

# Buckley London unveils trend-led collections for Spring



Buckley London's Eastern Wishes charm bracelet for Spring/Summer 2019

Award-winning fashion jewelry brand Buckley London has launched seven new women's collections for Spring/Summer 2019.

The design is described as classic with a contemporary twist, acknowledging the trends for subtle messaging, scripture, gold tones and colorful charms. The affordable luxury range retails from £18 (US\$24).

The new Bailey-Rae collection has an intricately designed sunbeam on the reverse and a subtle engraved message on the front, while the sleek and contemporary Goulding collection incorporates a minimalistic, on-trend tusk design on pendants, earrings and wristwear.

After great success and reports of increased sales year-on-year, the new Be Charmed range has additional collections, Paradise and Eastern Wishes.

The men's collection, introduced in 2018, continues for Spring/Summer 2019 after a positive response to the innovative designs, quality materials and extensive range of styles to suit everyone, the company said.

The SS19 launch is supported with new lifestyle imagery, styled to reflect the understated beauty of the jewelry.

Amy Donlon, Head of Sales and Marketing, Buckley London, said: "We received a fantastic response 1

when we unveiled our new collections at the [2018] TFWA World Exhibition in Cannes, and are so looking forward to unveiling our brand-new collection to our customers. We believe that the inclusion of some trend-led designs alongside some more classic profiles will strengthen our product offering and reach out to a wider audience.”

Christina Lenihan, Design Director, Buckley London, described the collection as “stylistically on-trend”, while continuing the brand’s desire to provide luxury and affordability.

Buckley London supplies over 600 retail outlets worldwide, including 140 airlines, 100 airports and more than 80 cruise ships.