

# Infinite love - Ernest Jones Announces New Octelle Diamond Collection



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Press Release Author: [Ernest Jones](#)

Industry: [Retail](#)

**Press Release Summary:** The new Octelle collection is now available at Ernest Jones, featuring a stunning range of high quality diamond pendants, diamond rings and diamond earrings is now available at Ernest Jones and online at [www.ernestjones.co.uk](http://www.ernestjones.co.uk).

Press Release Body: **Ernest Jones** has announced the new and exclusive **Octelle Diamond Collection**, featuring a range of elegant diamond pendants, diamond rings and diamond earrings. The Octelle Collection offers classic, vintage inspired jewellery with a unique and diamond cut for added dazzle. Available now at [www.ernestjones.co.uk](http://www.ernestjones.co.uk) and in selected Ernest Jones stores.

The **Octelle** name is derived from the symbol of "infinity" or "forever" being similar to a figure 8. The symbol is similar to a figure of 8 turned on its side and is reflected by the eight sided design of the **Octelle diamond**. This octagonal shape is very fashionable and is increasingly the choice of celebrities, having been made popular by the hit film Sex and the City.

The **Octelle diamond** has been specifically created for **Ernest Jones** by one of the world's leading diamond cutters to enhance the infinite natural beauty of the stone and to represent everlasting love. This attention to craft and detail ensure that the **Octelle jewellery** diamond jewellery collection is of the very highest quality. The symbolic nature of the eight sided diamond, representing the eternal nature of love, makes this [diamond jewellery](#) collection ideal for romantic gifts.



The **Octelle Collection** consists of 12 pieces including [diamond pendants](#), diamond earrings and diamond rings, all set in 18ct white gold across a range of diamond carat weights. With 65 facets the octagonal diamond captures and enhances the beauty and originality of the vintage inspired jewellery featured in this collection. Each piece of jewellery reflects the stunning octagonal shape of the diamond and carries the signature infinity symbol.

Each **Octelle diamond** is independently certified with a unique serial number, assuring quality. The **Octelle Collection** is far more than a collection of jewellery, it is a bringing together of high quality design, materials and jewellery expertise to offer an original, stylish and evocative range of jewellery at competitive prices.

To celebrate and promote the launch of the extended **Octelle collection**, **Ernest Jones** has redesigned and strengthened the **Octelle** brand colour to a modern and vibrant purple, incorporating the beautiful octagonal stone along with the **Ernest Jones** and **Octelle** brand logos and the legends; 'The Shape Of Unique Radiance' and 'Only at Ernest Jones.'

**About Ernest Jones:** The Diamond and Watch Specialist Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website at [www.ernestjones.co.uk](http://www.ernestjones.co.uk). Featuring a wide range of leading brand watches and high quality jewellery and diamonds, Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of the Signet Group, the world's largest speciality retail jeweller.

**Web Site:** <http://www.ernestjones.co.uk>

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