

## **Ernest Jones launches Chamilia jewellery collection**

*Ernest Jones, The Diamond and Watch Specialist, launches Chamilia jewellery*

**June 1, 2009** - [PRLog](#) -- Ernest Jones, The Diamond and Watch Specialist, 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 to express themselves, their mood and lifestyle through their jewellery. By introducing Chamilia alongside the existing Pandora collection, Ernest Jones is leading the trend this summer for personalised jewellery with beads and charms.

Chamilia was founded in New York by Killian Rieder and Jeff Julkowski in 2002. 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 ( <http://www.ernestjones.co.uk/webstore/static/brands/chami...> ) has become one of the fastest growing personalised jewellery collections in the US.

The Chamilia collection is available at [ernestjones.co.uk](http://www.ernestjones.co.uk) and in selected stores and includes high quality Chamilia beads ( <http://www.ernestjones.co.uk/webstore/static/brands/chamilia-jewellery.do> ) made of 14ct gold and sterling silver. The collection features a wide range of fun and fashionable designs including crown wearing frogs, Mother's Day beads, Disney beads, and many more including Murano glass.

With more than 500 bead designs and a variety of chains, clasps and spacers, Chamilia ( <http://www.ernestjones.co.uk/webstore/link/category/jewel...> ) 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 in whatever style they desire.

Chamilia jewellery features:

- High quality beads: 14ct gold, sterling silver and Italian Murano glass
- Exclusive Disney Designs
- New designs: new beads are released through the year
- More than 500 bead designs: Chamilia gives customers the freedom to express themselves

About Ernest Jones: The Diamond and Watch Specialist

Ernest Jones, The Diamond and Watch Specialist, has more than 200 stores and a retail website at [www.ernestjones.co.uk](http://www.ernestjones.co.uk). Featuring a wide range of leading brand watches and high quality jewellery including bracelets, necklaces and a huge choice of rings ( <http://www.ernestjones.co.uk/webstore/browse/N/55/> ), Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewelers Limited, the world's largest speciality retail jeweller.

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