



“ *Orchira - the most adored British designer pearl jewelry is a fast growing luxury brand, stocked by key retailers including Amazon, Ideal Shopping, M6, EHS, TK Maxx and over 350 jewelry retailers across United Kingdom.* ”

FOR IMMEDIATE RELEASE
May 25, 2010

British Pearl Brand Orchira Enters U.S. Jewelry Retail Market With Over 700 Exquisite Pearl Jewelry Designs.

NOTE TO EDITORS: High resolution images of jewellery featuring Orchira branded pearl jewellery is attached to this release.

British pearl jewelry designer and retailer, newly rebranded as Orchira, has teamed with American fine jewelry manufacturer, Kubér Mfg. Inc., with the aim of introducing an extensive range of 700 European pearl jewelry designs to the U.S. and Caribbean markets.

New York, USA (May 25, 2010) - Kubér Mfg. Inc., renowned New York based fine jewelry manufacturer has announced an exclusive partnership with Orchira, the leading British pearl jewelry brand, with the aim of introducing 700 unique pearl jewelry designs to over 3000 leading jewelry retailers and department stores in the United States and Caribbean.

Established in the United Kingdom, Orchira is a fast growing luxury brand known for its extensive line of exquisite pearl jewelry designs stocked by the key retail and TV shopping networks, including Amazon, Ideal Shopping, M6, EHS, TK Maxx and hundreds of jewelry retailers across Europe and United Kingdom.

Despite the luxury market recession and little expectations of the recovery before 2011, Orchira enjoyed strong sales performances and strong increase of brand recognition in Eastern Europe and Asia during the 2009. " Our customers appreciate the balance of fresh, unique designs and price of Orchira's 100% authentic pearl and gemstone jewelry and we now see new patterns, where women are buying affordable designer pearl jewelry for themselves, instead of waiting for a man's treat. Our sales have grown significantly, when the jewelry and luxury market was down in flames last year.", - says the Founder and CEO of Orchira, Shan You.

Basant Johari, President of Kubér Mfg. Inc., added "We are very excited to be working with Orchira and proud to be the exclusive distributor of their pearl jewelry in United States and the Caribbean. We believe the time is right and with the help of Kubér's sales and distribution network, Orchira is well positioned to expand its presence in these lucrative markets."

With design and quality at their essence, Orchira's high quality authentic cultured pearl and gemstone jewelry offerings vary from season to season, always staying on trend with the latest and most flattering looks and colors. Orchira constantly delivers an exceptional brand experience that reflects every woman's natural beauty and recognizes her individuality through TV shows and network of selected retailers. Orchira's award-winning retail website plays an important role in the brand strategy and offers the most comprehensive pearl jewelry catalog, excellent product photographs, unbeatable prices and outstanding customer service.

"We recognised the importance of online presence for any modern jewelry retailer and have launched Orchira US retail website targeting U.S. market and are committed to deliver outstanding brand experiences online", - said Basant Johari, President of Kubér Mfg. Inc.,

Orchira pearl jewelry collections will be sold exclusively by Kubér Mfg. Inc., in the United States, via Orchira US retail website (www.orchirausa.com) and Kubér's distribution network covering 3000 jewelry retailers and department stores. The Orchira brand will debut at JCK Las Vegas Show, Booth No. 13059 on June 4 - June 7, 2010.

About Orchira

Founded in the United Kingdom, and headquartered in Edinburgh, Scotland, Orchira is a leading British pearl jewelry brand. Orchira pearl jewelry sells through leading retailers, TV shows, over 350 premium jewellers across the country, online at it's award-wining website www.orchira.co.uk and through its mail order catalogs.

About Kubér Mfg. Inc

Incorporated in 1993, Kubér Mfg Inc is a New York based fine jewelry manufacturer that utilizes unique craftsmanship approach and cutting edge techniques to deliver the exceptional jewelry quality and precision.

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