



Consumer Press Release: 8 December 2008

THE PRECIOUS MONKEY JEWELLERY COMPANY LAUNCHES

HINT OF GOLD

The Precious Monkey Jewellery Company is delighted to announce the launch of its latest and utterly fabulous collection, Hint of Gold.

After popular demand, The Precious Monkey Jewellery Company has plunged into the luxurious world of gold and transformed many of its Launch Collection and Autumn/Winter Collection by adding a Hint of Gold to the solid sterling silver pieces. The Hint of Gold collection is perfect for those fashionistas who would like the luxury of solid gold but without the price tag of a full gold piece.

Fashion-savvy customers now have the option to choose a sterling silver piece with a single, solid gold element including hearts, feathers, leaves, stars, circles, ovals or a gold chain. The additional 26 Hint of Gold pieces take the entire offering on the website to over 100 pieces, providing an abundance of choice and something for everyone.

Each piece is hand-crafted and made to order in the UK by a dedicated and passionate team overseen by the Master Jeweller. Prices in the Hint of Gold collection start at £95 and include:

- Gold Star & Silver Chain Cute Pendant £110: a beautiful sterling silver chain with a solid gold intertwined star.
- Gold Feather Cuff Links £185: a set of solid gold cufflinks, perfect for the S/S 09 organic trends.
- Gold & Silver Charm Bracelet £245: a stunning sterling silver chunky chain complemented with solid gold charms.

Commenting on the launch of the new range, Liz Clothier, the company's Fashion Director said: "The launch of the Hint of Gold Collection is extremely exciting. The team is exceptionally proud of the new range and the Master Jeweller has once again designed some exquisite pieces for the site.

"The Precious Monkey Jewellery Company is a unique, must-visit website for presents for loved ones and special treats for yourself. The jewellery combines contemporary design with master craftsmanship ensuring that each piece is made to the highest quality."



For those who want pure indulgence and an extra special treat, The Precious Monkey Jewellery Company has also launched a handful of stunning, entirely solid gold pieces including necklaces, ear rings and a 'to die for' Charm Bracelet. Prices for this collection range from £180 to £1370.

-ENDS-

Notes to editors:

For further information, visit www.preciousmonkeyjewellery.co.uk or contact **Vickie North** or Sarah McMurrough, T: 0113 394 4333, E: vickie.north@finncomms.com

- The Precious Monkey Jewellery Company offers jewellery ranging from £30 to £1370. As a web based business, The Precious Monkey Jewellery Company is able to pass on savings directly to customers.
- Each piece of Precious Monkey Jewellery has a wealth of experience, innovation and passion behind its design. Master Jeweller, Nigel Townsend, who oversees every single design, is widely acknowledged as one of the UK's most accomplished fine jewelers.
- All Precious Monkey Jewellery is manufactured by a dedicated and passionate team in the UK. Every piece is handcrafted from the finest quality sterling silver, gold and precious gems. A key indicator of quality is the weight of each item; each item is weighty because it's packed full of quality materials; no tin, no plating and no lightweights
- Other services soon to be available online at www.preciousmonkeyjewellery.co.uk include: design your own elements bespoke service from the Master Jeweller; more packaging options; care kits; fashion blogs/podcasts and much, much more.
- Gift Vouchers are now available.