**TJC – Announces The Launch Of J Francis Collection**

On Saturday, September 18th from 6am, The Jewellery Channel will launch brand new and inspiring Jewellery from the J Francis designer collection.

**Who Is J Francis?**

J Francis is a high quality luxury silver brand with each unique piece overlain using the precious metal – Platinum. J Francis is a special designer brand that connects with the latest fashion/trends and includes glamorous cocktail rings, classy pendants, unique wedding Jewellery and many more. All gemstones used in the J Francis collections are rare, exotic and fancy cut that enhances the beauty of each unique design. The J Francis designer collection range offers exceptional quality Jewellery and exquisite designs at affordable prices. In addition, the J Francis brand is highly recognised for its distinct and premium packaging.

The J Francis collections that the Jewellery Channel will be launching on Saturday 18th September are: “**The Colours Of Nature**,” “**Fleur Di Lis**,” “**Angel**,” “**Celtic Knot**,” “**Florence**,” “**Cobble Stone**,” “**Life Series**,” “**Snow Flakes**,” “**Celebrity**” and “**Art Nouveau**.” Each of these unique collections is inspired by the vision and rich experience of J Francis.

The Jewellery Channel is proud to present the exclusive J Francis Affordable Luxury Collection to the UK market. J Francis is a designer Jewellery without the Designer Price Tag.

According to the Managing Director of The Jewellery Channel, “The J Francis brand is designed for the chic, sophisticated and trend setting woman who appreciates classic and timeless look without paying luxury prices.” The MD further emphasised that “All the rings in the J Francis collection will have a J-Back/ Comfort Fit that will enhance confidence to the wearer.”

Visit [www.tjc.co.uk](http://www.tjc.co.uk) for more information on J Francis.

The Jewellery channel (TJC) UK is part of a Jewellery company that manufactures and handcrafts many of the products sold on its TV networks. TJC is based in Hampton Hill (Middlesex) studios and has a sister channel in the United States.

**“If You Don’t Know Your Jewellery, Know Your Jeweller – Trust TJC”**

**Never Ordinary...Always Extraordinary**

**Notes to Editors**

* TJC (UK) is on air daily 6am – 2 am on Sky 650, Freeview Channel 31 From 6am till 12pm, Virgin Media 153 From 6am Till 12pm, Freeview 84 Midnight till 2am, Freesat 815 6am Till 2am and online at www.tjc.co.uk
* TJC (UK) is affiliated to the British Jewellers Association, The Jewellers Board of Trade, International Colored Gemstone Association and Thai Gem & Jewelry Traders Association
* TJC (UK) is part of the only 8 site-holders to the “Tanzanite One” mine