

# Ernest Jones launches a 60 diamond pendant to celebrate its 60th year in retail

ERNEST JONES  
THE DIAMOND & WATCH SPECIALIST

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Ernest Jones, the Diamond and Watch Specialist, has launched a new exclusive 60th Anniversary Pendant to celebrate its 60 years in business. With a total 0.60 carat, the 60th Anniversary Pendant is on offer at half price and is an amazing way for Ernest Jones to celebrate its diamond anniversary.

Featuring a dazzling 60 diamonds, one for each year that Ernest Jones has been trading, the launch of this [60th Anniversary Pendant](#) is the cornerstone of a campaign to celebrate the first 60 years of the diamond [jewellery specialist](#).

Jeff Jones, Brand Manager at Ernest Jones, offered his thoughts about the anniversary celebrations, "As Ernest Jones is 'The Diamond and Watch Specialist', and I am delighted that we are celebrating our diamond anniversary. It is right that we share this occasion with our customers who have trusted us to find them the perfect diamond over the last 60 years. To celebrate this important landmark we have selected an even finer



range of diamonds for 2009 which can only be found at Ernest Jones, including our exclusive Leo Diamond."

The 60th Anniversary Pendant is exclusive to Ernest Jones. Each of the 60 pavé cut diamonds has been hand set by skilled craftsmen in 9ct white gold. Styled to capture the magic and elegance of vintage jewellery, Ernest Jones has created a dazzling way to celebrate its diamond anniversary. It is also a fantastic opportunity for customers to buy a truly stunning piece of jewellery at a great price in these credit crunch times.

To complement the 60th Anniversary Pendant, the Ernest Jones website has also assembled a Vintage Style Collection of jewellery. Featuring [9ct white gold diamond set pendants](#), earrings and bangles, the glamorous exclusive Vintage Style Jewellery collection is only available at Ernest Jones.

### **About Ernest Jones: The Diamond and Watch Specialist**

Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website. Featuring a wide range of leading brand watches and high quality jewellery, Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewellers Limited, the world's largest speciality retail jeweller.

Founded in 1949, Ernest Jones stores have been one of the leading high street retailers of quality [diamond rings](#), jewellery and watches in the UK for 60 years. Catering for the higher end of the middle market, Ernest Jones offers quality, service, exclusive products, designs and brands.

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