



PRESS RELEASE

FOR IMMEDIATE RELEASE
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“ *It takes 4 hours to hand string and knot a standard 18 inch pearl necklace using our method, when traditional knotting takes a skilled worker only 1 hour.* ”

BoBijou has perfected the method of pearl knotting to set a new industry standard for pearl jewellery longevity.

NOTE TO EDITORS: High resolution images of jewellery featuring Bobijou knotting method is attached to this release.

New ground breaking method of pearl knotting significantly improves quality and longevity of pearl jewellery and increases the re-stringing guarantee from the industry standard of 2 years to 8 years.

Edinburgh, UK January 30, 2008 - BoBijou, Britain's most adorable pearl brand, has launched an exclusive collection of pearl jewellery featuring a proprietary method of hand knotting pearls, effectively making a typical recommendation for re-stringing pearls every 1-2 years obsolete.

Developed in-house and patent pending, BoBijou's method of hand knotting pearls on quadruple strands of Japanese made silk and Nylon thread, provides the pearl wearer with peace of mind for at least 8 years, instead of the industry standard ranging between 1 to 2 years.

"It took 3 years for our team to get it right," explains Shan You, CEO and founder of BoBijou. "It takes 4 hours to hand string and knot a standard 18 inch pearl necklace using our method, when traditional knotting takes a skilled worker only 1 hour. Time is a factor, but supreme quality will provide BoBijou pearl jewellery with a necessary edge in today's difficult economic time."

Taking full advantage of the perfected method of pearl knotting and exceptional finish, BoBijou designers have composed a line of classic pearl designs with a contemporary touch of luxurious couture. Named "Essentials", the new collection features pearl strands, necklaces and bracelets, complemented by matching accessories. Each jewellery piece is expertly fashioned and now available through BoBijou's online pearls boutique and selected retailers and TV shopping channels. With a price range between GBP 200.00 and GBP 700.00 and an extended 8-year guarantee, this jewellery collection of high quality hand knotting pearls is envisioned to become the flagship for the BoBijou brand.

About BoBijou

BoBijou is the leading ethical pearl jewellery designer and online retailer of pearl jewellery. BoBijou has some of the highest quality standards in the industry and offers luxurious and unique style pearl designer jewellery made exclusively with fine cultured pearls and natural gemstones.

Headquartered in Edinburgh, UK - BoBijou delivers superior quality pearl jewellery with an emphasis on fair trade gemstones and eco-friendly pearl cultivation trade at affordable prices through it's online pearl boutique and growing network of jewellery retailers, department stores and TV shopping channels across the United Kingdom, Europe and Japan. BoBijou online pearl jewellery boutique can be found online at www.bobijou.com.

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