

BeachMint Launches Jewelry Site, JewelMint



Los Angeles-based **BeachMint**, the stealth e-commerce startup headed by former MySpace exec Josh Berman and backed by Anthem Ventures, New Enterprise Associates, and others, has rolled out a new, fashion

e-commerce site, **JewelMint**. According to BeachMint, the new site will feature unique jewelry designs created by actress Kate Bosworth and celebrity stylist Cher Coulter. BeachMint said that members of JewelMint will pay \$29.99 a month to get one piece of designer jewelry every month. JewelMint will feature personalized profiles, and connections into Facebook and Twitter.

<http://www.socaltech.com/beachmint-launches-jewelry-site-jewelmint/s-0031449.html>