



PRESS RELEASE &

4TH June 2009

LAUNCH INVITATION

JeDeCo:JEWELLERY DESIGNER'S COLLECTIVE LAUNCHING AT TREASURE EXHIBITION DURING COUTTS LONDON JEWELLERY WEEK

- **Treasure Pot Competition To Win One Of 20 Pieces Of Jewellery Plus 10 Diamonds**
- Try On All The Jewels You Could Ever Wish For In Our JeDeCo Try-On Salon
- Meet Award-Winning British Designers Who Are Taking The Jewellery Industry By Storm

London, 4th June 2009: Attend the launch of the new JeDeCo:Jewellery Designer's Collective™ at the Treasure exhibition (12-14 June) in Covent Garden during Coutts London Jewellery Week, and you could walk away with more than you bargained for! JeDeCo:Jewellery Designer's Collective unites London's most diverse & innovative jewellery design talent, and it plans to *rock* the capital to its core by giving away a Treasure Pot of twenty pieces of designer jewellery, each worth from £50 to £500, at the launch. Plus one lucky winner will leave with a parcel of ten diamonds from Dennis & Lavery!

Satisfy your inner genie by trying on all the baubles you could ever wish for in our JeDeCo Try-On Salon, and browse amongst the Hanging Gardens of JeDeCo as jewellery literally cascades from above. You will have the chance to buy exquisitely crafted designer jewellery direct from the makers, or to commission our designers to make you something completely unique. From diamond-set fine jewellery to pieces at the experimental edge of jewellery design the entire spectrum of British designer jewellery is represented within our talented group. You are also invited to relax and sip a cocktail on stunning Graham & Green furniture in the JeDeCo Try-On Salon, and to leaf through our JeDeCo Look Book whilst our designers will be on hand to answer any questions you may have about jewellery designing and making.

Twenty founding members of JeDeCo: Jewellery Designer's Collective will participate in our much anticipated launch event and competition. We are thrilled to be launching at Treasure, the visionary jewellery exhibition in the heart of Covent Garden, to be held in The Flower Cellars, 4-6 Russell Street, WC2E 7PR, Friday 12th to Sunday 14th June 2009. Treasure is a cornerstone event of Coutts London Jewellery Week, and attracts a huge following of VIPs as well as fashion and jewellery-savvy visitors.

JeDeCo founding members include Coutts New Jeweller award-winning designers Jessica de Lotz, Alexandra Simpson, and Katie Rowland, as well as 2009 UK Jewellery Awards nominee Cindy Dennis Mangan for Platinum Bridal Collection of the Year. Other founding members with numerous accolades include Ute Decker, Linnie McLarty, Laura Jayne Strand, Katell Jewels, Biba Fox, Bernice Kelly of Macha Jewellery, Aventure London - Jewellery by Jianhui, Akiko Furuta, Annika Burman, Yeji Kim, Coco Kato, Yumeko Yamada, Catherine Marché and the rest of the WOW! Jewels girls Keren Cornelius, Rosemary Lucas, Olga Konopka, Lucy Sylvester, Debbie Carlton and Emma Rose. JeDeCo includes recent Central Saint Martin's graduates, Goldsmith's alumni, and GIA trained designers and diamond graders. There will also be a talk from Edward Johnson, Director of GIA London, on Sunday afternoon in the JeDeCo Try-On Salon. Please check the JeDeCo and Treasure websites for further details.



For Press & VIP Treasure tickets, media interviews and buyer enquiries please phone:
Cindy Dennis Mangan Tel: +44 (0)781 661 7959 or email at press@jewellerydesignerscollective.co.uk

For more information about JeDeCo launch events during Coutts London Jewellery Week, including Treasure, WOW! Jewels for Village London in Barnes, and Central Saint Martin's Graduates Open Studio in St John's Wood, and to enter the JeDeCo Treasure Pot competition, visit: www.jewellerydesignerscollective.co.uk

To view details of the Treasure exhibition visit www.treasureuk.com

Notes to Editors:

Treasure

Entrance £5 (£3 concessions); children under 15 free but must be accompanied by an adult.

VIP launch 11 June 6.30-10.00pm

Public days: 12 June 12.00-8.00pm; 13-14 June 10.00am-6.00pm

The Flower Cellars, 4-6 Russell Street, Covent Garden, London WC2E 7PR

Nearest tube: Covent Garden

Tickets can be purchased at www.treasureuk.com or on the door.

Call 0208 510 9069 or email info@treasureuk.com for more information.

Coutts London Jewellery Week

The award-winning Coutts London Jewellery Week is returning between 8-14 June 2009, bringing together the capital's top jewellery talent for a week-long celebration with a series of events planned across the city. Visit www.londonjewelleryweek.co.uk for more information or email info@londonjewelleryweek.co.uk