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PRECIOUS MONKEY JEWELLERY LAUNCHES INNOVATIVE CHARM BRACELET BUILDER



Precious Monkey Jewellery is delighted to announce the launch of its market-leading Charm Bracelet Builder which enables customers to create their own unique charm bracelet on-line. Developed wholly with the user in mind, the friendly interface, easy to follow 'help' and details of price, weight and size enable charm fashionistas to become accomplished bracelet designers in a matter of minutes.

A choice of more than 70 beautifully crafted charms, six bracelet designs, 10 unique fasteners and four bracelet lengths in both sterling silver and solid gold provides even greater choice and a whole host of creative options.

Highlights include the Precious Garden Collection of dragonflies, butterflies and flowers and the more contemporary shapes of bows, hearts, stars and crosses. A wide variety of enamel finishes is available for those who like to create in colour and beautiful bead and pearl charms complete the offer.

The Charm Bracelet Builder offers many additional features. The position of charms can be changed mid-build; multiple charms can be added to one attachment point; the price is always on display so customers can work to a budget and designs can be e-mailed to a friend. As a finishing touch customers can complete their charm bracelet by adding a safety chain and choose how they would like their charms attached – either soldered onto their bracelet or with detachable links so the charms can move position or be attached to other bracelets.

By offering the opportunity to buy individual charms on the website, Precious Monkey Jewellery allows additional charms to be added to a previously designed bracelet or to an existing bracelet. Prices start at a recession-beating £12 for sterling silver and a competitive £54 for solid gold.



As with all of Precious Monkey's jewellery, each piece is made to order in the UK under the supervision of the Master Jeweller, quality checked, beautifully packaged in a complimentary Jewellery Box, and delivered within seven working days of order receipt. Free UK delivery and a 14-day money-back returns policy provide further customer reassurance.

Liz Clothier, Fashion Director commented; "The Charm Bracelet Builder is an exciting step forward. We set out to lead the market on a number of fronts – design, quality, photographic presentation, usability and functionality. With this innovative launch I believe we have made considerable progress towards these goals. Value for money for our customers has been critical to our thinking too. We are now offering the same quality and weights at up to 50% less than either Tiffany or Links of London. Our user panel has given us the thumbs up all along the way and we cannot wait to see what our customers think."

Nigel Townsend, Master Jeweller added; "This is the most complex and demanding piece of work I have ever delivered. What pleases me most is how we have made Precious Monkey Jewellery accessible to such a wide audience. Everyone is catered for. A charm bracelet in sterling silver can be designed for as little as £35! Equally a solid gold version, designed as an extra special gift, will cost just under £1200. Individual charms make fantastic, high quality, yet in-expensive gifts to add to existing bracelets, which means that our younger customers can afford to treat themselves and their friends. We are excited about the future and are already well-advanced with the next charm collections."

To promote the launch of the Charm Bracelet Builder, Precious Monkey Jewellery is running a monthly prize draw. To participate, users can sign up at www.preciousmonkeyjewellery.co.uk for the chance to win a free £145 Charm Bracelet. There will be a winner each month from now until Christmas!

ENDS

NOTES FOR EDITORS

For further information please visit www.preciousmonkeyjewellery.co.uk or contact Michela De Paola T: 0113 394 4575 E: michela.depaola@preciousmonkeyjewellery.co.uk

- [Charm Bracelet Builder](#)
- [Purchasing individual charms](#)
- Precious Monkey Jewellery offers a total of 189 products comprising of necklaces, bracelets, earrings, charms and cuff links in both sterling silver and solid gold.
- For ease, users can limit their search by shopping by price, shape, type of jewellery or collection.
- Precious Monkey Jewellery offers four gorgeous collections;

[The Launch Collection](#) is full of contemporary sterling silver and solid gold shapes - ovals, circles and stars along with beads, pearls, enamel colour and precious stone finishes. Prices range from £12 to £454.

[The Organic Collection](#) includes beautifully hand-crafted sterling silver and solid gold leaves, feathers and hearts. Prices range from £13 to £490.

[The Hint of Gold Collection](#) cleverly uses the shapes in our previous collections in solid gold and combines them with sterling silver to offer a mix of both silver and gold at an affordable price. Prices range from £54 - £455.

[The Precious Garden Collection](#) is full of all things garden-like with flower, dragonfly and butterfly shapes in sterling silver and solid gold. Prices range from £16 - £146.

- [What's new?](#)

[Chain length guide](#) Represents each necklace length Precious Monkey Jewellery offer from 40cm – 100cm. Users can refer to this guide when viewing an individual product for help on where a necklace sits. (Especially useful for blokes in trouble).

[Customise your jewellery](#) Users can take a pre-designed piece and customise it by choosing the preferred chain length and also change the enamel finish by selecting from up to 12 colours.

[Behind the scenes](#) Liz Clothier, Fashion Director, has made a series of videos where she gives advice on varying chain length, adding enamel colour and explains how the jewellery is delivered.



You can also take a look at the design of the jewellery and the process we go through [‘from picture to product’](#).

➤ [What's coming?](#)

Precious Monkey Jewellery is currently in the final stages of launching a new look and feel Product Builder where users can design their own necklace, bracelet and pair of earrings on-line. Watch this space!

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