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## **Jewelry Collection Celebrates Rock Icon Freddie Mercury of Queen, Inspired by His Universal Message of Love**

*Designer Udi Behr Introduces **LOVE – Made in Heaven: The Freddie Mercury Collection** from Love and Pride*

*“I’m not married to music. I’m married to love.” Freddie Mercury*

NEW YORK, NY, February 5, 2008 — 18k gold, silver, leather, diamonds and semi-precious stones combine in a fabulous new high-end jewelry collection celebrating rock legend Freddie Mercury of Queen. *LOVE – Made in Heaven: The Freddie Mercury Collection* from acclaimed jewelry designer Udi Behr was introduced today by Love and Pride, the online jewelry destination for people who believe in diversity, equality and tolerance.

Freddie Mercury and Queen remain as popular as ever, with sales of over 150 million albums and counting, and a hit musical, “We Will Rock You,” playing around the globe. This glorious collection of rings, bracelets and necklaces for women and men captures the passionate inspiration behind Freddie Mercury’s life and music: Love.

“Freddie Mercury was a man of extremes,” said Udi Behr, Chief Designer for Love and Pride, whose designs have been worn by such celebrities as Sharon Stone, Cyndi Lauper and Gwen Stefani. “As Freddie said, ‘I have this hard, macho shell, which I project on stage, but there’s a much softer side too, which melts like butter.’ The buttered side of Freddie was all about love. As I searched for inspiration to capture Freddie’s spirit in this collection, it became clear to me that love was the core of his life and work. If you think about it, at heart, all his songs are love ballads. This collection takes his universal message of love and translates it into beautiful, iconic jewelry.”

Each piece in *LOVE – Made in Heaven: The Freddie Mercury Collection* is emblazoned with the word LOVE, with the letter “O” executed in a stunning, patented double trillion (triangle) with diamonds or semi-precious stones. All pieces feature the exclusive “Made in Heaven” signature – a tribute to one of Freddie’s most memorable solo tracks which later became the title of Queen’s posthumous album with Freddie, released in 1995. The collection is available exclusively at [www.loveandpride.com](http://www.loveandpride.com), and will range in price from \$200 to \$20,000.

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“To say Freddie was unique is an understatement – and there was nothing understated about Freddie,” said Jim Beach, Freddie Mercury’s executor. “It was his ability to connect so many different people – men, women, straight, gay, young and old – that was his magic. And the connection was always about the universal message of love. Freddie would have loved this collection, and I am delighted that it will also support the work of the Mercury Phoenix Trust established in his memory to fight AIDS worldwide.”

A portion of the net proceeds from *LOVE – Made in Heaven: The Freddie Mercury Collection* will be donated to the [Mercury Phoenix Trust](#). The trust was established by the remaining members of Queen and manager Jim Beach immediately after Freddie’s death on November 24, 1991, at the age of 45 of AIDS-related bronchial pneumonia. The Mercury Phoenix Trust is dedicated to raising money and awareness about AIDS in his memory. Since 1992, the Mercury Phoenix Trust has donated more than \$15 million in the fight against AIDS.

“The LOVE – Made in Heaven Collection is both a personal tribute to Freddie and a way for all touched by his talent to continue the love affair,” said Behr.

Selections from *LOVE – Made in Heaven: The Freddie Mercury Collection* available only at [www.loveandpride.com](http://www.loveandpride.com):



[LOVE – Made in Heaven Ring with Red Enamel & Diamonds](#) (\$995) – This dramatic .975 silver ring is emblazoned with the word LOVE engraved in vibrant red enamel. The letter "O" is fashioned from a stunning double trillion of two diamonds totaling 0.25ct. The ring is accented with 18k gold.



[LOVE – Made in Heaven Ring with Green Enamel & Citrines](#) (\$495) – This bold 925 silver ring is emblazoned with the word LOVE engraved in deep emerald enamel. The letter "O" is fashioned from a patented stunning double trillion of two citrines totaling 2.00ct. The ring is accented with 18k gold.



[LOVE – Made in Heaven Cuff Bracelet with Smoky Quartz](#) (\$595) – The perfect blend of sophistication and ruggedness, this leather cuff bracelet features a 925 silver plate with LOVE engraved in sleek black enamel. The letter "O" is fashioned from a patented stunning double trillion of two sparkling smoky quartz totaling 2.00ct.



[Black LOVE – Made in Heaven Bracelet with Diamonds](#) (\$1,350) – This sexy and sophisticated bracelet of many contrasts – leather, silver, and diamonds – features a 925 silver band and the word "LOVE" engraved in jet black enamel. The letter "O" is fashioned from a patented stunning double trillion of two sparkling diamonds totaling .30ct.



[LOVE – Made in Heaven Pendant with Red Enamel & Diamonds](#) (\$1,295) – This bold yet elegant 925 silver pendant diamond necklace features 18k gold accents and LOVE engraved in a sexy red enamel. The letter "O" is fashioned from a patented stunning double trillion of two sparkling diamonds totaling .25ct. This pendant hangs from a stylish silver chain.

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**ABOUT FREDDIE MERCURY**

Combining theatrical flair and a flamboyant stage persona with one of the greatest voices in all of music and a gift for writing some of pop's most enduring and instantly recognizable songs, Freddie Mercury was unquestionably one of rock's all-time greatest entertainers. Freddie Mercury and Queen built up an enormous worldwide following with their tremendous stage shows and such Mercury-penned hits as "Bohemian Rhapsody," "Killer Queen," "Somebody to Love," "We Are The Champions," "Don't Stop Me Now," and "Crazy Little Thing Called Love." Queen's huge popularity continues to this day with ongoing sales of albums and DVDs, as well as the hit musical 'We Will Rock You,' featuring the music of Freddie Mercury and Queen, which premiered in London in 2002 and has since become a smash in cities around the world while still dominating London's West End. For Freddie Mercury's official website, please visit [www.loveroflifesingerofsongs.com](http://www.loveroflifesingerofsongs.com). Queen's official website is at [www.queenonline.com](http://www.queenonline.com).

**ABOUT LOVE AND PRIDE**

LoveandPride.com is the premier online jewelry destination for people who believe in diversity, equality and tolerance. 10% of Love and Pride net proceeds is donated to non-profit organizations that support gay and lesbian equality, including Lambda Legal, the Servicemembers Legal Defense Network (SLDN), and the Matthew Shepard Foundation. The collection is available at [www.loveandpride.com](http://www.loveandpride.com) and at select Saks Fifth Avenue locations. Love and Pride offers rings, watches, necklaces, bracelets and more for women and men in eye-catching designs for every budget, from \$30 to \$7,000, including the bestselling *The L Word* and *Queer as Folk* collections inspired by the groundbreaking SHOWTIME series. Love and Pride was created by Udi Behr, one of today's most exciting jewelry designers.

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