

H.Samuel launches Chamilia jewellery collection

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H.Samuel has announced the launch of Chamilia jewellery, one of America's most popular personalised jewellery brands. Chamilia promotes the tag line, 'Your Life Your Style', encouraging its customers to be creative, adventurous and express themselves, their mood and lifestyle through their jewellery. By introducing Chamilia H.Samuel is leading the trend this year for beads and charms.

The Chamilia collection is available online and in selected stores. The collection includes high quality Chamilia beads (<http://www.hsamuel.co.uk/>) made of 14ct gold and sterling silver and features a wide range of fun and fashionable designs including crown-wearing frogs, Mother's day beads, Disney beads, and many more including beautiful Murano glass.

With up to 200 bead designs and a variety of chains, clasps and spacers, Chamilia jewellery (<http://www.hsamuel.co.uk/webstore/browse/N/54+4294966618/>) offers customers bracelets and necklaces that can be endlessly mixed, matched and personalised to commemorate an event, occasion, relationship or friendship. The breadth and depth of designs and creative possibilities gives the customer an ever-changing feast of design options so they can customise their jewellery and always be fashionable, for less.

Chamilia jewellery features:

- High quality beads: 14ct gold, sterling silver and Italian Murano glass
- Exclusive Disney© Designs: all your favourite characters
- New designs: new beads are released through the year
- Up to 200 bead designs: Chamilia charms (<http://www.hsamuel.co.uk/webstore/browse/N/156+4294966618/>) give customers the freedom to express themselves

About Chamilia

Chamilia was founded in New York in 2002 by Killian Rieder and Jeff Julkowski. Killian Rieder had previously designed for Ralph Lauren Polo, and wanted to allow women to customise their jewellery to a mood, moment or memory, in the same way a chameleon changes to fit into its own environment. Using the concept of traditional charm jewellery as a starting point, Killian created a contemporary twist on charm jewellery and Chamilia was born. In its short history, Chamilia jewellery has become one of the fastest growing personalized jewellery collections in the US because it seeks to innovate and create designs, fashion products and accessories that will create timeless memories for Chamilia wearers.

About H.Samuel

H.Samuel is the nation's favourite High Street jeweller (<http://www.hsamuel.co.uk/webstore/jewellery.do>) with more than 350 stores and a retail website at www.hsamuel.co.uk. Featuring an incredible range of branded watches, H.Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H.Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

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