



## **Fameo Wins UK Bridal Collection of the Year Award**

*Jewellery designer and online retailer Fameo won the Bridal Jewellery of the Year award at the UK Jewellery Awards 2008 for its bridal jewellery collections.*

London, United Kingdom, July 26, 2008 --(PR.com)-- British jeweller Fameo, one of the finalists in the UK Jewellery Awards 2008 competition won the Bridal Jewellery of the Year award, with their two bridal jewellery collections - a unique series of [fine jewellery](#) pieces, which includes an ensemble of special heirloom quality bracelets, earrings, necklaces and pendants.

The UK Jewellery Awards event took place at the Grovenor House Hotel, Park Lane on Thursday 17th July 2008. A spectacular ceremony hosted by Mica Paris, soul singer and TV presenter, attended by British celebrities and the cream of the international jewellery world. The catwalk event that took place showcased stunning pieces of jewellery, which made a huge impact on the fashion runway and the awards were presented to each winner of the jewellery categories. Retail Jeweller editor Sarah Carpin said: "It was a tremendous evening where we awarded and applauded the very best in our industry."

Fameo's award winning bridal jewellery collections include Imperial Wedding - a mix of cascading peach-colour morganite gemstones accented by princess-cut diamonds and the Tsarina - pearl jewellery range.

"Any bride would really be proud to wear this jewellery on her wedding day. There is a real sense of romance about these pieces" enthused one judge. Selected pieces from the Imperial Wedding collection was picked for the event's catwalk show.

Louise Davies, designer and director of Fameo comments: "Achieving the perfect look for the most important day of your life is paramount and the Imperial Wedding jewellery collection with its cascading movement, unique colour, timeless vibrance and stunning pink sparkles - does it."

Fameo will be expanding its bridal jewellery collection and dedicating a section at its online jewellery boutique purely for the wedding market, showcasing the Imperial Wedding and Tsarina collection initially, with new collections added throughout the year. "While current economic downturn and threats of recession does affect sales, it's a perfect opportunity to re-think our long term strategy and invest into the expansion of the online business," said Louise Davies, director of Fameo Ltd.

### **About Fameo**

Fameo Ltd is headquartered in London, UK and offers an exquisite mix of theme and classic fine jewellery with an emphasis on colour gemstones. Fameo's award winning online jewellery boutique focuses on unusual, luxurious and innovative couture jewellery collections created by an in-house team of jewellery designers and sold exclusively online. For more information, visit <http://www.fameo.co.uk/> or call + 44(0) 845 259 1358.

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