

# Democracy: the upgrade

Bay Area technology, indignation, and cunning remade U.S. politics

# San Francisco



July 2009  
mag.com

LUXURY™

0 2>  
UNCL

OUR GEEK-IN

Barack Obama would not be president today without the volunteer effort of



SHOPPING

## Virtual baubles

A diamond is forever, but that guy who took you to Balboa Cafe last Friday definitely isn't. So why wait for him to buy you the rock you've been coveting? With **Delamina**, a new retail site based in Menlo Park, cofounders Steve Silver (of S.H. Silver Company) and Cheryl Black bring jewelry into the realm of handbags and shoes—items to be both ogled and bought. There's no brick-and-mortar store or inventory, so there's no need to waste time getting decked out before viewing the goods. A home-page slide show rotates images of women offering reasons why you deserve new bling ("Because you didn't flip off that guy on the 101"); a shopping section includes pics of sparkling goods from S.H. Silver Company (above), Vicente Agor, Ian Saudē, and 17 other designers; bloggers wax philosophical about overaccessorizing; and a social networker's dream tool allows you to share fave finds with friends—or with some lucky fellow who may want to get you those 18-karat gold topaz earrings after all. ■ **KATE WILLISKY**

DELAMINA.COM