes you all continue to do so. Have a wonderful day from us at Lowd Suga.

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