

LES ADORABLES COLLECTION

THE ULTIMATE BESPOKE SERVICE

FROM YVES FREY

With the best natural colour diamonds and a unique design, 'Les Adorables' Collection from Yves Frey is set to create a buzz when it is launched at IJL 2008.

London-based Diamond Merchant, Yves Frey, has established his reputation on sourcing the highest quality stones in a variety of colours, from the most popular to the rarest. Les Adorables is, however, his first branded concept and it is designed to be part of a series of branded collections in the future.

'Les Adorables' is the ultimate bespoke service, each ring uniquely tailored to each customer's taste yet recognisable through the distinctive design. Two bands of gold or platinum are interlinked with a natural fancy colour central diamond resting in between. Other stones can then be added to the individual design. 'Les Adorables' is likely to be the latest 'must-have' jewellery accessory.

'Les Adorables' has infinite combinations, creating a playful piece that will allow consumers to feel that they are involved in the design process. The choice of metals and colour, size, style and positioning of the main diamond in each design is selected during a consultation between the retailer and customer.

One of the key attractions of the concept is its' flexibility. Consumers can choose a style that is to their taste and within their budget range, making each ring personalised and as affordable or as indulgent as they like. Each ring will come in its own special presentation box.

The ring is also designed to be stackable, which is very on trend. Different designs can be interwoven, thereby stimulating repeat purchase and customer loyalty. Each chosen ring will be hand-made by Yves Frey to ensure complete consumer satisfaction.

'Les Adorables' promises a solution to the issue of how to present single natural colour diamonds for the greatest impact, and will allow retailers to offer a personalised and unique service.

