



CALENDAR LISTINGPHOTO OPPORTUNITY**SPECIAL EVENT***

MEET AUTHOR OF BEST-SELLING BOOK 'BRINGING HOME THE BIRKIN' ON
SEPTEMBER 29TH IN SCOTTSDALE

Biltmore Loan and Jewelry to host 'Birkin King' Michael Tonello for book signing and shopping
party
as part of Grand Opening celebration

Bring home a Birkin when you shop Biltmore Loan's luxury handbag showcase,
and sell your designer handbags for cash

WHO: Biltmore Loan and Jewelry

WHAT: Book signing, meet and greet and designer handbag shopping party with Michael Tonello, Author of Bringing Home the Birkin: My Life in Hot Pursuit of the World's Most Coveted Handbag

WHEN: Thursday, September 29th from 4pm to 8pm

WHERE: Biltmore Loan and Jewelry, 10830 N. Scottsdale Rd, Suite 105 Scottsdale, AZ 85253

RSVP: Kindly RSVP to info@biltmoreloan.com or call 480.991.5626

MEDIA INFORMATION: Author Michael Tonello is available for advanced interviews by phone will be available for in person interviews on Thursday, September 29th. Contact Melissa Rein to schedule interview opportunities and media requests.

ADDITIONAL INFORMATION: Calling all fashionistas and luxury handbag addicts! On Thursday, September 29th from 4pm to 8pm, meet Michael Tonello, author of Bringing Home the Birkin: My Life in Hot Pursuit of the World's Most Coveted Handbag, and hear straight from the 'Birkin King' about his amazing true adventures and world-wide quests for the exclusive Hermes Birkin handbag—and his success at cracking the legendary two-year waiting list to get them. A New York Times Best Selling author, Tonello is considered one of the world's most foremost experts in the acquisition and resale of highly coveted luxury handbags and accessories. Tonello is teaming up with Scottsdale-based Biltmore Loan and Jewelry in celebration of the Grand Opening of their new North Scottsdale flagship store.



Tonello will host a book signing, meet and greet and shopping party where you can buy and sell luxury handbags. The first 100 guests will receive a complimentary copy of the book for the book signing. For the first time ever, Biltmore Loan and Jewelry will showcase its complete luxury handbag and jewelry collection for sale for up to 90% off retail prices, including a vast selection of Hermes handbags – including the world’s most expensive handbag – the Hermes Crocodile Himalayan, priced at \$185,000. If that’s not in your fall shopping budget, don’t worry, Biltmore Loan and Jewelry’s vast luxury handbag, jewelry and accessories collection includes new and pre-owned bags, jewelry and accessories from Chanel, Louis Vuitton, CELINE, Givenchy, Fendi, Prada and more that start at under \$100. You can even bring your unwanted designer handbags to this event and sell them for cash that you can instantly use to trade up for the newer designer handbag you’ve been waiting for. Who knows, you could even ‘bring home a Birkin’ at this very special event!



“We are so excited to welcome Mr. Tonello to Scottsdale and have him help us usher celebrate the opening of our new store,” said David Goldstein, Founder of Biltmore Loan and Jewelry.” Considered the ‘Birkin Bible’ for every fashionista who’s ever wanted the world’s most coveted luxury handbag, Bringing Home the Birkin is the ultimate guilty-pleasure read. What could be more fun than meeting the author while you sip bubbly and shop Arizona’s most incredible selection of luxury handbags, jewelry and accessories that, until now, we’ve kept in the vault?” he said.

For the past 5 years, Biltmore Loan has been the Valley’s premier collateral lender and buyer of upscale assets, offering secure and confidential loans or purchases of valuable property. From luxury vehicles to gold and diamonds to art and collectibles, Biltmore Loan and Jewelry has become the Valley’s most trusted location for buying and selling upscale assets.



The company's new flagship location boasts over 3,000 sq. feet of luxury space where priceless works of art and jewels are bought and sold in a highly private environment. Modeled after Sotheby's Auction House in London, the richly appointed space displays stunning artwork, jewelry, collectibles and fine antiques for sale. One of a kind Rolex watches, Picasso paintings and high end vehicles such as Rolls Royce are just a few of the luxury items Biltmore Loan accepts for collateral lending or outright purchase, but any asset you own may be able to be converted into cash.

The book signing and meet and greet with Michael Tonello kicks off a weekend-long Grand Opening celebration for Biltmore Loan. On Friday, September 30th, the store will host a "What's It Worth Day," an Antiques Roadshow inspired open house where you can bring ANY item you own and find out what it's worth. On Saturday, October 1st, the store will host an all-day Grand Opening Open House Celebration where all of the store's high-end items will be on display and available for sale including luxury watches, jewelry, fine art, collectibles, sports memorabilia, cars and much more.

For more information about author Michael Tonello and his book Bringing Home the Birkin, visit www.amazon.com.

For more information about Biltmore Loan and Jewelry or find out what your valuables are worth visit www.biltmoreloan.com. To request additional photos or to request an interview with Founder David Goldstein contact Melissa Rein.

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Biltmore Loan and Jewelry has two Valley locations:

Scottsdale location:

10830 N. Scottsdale Rd, Suite 105 Scottsdale, AZ 85253 | 480.991.5626.

Chandler location:

670 N. 54th St. Chandler, AZ 85226 | 480.705.5626