

While nearly two months remain until Marvel's The Avengers hits theaters, as we approach the anticipated May 4th release date, more marketing and licensing deals unveil. The latest comes via Colantotte, a "top" jeweler brand in Japan, whose known for their upscale magnetic jewelry. Using full promo images from The Avengers, previously seen, on their official site, new character bios, and products developed for the movie, check it out! **CLICK IMAGES TO ENLARGE**

You may remember when filming was underway in Cleveland, Ohio, which is doubling for New York City in the film, one of the many false storefronts built had a "Colantotte" sign atop it. So it seems, similar to the Dr. Pepper truck being blown to bits, the Colantotte store's inclusion is another case of product placement. The store's screentime in the

**Read more:** <http://www.comicbookmovie.com/fansites/MarvelFreshman/news/?a=55855>