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**FOR IMMEDIATE RELEASE**  
**June 12, 2013**

## **Bristol beauty Amy Willerton is crowned Miss Universe GB 2013 and awarded Orchira pearl necklace.**

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

**Amy Willerton, former winner of the show “Signed by Katie Price”, professional model and presenter for Fashion TV received official Sponsor Orchira’s “Irresistible Ivory” pearl necklace during the coronation night of Miss Universe Great Britain 2013 in Birmingham.**

**London, UK (June 12, 2013)** - Orchira, the leading British pearl jewellery brand, and official sponsor of Miss Universe Great Britain 2013, which took place on June 8, 2013 in Birmingham has introduced its new range of pearl necklaces.

Designed and crafted by Orchira UK, the “Irresistible Ivory” pearl necklace from the new “Embrace” collection was presented for the first time at the Miss Universe Great Britain 2013 finale which took place on June 8, 2013 at The Town Hall, Victoria Square, Birmingham where Amy Willerton from Bristol was crowned. The Orchira signature sumptuous twelve strand pearl necklace, features over 1400 high lustre baroque white pearls secured with a sterling silver tube clasp and can be worn loose or twisted to create different length and looks.

“It was pleasure to work with the Miss Universe GB team again and we are very excited to showcase our signature pearl necklace design as seen on beautiful Amy Willerton, winner of the Miss Universe Great Britain 2013 title”, says the Founder and CEO of Orchira, Shan You.

Standing 1.78m tall, 20-year Amy Willerton, former winner of the show “Signed by Katie Price”, professional model and presenter for Fashion TV, was awarded with Orchira’s “Irresistible Ivory” pearl necklace, which she wore during the coronation ceremony of Miss Universe Great Britain 2013. Amy will be representing Great Britain at the Miss Universe 2013 finals in December. Orchira’s new pearl necklaces from the “Embrace” collection are designed intentionally simple, conveying an innocent look and feel using high-lustre cream colour cultured pearls.

## About Orchira

Founded in the United Kingdom, and headquartered in Edinburgh, Scotland, Orchira is successfully building a prominent brand in the pearl jewellery business by offering over 800 exquisite pearl jewellery designs with the aim to become the world's most adored pearl designer jewellery brand. Orchira continues to redefine the industry through its contemporary and flattering jewellery and unique retail relationships. Orchira pearl jewellery collections are sold in over 220 retailers spanning 14 countries, online at it's award-winning website [www.orchira.co.uk](http://www.orchira.co.uk) and through TV shows and mail order catalogues.

For more information, please visit <http://www.orchira.co.uk>

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# Orchira<sub>UK</sub>

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