

# Ernest Jones Celebrates Tennis and Summer



Released on: July 3, 2009, 3:18 am

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Industry: [Retail](#)

Despite the unpredictability of the weather and regardless of sporting performances, Brits are opting for year-round strawberries on and off centre court. To show its support, Ernest Jones is offering customers the chance to get behind the British efforts at Wimbledon with price reductions on selected tennis bracelets, and Chamilia beads and charms with summer and tennis related themes.



Beads and charms are the ideal summer jewellery to wear at Wimbledon as they perfectly match the festival-like atmosphere of this prestigious tournament. One of the best selling charms of the summer is the Chamilia strawberry. Since its recent introduction to [Ernest Jones](#), the jewellery chain has received a volley of demand and has had to order in extra punnets.

[Chamilia jewellery](#) was founded in 2002 by Killian Rieder and Jeff Julkowski and is based on the concept of putting design into the hands of the customer. Killian, a former designer with fashion icon Polo, wanted Chamilia to be personalised to allow women to change and customise their jewellery to fit their mood, moment or occasion, like a chameleon that changes to suit its environment.

The [Chamilia collection](#) at Ernest Jones consists of bracelets and necklaces in both silver and gold, with a huge selection of beads and charms that can be used to create personalised jewellery to suit each customer. Also in silver and gold and set with colourful crystals, gems and diamonds, the bead

collection features a range of Disney characters and fun, fashionable designs allowing customers to create their own personalised jewellery.

The [Chamilia tennis bracelet](#) is another great piece of jewellery for the summer season. Made famous in 1987 by super-glamorous tennis star Chris Evert, the tennis bracelet is a string of dazzling diamonds worn around the wrist. This type of bracelet was previously known as an inline bracelet because it is, essentially, a line of diamonds around the wrist. During a match in the 1987 US Open, Chris Evert's bracelet broke, scattering diamonds around the court. This accident bought her time to recover her breath and eventually go on to win the match. Since then bracelets consisting of a string of diamonds have been known as tennis bracelets.



Ernest Jones features a wide range of tennis bracelets in 9ct and 18ct white and yellow gold. Starting with cubic zirconia bracelets and going right up to tennis bracelets featuring a total three carats of diamonds. A selection of the tennis bracelets featured are now being offered at reduced prices, making them an even more appealing treat for customers.

**About Ernest Jones: The Diamond and Watch Specialist**

Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website. Featuring a wide range of leading brand watches and high quality jewellery, Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewelers Limited, the world's largest speciality retail jeweller.

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