

Ernest Jones launch their summer collection

Submitted by: pr-sending-enterprises

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The latest trend reflects on a time for jubilant new beginnings and the new Ernest Jones collection incorporates a mixture of diamonds and colourful gems that are full of life and bursting with energy.

This summer, the new and exclusive jewellery (<http://www.ernestjones.co.uk/webstore/jewellery.do>) pieces from the Citrus Burst, Created Green Quartz and Eclipse collections are the latest must-have fashion accessory. Ranging from zesty lemon and lime colours to deep, mysterious black coloured diamonds, the collection comprises earrings, necklaces and rings. Mix and match these stunning pieces and add colour to brighten up any outfit.

These new jewellery collections are in tandem with this season's styles, Ernest Jones (<http://www.ernestjones.co.uk>) having specifically teamed up with leading designers of branded jewellery and watch collections which work with the bold prints and baby-doll dresses so popular this season. Introducing D&G, ck and Breil jewellery to the Ernest Jones website, the designer collections incorporate cutting-edge, classic and chic styles that ooze quality and charm. Everything from colourful statement pieces such as the ck stone ring to the natural effect of the amethyst leaves pendant from Briel. The new and exclusive collection of prestigious watches (<http://www.ernestjones.co.uk/webstore/watches.do>), ranging from Burberry to DKNY is splashed with sparkling stones and follows in the footsteps of the big, bold and beautiful theme. As always, diamonds have yet again secured their place in the fashion hotspot with the focus on right-hand rings - representing a life of independence of the modern day woman.

Ernest Jones prides itself on a comprehensive collection of silver and gold. These include the new and exclusive Mystere collection – vintage inspired diamond jewellery that will capture and mesmerise, Rose de France – jewellery infused with a blaze of rich intense purples to carry customers through the summer trends of 2007 and a range that adds classic, timeless shimmering pearls. The range of exquisite pieces captures the fruitful limelight and expresses a strong presence in the latest fashion trend.

Notes to Editors:

Ernest Jones is the UK's diamond and watch specialist, with a breathtaking collection of diamonds, jewellery and prestigious watches. With over 206 stores across the UK is part of Signet Group plc, the world's largest speciality retail jeweller. Stockist enquiries: 0845 602 1112 or <http://www.ernestjones.co.uk>

At 5 May 2007 Signet operated 1,910 speciality retail jewellery stores; these included 1,332 stores in the US, where the Group trades as "Kay Jewelers", "Jared The Galleria Of Jewelry" and under a number of regional names. At that date Signet (<http://www.signetgroupplc.com/>) operated 578 stores in the UK, where the Group trades as "H.Samuel" (<http://www.hsamuel.co.uk>), "Ernest Jones" and "Leslie Davis".

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