



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

**FOR IMMEDIATE RELEASE**  
**May 25, 2010**

## **British Pearl Brand Orchira Enters U.S. Jewellery Retail Market With Over 700 Exquisite Pearl Jewellery Designs.**

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

**British pearl jewellery designer and retailer, newly rebranded as Orchira, has teamed with American jewellery manufacturer, Kuber Mfg. Inc., with the aim of introducing a unique line of 700 exquisite European jewellery designs to the U.S. and Caribbean markets.**

**London, UK (May 25, 2010)** - Orchira, the leading British pearl jewellery brand has announced an exclusive partnership with renowned New York based fine jewellery manufacturer Kuber Mfg. Inc., with the aim of introducing 700 exquisite pearl jewellery designs to over 3000 leading jewellers 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 jewellery designs stocked by the key retail and TV shopping networks, including Amazon, Ideal Shopping, M6, EHS, TK Maxx and hundreds of jewellery retailers across Europe and UK.

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 jewellery and we now see new patterns, where women are buying affordable designer pearl jewellery for themselves, instead of waiting for a man's treat. Our sales have grown significantly, when the jewellery and luxury market was down in flames last year.", - says the Founder and CEO of Orchira, Shan You.

Basant Johari, President of Kuber Mfg. Inc., added "We are very excited to be working with Orchira and proud to be the exclusive distributor of their pearl jewellery in United States and the Caribbean. We believe the time is right and with the help of Kuber'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 jewellery offerings vary from season to season, always staying on trend with the latest and most flattering looks and colours. 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 jewellery catalogue, excellent product photographs, unbeatable prices and outstanding customer service.

"We recognised the importance of online presence for any modern jeweller 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 Kuber Mfg. Inc.,

Orchira pearl jewellery collections will be sold exclusively by Kuber Mfg. Inc., in the United States, via Orchira US retail website ([www.orchirausa.com](http://www.orchirausa.com)) and Kuber's distribution network covering 3000 jewellers and department stores. The Orchira brand will debut at JCK Las Vegas Jewellery Show on June 4 - June 7, 2010.

## **About Orchira**

Founded in the United Kingdom, and headquartered in Edinburgh, Scotland, Orchira is a leading British pearl jewellery brand. Orchira pearl jewellery sells through TV shows, over 350 premium retail stores across the country, online at it's award-winning website [www.orchira.co.uk](http://www.orchira.co.uk) and through its mail order catalogues.

## **About Kubér Mfg. Inc**

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

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