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# CRAIN'S

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### Jewelry designer's chance to shine

FOR TWO DECADES, **Phyllis Bergman** has designed wedding and engagement rings for some of the country's top jewelers, from **Warren Buffet's** Borsheim's chain to Kay Jewelers and Fortunoff.

But the president of Manhattan-based Mercury Ring Corp. has never stood in the spotlight herself. Fortunoff aims to change that. The New York retailer signed an exclusive deal to launch Ms. Bergman's first signature collection, "Phyllis Bergman Life & Love." It will debut on Fortunoff's Web site next month and will be in stores by November. Will she be the next **David Yurman**? "No designers are my role models," Ms. Bergman says.