



“ *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**  
**February 8, 2011**

## **Orchira offers last minute Valentine's Day pearl designer jewellery addition with pre-season discounts.**

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

**Leading British pearl jewellery brand Orchira is taking the lead in a luxurious Valentine's Day gift selection with a last minute addition of romantic pearl jewellery collections and generous online discounts.**

**London, UK (February 8, 2011)** - Orchira, a leading British pearl designer jewellery brand has expanded its 2011 spring collection of contemporary pearl jewellery with a wider range of gift ideas to cater for gift shoppers.

With Valentine's Day and Mother's Day just around the corner, Orchira is planning to dazzle customers with an affordable range of [designer pearl jewellery](#) pieces with a sentimental look and feel that incorporates a unique mixture of freshwater pearls and semi-precious gemstones.

Orchira is taking the lead in a luxurious Valentine's Day selection this year with last minute additions of romantic pearl jewellery designs, generous discounts and free express delivery. Orchira's Spring pearl jewellery line, offers a complete collection of designer pearl necklaces, earrings and bracelets, featuring exotic precious gemstones, freshwater pearls and sterling silver chains.

"Orchira pearls are harvested from our selected freshwater lakes in China. These lakes are extremely pure and rich in minerals which give our pearls their natural quality and lustre. They are commonly off-round, rice shaped to baroque and slightly less symmetrical, but this minor difference makes every jewellery piece a one-of-a-kind item and offers good value for the price, making them perfect gifts when on a budget." - explains Ken Merson, Managing Director of Orchira Online Pearl Boutique.

Best sellers are expected to include "[Pure Heart](#)", - rose quartz heart and pearl pendant at £49.99, "[Duchess Wimbledon](#)" white pearl necklace with pink pearl highlights at £58.99 and "[Shooting Star](#)", - sterling silver pearl necklace with mother of pearl sweet star pendant at £59.99.

"Valentine's and Mother's Day are extremely important days for gift retailers and with the economy in its current state, gift shoppers are looking for items with some longevity. And Orchira offers meaningful [pearl gifts](#), that can be worn beautifully for the years to come, for the price of a red rose bouquet.", - says the Founder and CEO of Orchira, Shan You.

Orchira Spring pearl jewellery collection is sold exclusively online, at the Orchira UK retail website. The last minute 25%-off discount code is **JETAIME** and redeemable only at [www.orchira.co.uk](http://www.orchira.co.uk) and subject to availability and which list stocks last.

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

With design and quality at their essence, Orchira's high quality authentic cultured pearl and exotic gemstones jewellery offerings vary from season to season, always staying on trend with the latest and most flattering looks and colours.

## 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 leading retailers, TV shows, over 350 premium jewellers across the country, online at it's award-wining website [www.orchira.co.uk](http://www.orchira.co.uk) and through its mail order catalogues.

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