

OH SO CHARMING /202 JEWELLERY



The 90m² showroom is a state-of-the-art Jewellery showroom with Shop-In-Shop Concept, Europe's most sought after way for the contemporary fashionista to shop for unique designer Jewellery. The Shop-In-Shop concept with different sections for each brand will appeal to the all jewellery connoisseurs, encouraging every customer to become their own designer. The Sliema shop will also be Europe's largest supplier of cutting-edge brands Chamilia and Spinning Jewellery, both of which debuted in Malta at the 202 Jewellery in Valletta in 2008.

Designed by up-and-coming Architects Grech&Vinci, the outlet is composed of a 'necklace' of modular spaces which sculpt the space: walls become part of the display and the voids in between become passageways. Each modular space showcases the work of the various designers and are distinguished by size, function and decorative materials, creating an overall effect of light, space and sparkle that catches the eye of the passer-by and entices them into this sparkling (and very modern) Aladdin's Cave.

The concept of customising your own jewellery, and being able to adapt it to your different outfits and moods, has become as popular in Malta as it is all over the world. "Our unique environment encourages our customers to get in touch with their inner designer, allowing them to touch, feel and to try on exquisite handmade Jewellery, and enjoy the interactive, relaxed environment. This is something that has to be experienced in person."

The new store continues to offer world leading brands offering exclusive, one-off jewellery pieces for the discerning customer, from the fashionista buying for him or herself, to the gift-giver, looking for something special and unique. The opening of a new retail outlet allows 202 Jewellery to introduce Malta to world renowned watch and jewellery brands that

have not been previously available, and aims to continue to search for innovative pieces to ensure there is something for everyone.

To complement the highly desired Chamilia, Pandora, Spining Jewelry & d'Alton Paris watches brands, we are introducing the world famous brands, Ole Lynggaard, CEDE' Jewellery, Skagen Watches & Elysee Watches.

OLE LYNGGAARD

Goldsmith and designer Ole Lynggaard created his brand in 1963 and has a solid and well-established reputation as a luxury brand, not only in Scandinavia, but throughout the world.

In March 2009, Her Majesty Queen Margrethe II of Denmark opened a tiara exhibition at the Amalienborg Royal Palace. The "Midnight tiara" designed by Ole Lynggaard Copenhagen was among the exquisite designs on display.

By introducing the brand to Malta, 202 Jewellery will introduce the Sweet Drops™. This a luxurious bracelet, handmade in Denmark in exclusive calf skin, with beautifully crafted, changeable Sweet Drops™ in numerous exquisite expressions. Charlotte Lynggaard handpicks the beautiful gemstones herself, ensuring the quality matches Ole Lynggaard's exacting specifications.

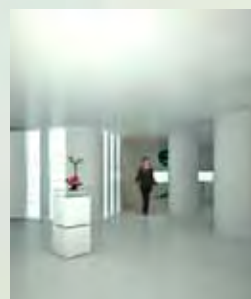
The shapes and colours provide great versatility, with a wide range of complementary and individual combinations of the bracelet. This supports Ole Lynggaard's original idea to design 'flexible' jewellery, meeting the unique demands of every customer is

the concept of the company for almost half a century. There are many different combinations from the extravagant Sweet drops™ paved with white or black diamonds and cut to perfection, the feminine choice with rose quartz, amethyst or Tahiti pearl, the fairytale option including the golden bird in a gilded cage, or the more modern pieces in black silver with diamonds or natural black onyx.

This collection can also be attached to Ole Lynggaard Copenhagen's luxurious silk necklaces, gold and silver chains or link bracelets.

Ole Lynggaard's Sweet Drops™ offers the Maltese shopper exclusive, high quality, hand made and customisable jewellery the perfect brand to be associated with.

It is exclusively available at 202 Jewellery's new designer outlet in Bisazza Street, Sliema. Prepare to be impressed.



COMPETITION

Answer the question below for your chance to WIN Chamilia Starter Pack

What brand will 202 Jewellery introduce to Malta with the opening of their new store?

Send in your reply together with your name and mobile number to piazza@izzyinc.com.mt