



MEDIA RELEASE

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Precious Fashion at the JAA International Jewellery Fair

The **JAA International Jewellery Fair** held at the Sydney Exhibition Centre, Darling Harbour on August 30 – September 1, 2009 is providing an arena for retailers to take advantage of the latest precious fashion sensation.

The world-wide trend towards fashion forward jewellery which is considered as essential as a stylish woman's handbag or pair of shoes has created a phenomenal demand for chic, unique, high quality and affordable offerings within the jewellery sector.

Both international and fashion magazines have created customer desire for dynamic and quality jewellery that can be worn everyday as well as the traditional need for night time glamour. Successful collections that are responding to this demand provide trendy and regularly updated collections for all ages and tastes.

Key to these looks is signature pieces and theatrical jewellery which makes both a fashion and personality statement. The fashion industry is making waves in the jewellery business.

In the past few years, *Pandora* has been a clear pioneer in creating a demand for regular updates to the fashionista's jewellery wardrobe.

Georgini has taken this to the next level, creating high quality jewellery whose custom designs make glamour and sophistication available to everyone.

Signature jewellery like the collection from *Blue Turtle* whose poem pieces tell a story and theatrical pieces like *Little Pearly Shell's* black flower ring are just a small part of the offerings at this **year's JAA International Jewellery Fair**.

"The **JAA International Jewellery Fair** endeavours to provide retailers with a variety of jewellery offerings whether that is fine jewellery of the highest quality or fun fashion forward collections", said Gary Fitz-Roy, Managing Director, Expertise Events the Fair's organisers.

For visitor or exhibition information visit www.internationaljewelleryfair.com.au or call +61 2 9452 7575.

Where & When: **JAA International Jewellery Fair Sydney (IJF)**
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009

Information & Registration: Call + 61 2 9452 7575 or visit www.internationaljewelleryfair.com.au

MEDIA ENQUIRIES

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