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Baroni Designs celebrates 15-year anniversary  
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Like many successful businesses, Baroni Designs, a designer of beaded and sterling silver jewelry, calls Arcata home. Baroni Designs and its 27 Arcata employees are now celebrating the business' 15th successful year.

With its products sold by more than 1,200 distributors, boutiques, specialty stores and national consumer catalogs including Garnet Hill, Sundance, Red Envelope, Eddie Bauer and Pottery Barn Kids, Baroni Designs also serves local customers at Plaza Design, Caravan of Dreams and Abraxas.

In 1991, Baroni Designs was born from the entrepreneurial spirit of Arcata resident Sarah Baroni. Baroni worked with her close college friend Cathy Wilkos as a jewelry buyer for Cost Plus Imports in San Francisco. It was after a six-month trek through Central America that Baroni's entrepreneurial spirit came to the forefront, and she decided to put her knowledge of the jewelry industry together with her masters degree in business administration and apply them to a new start-up business designing and manufacturing beaded and sterling silver jewelry.

Baroni had early success with her jewelry designs, selling them to specialty stores. Eventually, she began to expand her collection and hire sales representatives to sell her collections to distributors. Baroni and Wilkos remained in close communication during this time, and Wilkos joined the company in 1997 as a full-time employee. In 2000, Wilkos became an owner and shareholder in Baroni Designs.

"Baroni Designs is experiencing tremendous growth and much of our early success to being a part of the vibrant business community of Arcata," Baroni said. "We look forward to many more successful and happy years here."

For more information about Baroni Designs, visit [www.baronidesigns.com](http://www.baronidesigns.com).

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