

TOUS celebrates Valentine's Day with the expansion of its Hold Collection



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TOUS, the Spanish jewelry & accessories brand and leader in the affordable luxury sector, has introduced new pieces to its Hold Collection to mark Valentine's Day on February 14. The new products are available now in airports.

The special day is a time to celebrate universal love – a concept closely connected to the brand and its fundamental value of tenderness. With the expansion of the line, TOUS aims to go beyond the traditional concept of love defined as a two-person relationship and encourage consumers to celebrate Valentine's Day by sharing it with everyone who is close to their hearts.

Additions to the Hold Collection include pieces in the shape of a heart and bear, pendants and leather cords, which allow consumers to play and design their own jewelry. A focus of the collection is an XXS version of a heart with a small perforated padlock that comes with its matching key in yellow gold, sterling silver and rose gold vermeil with spinels, rubies and turquoise.

Launched in 2018, TOUS' Hold Collection uses an innovative ring system that clicks open to hold one or a number of smaller charms and pendants, offering customers the opportunity to personalize their jewelry.