

AVALANCHE PENDANT



PURE
hot diamonds

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INTRODUCING

PURE

hot diamonds

PURE IS PRECIOUS

PURE IS STYLE

PURE IS LUXURIOUS

PURE IS STRICTLY LIMITED




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PURE is
Precious

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GIA	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
colour grading scale	colourless		near colourless				faint yellow			very light yellow				light yellow to strong yellow									
																							

GIA	FL-IF	VVS ₁	VVS ₂	VS ₁	VS ₂	SI ₁	SI ₂	I ₁	I ₂	I ₃
Clarity grading scale	Internally Flawless	Very Very Slight Inclusions		Very Slight Inclusions		Slight Inclusions		Imperfect		
										

PRECIOUS DIAMONDS

Pure is a beautifully crafted, sterling silver with sumptuous diamonds, collection.

Pure has a guaranteed diamond quality of colour 'I' and clarity SI₂.

PURE is
Style

PURE
hot diamonds



CONTEMPORARY STYLE

Voluptuous rounded shapes in sterling silver, rhodium plated for longevity and generously sprinkled with brilliant-cut diamonds.

Curvaceous pendants swish and swirl, earrings drop long and lean, bangles curve and bracelets coil with intricate links and elaborate toggles.

PURE is
Luxurious

PURE
hot diamonds



**LUXURIOUS DESIGNS COMPLEMENTED
BY LUXURIOUS PACKAGING**

Each piece is presented in an exquisite highly
lacquered wooden jewellery box.

Further enhanced by a Pure gift box that is
individually ribboned and bowed. Perfect!

PURE is
Strictly
Limited

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LIMITED EDITION

Pure is a limited edition collection. Each piece comes with its own individual certificate of authenticity. Limited to only 925 pieces per design, to link with the purity factor of sterling silver (925 parts solid silver in every 1000 parts).

PURE

Distribution

Pure is a limited edition collection that will appeal to a discerning audience. Pure will be distributed through a limited number of premier stockists. The collection consists of thirty lines, developed into seven mini suites. Choose between rings, pendants, earrings, bracelets and necklaces. Prices range from £150/\$300 - £425/\$850 and each piece features several diamonds.

CONTACT US

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PURE

Promotion

Pure will be supported by a national advertising campaign in glossy fashion titles such as:

VOGUE

HARPERS BAZAAR

GRAZIA

TATLER

There is also a luxurious brochure to accompany the collection, showcasing all thirty lines.

In addition, in-store display has been designed in a high gloss finish lacquered wood, which accommodates the entire collection and comes complete with price blocks and backdrop graphics. Pure will also be promoted through an on-going PR campaign across appropriate media titles.

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Press Release

Rounded generous and voluptuous is the best way to describe Pure. It is contemporary, fashionable and utterly luxurious. The randomly sprinkled diamonds add luminosity and glamour, while the bulbous shapes give that warm nugget feeling of solid silver.

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Here is a limited edition collection, limited to just 925 pieces per design. You can be the sole owner of a piece of jewellery history. The collection comprises of thirty items with seven mini suites. Choose between rings, pendants, earrings, bracelets and necklaces. Prices range from £150/\$300 – £425/\$850 and each piece features several diamonds.

Distribution is being limited to premier retailers. For local stockists please call +44 118 975 3331 or +1 800 460 6009.

For Press Enquiries, please contact
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