

Fameo

L O N D O N

www.fameo.co.uk

Tsarina

BRIDAL JEWELLERY
COLLECTION



UK Jewellery
AWARDS
2008

FINALIST

Fameo unveils bridal jewellery 2008 debut collections

High-end bridal jewellery 2008 debut collections by Fameo are finalists in the UK Jewellery Awards 2008 and chosen for the Catwalk Show taking place during the awards presentation on July 17th 2008 at the Grosvenor House Hotel, London.

London, UK June 26, 2008 – Fameo, a well established online British jeweller expanded their online offerings to include two high-end [bridal jewellery](#) collections - Tsarina and Imperial Wedding, which are finalists in the UK Jewellery Awards 2008 and chosen for the event Catwalk Show.



Both jewellery collections are a unique series of [fine jewellery](#) pieces, which includes an ensemble of special heirloom quality bracelets, earrings, necklaces and pendants.

The Tsarina collection features the finest quality pearls that are captured inside gold cages and diamonds adorn the egg-shape enclosures. The jewellery designer team at Fameo said, "*This range is symbolic and designed in mind of Tsarina Alexandra's life, where the pearl represents the last Empress of Russia and the golden cage represents her life in confinement and the diamonds represent her family and what they meant to her.*" The intricate and luxurious design of the collection inspires excitement and confidence every bride deserves to have on her special day. The Tsarina collection ranges in price from GBP 385.00 to GBP 4000.00.

The Imperial Wedding collection showcases cascading morganite baguettes and princess square diamonds. The stunning pink hues sparkle in wonderment and timeless vibrancy. The jewellery designer team at Fameo said, "*The concept behind the collection is the thoughts and dreams of the perfect fairy tale wedding. A magnificent dress adorned with elaborate embroidery, a long train and white veil floating past as you walk down the aisle. Stunning jewellery, which compliments the whole look. A crowded ceremonial room full of friends and family. A memorable event that will last a lifetime, as heirloom jewellery pieces.*" The Imperial Wedding collection ranges in price from GBP 2000 to GBP 7000.00.

Louise Davies, Managing Director at Fameo Ltd is looking forward to the collections presentation: "*In 2008 UK Jewellery Awards have decided to spice things up and include a Catwalk Show to really highlight this year's short-listed entrants and Fameo's bridal jewellery collection did not just make it to the shortlist, but also have been chosen to be on the spectacular catwalk that will be taking place during the awards presentation.*"

Fameo's successful debut with the [bridal jewellery](#) collections, has given the company confidence to build upon Fameo's future success in its planned expansion of a bridal section for the website and increased sales during the wedding season. Fameo will be expanding its bridal jewellery range and showcasing the brand new vintage-style bridal jewellery in the upcoming 'Tsarinas' catalogue solely dedicated to bridal jewellery.

About UK Jewellery Awards

Hosted and organised by Retail Jeweller, the UK's leading business magazine for retailers of watches, jewellery and objects, the UK Jewellery Awards celebrate the very best of the UK market. The 2008 awards will be celebrating the achievement of the jewellery industry's brightest stars, from top designers to fresh talent and retail excellence. For more information visit <http://www.ukjewelleryawards.co.uk>

About Fameo

Fameo Online Jewellery Boutique is headquartered in London and offers an exquisite mix of theme and classic fine jewellery with an emphasis on colour gemstones. The website also focuses on unusual, luxurious and innovative couture jewellery collections, created by an in-house team of jewellery designers and sold exclusively online. Behind the state of the art Fameo website is Fameo Ltd, a private company incorporated in 2004 in the United Kingdom and led by a talented team of jewellery and e-commerce experts. For more information, visit <http://www.fameo.co.uk/> or call + 44(0) 845259 1358.