

Ernest Jones Has Announced The Launch Of The Boho Soho Jewellery Collection

ERNEST JONES
THE DIAMOND & WATCH SPECIALIST

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Ernest Jones, the diamond and watch specialist has announced the launch of its latest range with the Boho Soho charm jewellery collection. With a combination of modern designs and a bohemian feel, the new Boho Soho range is a stunning complement to this winter's fashions, offering a stylish and edgy look for consumers.

According to the Boho Soho team, the concepts and designs of this collection are born out of passion and have been created by a team of individuals, craftsmen, dreamers and designers. The collection consists of five capsule lines which are firmly aimed at the 20 something professional. [Boho Soho jewellery](#) is for women who know their own style and have an eye for fashion.

Perfect for any occasion, each of the new Boho Soho jewellery pieces carries a silver hallmark and features Boho Soho's own logo, creating a unique brand and feel to each item. The Boho Soho collection features a wide range of [charms](#) from star sign charms, through to



cake charms for birthdays, postcards, caged hearts and champagne celebration charms.

The new [Boho Soho](#) designs offer five key lines to choose from. The 'Artisan' line which features fabulously heavy day wear jewellery. 'Minarette' adds glamorous crystals to a more substantial look and feel. The 'Volute' range has a caged back design and an elliptical shape and is made up of two pieces that chime together when worn.

The 'Dilletante' range, on the other hand, would seem to have been designed exclusively for those with romantic intentions as it features love hearts encased in a heavy disc while the 'Mouchette' collection combines silver and seed shapes to give a silver waterfall effect.

Fashionable and stylish with a classic twist, the Boho Soho jewellery collection at Ernest Jones promises to be this winter's coolest collection.

About Ernest Jones: The Diamond and Watch Specialist

Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website. Celebrating its 60th Anniversary this year, Ernest Jones offers a wide range of leading brand watches and high quality jewellery and [engagement rings](#). Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewellers Limited, the world's largest specialist retail jeweller.

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