

Ernest Jones Announces Launch Of New Fope Gioielli Jewellery Collection



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Ernest Jones, the watch and diamond specialist, has announced the launch of the new Fope Gioielli jewellery collection through a specially selected 8 stores and online only. Steeped in European glamour, Fope jewellery offers quality and style combined with a classical Italian jewellery tradition. With Ernest Jones's reputation as the UK's leading diamond and watch specialist, combined with 60 years experience, very few high street retailers are in a better position to showcase such a prestigious brand. Fope is available at Ernest Jones in Cardiff, High Wycombe, Milton Keynes, Swansea Quadrant, Lakeside, Merryhill and at ernestjones.co.uk.

The Fope Gioielli collection consists of seven key lines of jewellery. Firstly, there's 'Flex-it', the most popular of Fope's jewellery lines. Simple and stylish, each [Fope bracelet](#) link holds two 18 carat gold springs.



Then we have the 'Maori' collection which takes its name from the indigenous people of New Zealand and uses the Fope Novecento medium chain as the basis of the design. The diamonds that feature throughout this popular collection resemble the decorative coloured stripes worn on the faces of Maoris when celebrating formal or sporting occasions.

Another of the Fope lines being launched through Ernest Jones is the classic 'Unica' collection. This collection features yellow, white or red 18 carat gold bracelets and collars in single, double or triple strands and available in combinations of the three colours of 18 carat gold.

Ernest Jones is also making the 'Luci' collection of Fope earrings available, which has been specifically designed to provide the ideal complement to the other lines within the [Fope jewellery range](#), like the 'Profili' range with its large oval section Novecento mesh gold collars, bracelets and bangles.

Additionally Ernest Jones is launching the latest of the [Fope jewellery](#) collections, with 'Meridiani' providing an everyday collection of medium-sized oval Novecento chains with rings and earrings, and 'Ines' which is named after the sister of the President of Fope and uses the small round Novecento chain along with oval diamond-set motifs which decorate the designs of the necklaces, bracelets, earrings and ring.

Fope Gioielli was founded in Vicenza, Italy by Umberto Cazzola in 1929 and is now one of the world's most desirable jewellery brands.

Ernest Jones believe the launch of the [Fope](#) collection will provide a new fashionable and elegant complement to its existing range of gold and diamond jewellery and bring with it a touch of Italian creativity, love and passion.

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 Jewellers Limited, the world's largest speciality retail jeweller.

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