



“Orchira – the most adored British designer pearl jewellery is a fast growing luxury brand, stocked by British Ideal Shopping and French M6 TV networks and leading European high street and online retailers in Belgium, Czech, France, Italy, Romania and Spain.

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FOR IMMEDIATE RELEASE
May 19, 2011

Miss Universe Great Britain 2011 sponsor, took an opportunity to showcase its new summer pearl jewellery range.

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

British pearl jewellery designer and retailer, a sponsor of Miss Universe Great Britain 2011, took an opportunity to showcase its new summer jewellery range with the beautiful contestants.

London, UK (May 19, 2011) – Orchira, a leading British pearl jewellery brand, and a sponsor of Miss Universe Great Britain 2011, which took place on Sunday 1st May at the ICC in Birmingham, where Chloe-Beth Morgan from Torfaen was crowned, has launched its latest range of summer pearl jewellery collections.

Emma Blythe, best known as the “Scottish Beauty”, is the new face of Orchira’s summer pearl jewellery range. “We are very proud to present the 2011 summer collection of pearl jewellery as seen on Scottish beauty Emma Blythe, Miss Universe Great Britain 2011 Contestant, Miss Universe Glasgow 2011 and the winner of the Best in Talent award in the Miss Supranational”, says the Founder and CEO of Orchira, Shan You.

“Orchira jewellery is a unique brand, which I feel re-invented pearls to a modern piece of jewellery as opposed to the misconceptions of pearls as a luxury for older clientele. I was really impressed with the workmanship and creativity that went into the pieces and was proud to be a part of the Orchira team who supported me through the Miss Universe contest. Wearing Orchira jewellery provided me with an air of confidence and I felt my accessories stood out as unique pieces compared to generic cubic zirconia that were on the show.” added Miss Universe Great Britain 2011 contestant Emma Blythe.

Orchira’s summer pearl jewellery collection is designed with a special colour twist that favours the season and featuring unusual combinations of natural semi-precious colour gemstones and freshwater pearls. Orchira jewellery pieces come in all kinds of festive colours and ornaments which gives them a unique designer look and feel, compared to the type of fashion jewellery made with crystals or simulated gems.

“It is the diversity of freshwater pearl shapes and colours that makes Orchira jewellery pieces so individual and creates the unique personality for each jewel much appreciated by our customers”, explains Ken Merson, Managing Director of Orchira Online Pearl Boutique.

Orchira Summer pearl jewellery collection will be sold exclusively online, at the Orchira UK retail website. Best sellers are expected to include “La Plume de Paon”, a long hand strung strand with natural peacock green biwa pearls at £199.99, “Generation Nostalgic” peacock, bronze pearls and Bali silver beaded necklace at £220.00 and “Tokyo Delight”, a triple strand necklace of white baroque cultured pearls, highlighted with green aventurine gem pebbles at £129.99.

Established in the United Kingdom, Orchira is a fast growing luxury brand known for its extensive lines of exquisite pearl jewellery designs stocked by key retailers 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 authentic freshwater pearl and exotic gemstone 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 TV networks in United Kingdom (Ideal Shopping) and France (M6), over 350 premium retail stores across the United Kingdom, through leading European high street retailers in Belgium, Czech, France, Italy, Romania, Spain and Slovenia and online at it’s award-winning website www.orchira.co.uk

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