

The ultimate Valentine's gift for chip lovers

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"Fed up of flowers and chocolates? Then indulge your better-half this February 14th with a gift that's distinctive and a definite luxury statement." The FooFitch diamond solitaire chip fork makes an ideal present for food lovers everywhere.

The chip fork is an iconic piece of minimalist design that has been brought up to date with a judicious sprinkle of sparkle and a dash of FooFitchmagic. Each sterling silver fork is finished with a solitaire diamond and can be engraved with your personal message. The fork can also be mounted onto a silver keyfob or sterling silver chain so it's never far from reach.

FooFitch is the recently launched luxury dining brand created by Hatton Garden's leading contemporary jeweller Nicholas James (<http://www.nicholasjames.com>) and Digi Foo-Kune, MD of creative agency, Wonderberry (<http://www.wonderberry.co.uk>). Embracing the best of cultures from around the globe FooFitch provides gorgeous cutlery to elevate your dining experience.

Digi Berry, founder of FooFitch (<http://www.foofitch.com>) explains the inspiration behind the fork; "Having grown up in the deepest, darkest, 'fish & chip' territory of 1970's Yorkshire I am a fanatical chip lover! There's a lot of snobbery attached to food, which I think sadly misses the point. At the end of the day fish and chips are guilty pleasure that's all about indulgence and satisfaction. What better Valentine's gift can there be?"

The FooFitch diamond chip fork retails at £495 and is available from Harrods, Nicholas James and Rhodes 24. Orders can also be placed on 020 7404 9594. For more details visit: www.diamondchipfork.com. Enjoy your chips, in style, forever more.

-ENDS-

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