

**Primitiva Collective | Primitiva Jewelry**

**Laura Merino-Franco**, Founder

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For Immediate Release

September 6th, 2022

**New Uptown Boutique Celebrates Hispanic Heritage**  
*Uplifting Minneapolis & Latin American culture in a one-stop shop*

Minneapolis, Minn.— A Latina entrepreneur's venture is bringing new life into the Uptown neighborhood of Minneapolis. [Primitiva Collective](#), showcasing the work of 30 femme artisans, took over retail space in the Seven Points building in May 2022, offering a wide selection of products for sale along with workshops for community members to learn new hobbies and skills.

Originally from Colombia, founder Laura Merino-Franco fuses her cultural roots to her Minnesota home through Primitiva Collective and her jewelry line, [Primitiva Jewelry](#). Merino-Franco set out to cultivate a group of underrepresented artists who may not have had their voices heard in the past.

"Many of the artists are immigrants and women of color like myself. The boutique is a beautiful space where people can slow down and appreciate locally made items," said Merino-Franco. "It also serves as a space for community gatherings with weekly classes and workshops hosted by members of the collective."

Primitiva Collective celebrates Hispanic Heritage Month with an interactive event for all ages, featuring local Hispanic author Pamela Michelli. Everyone is welcome at this free community event to learn about and experience the Hispanic culture.

Primitiva Jewelry, founded in 2020, handcrafts amulets in the filigree style. Filigree is an ancient jewelry-making technique handed down through generations. Each Primitiva piece is designed by Merino-Franco and crafted in Colombia. With **Hispanic Heritage Month kicking off on September 15**, the boutique joins the month-long celebration of Latin American cultures and their impact in the United States.

"My dream has always been to create ethically-made items that honor my cultural roots," she said. "Every one of my pieces carries endless hours of thought, love, and complex execution."

Visit Primitiva Collective at 3001 Hennepin Ave. in Minneapolis Thursdays through Sundays from 10 am to 6 pm.

**Learn more about Primitiva Collective & Primitiva Jewelry at: [primitivajewelry.com](https://primitivajewelry.com)**

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