

H. Samuel Unveils Glamrush Campaign to Promote Glamour and Style

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THE JEWELLER

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Press Release Summary: H.Samuel launches new Glamrush campaign featuring Noir, Evoke and Fluid jewellery collections to promote style and glamour



Press Release Body: **H.Samuel**, part of the world's largest speciality jeweller, has unveiled the new **Glamrush campaign**. This is a brand new drive to promote glamour and style with a huge buy-one-get-one half price campaign. The **Glamrush campaign** is also supported by the release of three brand new collections of jewellery; **The Noir, Fluid, and Evoke collections**.

Launched at the start of August and lasting until the 13th September 2008, this campaign is a first for the high street's favourite jeweller. In the words of **H.Samuel Brand Controller, Jeff Jones**, *"We are offering a fabulous choice of any mix of pendants or earrings at buy-one get-one-half price, which means that we offer the flexibility to suit everyone's tastes. There are literally hundreds of combinations to choose from."*

Offering a large selection like this at buy-one-get-one-half-price means the customer has a much greater choice and is more than likely to find something they want amongst the offer items in any combination. As a result customers will be able to mix and match earrings and pendants and create the looks they want from the items on offer.

Jeff Jones continued, "The fact that our diamond pendants and earrings are also included means that there has never been a better time to treat yourself or a loved one. Glamrush is a perfect way to bring out the sunshine and chase away the credit crunch blues by treating yourself to [sparkling jewellery](#)."

To complement this campaign, **H.Samuel** has also launched three new jewellery ranges; Noir, Fluid and Evoke.

The Noir collection, features stylish black and white diamond [necklaces](#) and earrings with a chic retro feel.

The Fluid collection offers an elegant and fun alternative to the sophisticated style of the Noir collection with softer, flowing, organic designs.

The third collection of earrings, pendants and [necklaces](#) is the **Evoke jewellery collection**, which brings together the timeless elegance of 9ct gold and ever fashionable Swarovski crystals, in sparkling, hand set jewellery.

These three collections form a key part of the **Glamrush campaign** and emphasise **H.Samuel's** offering of affordable glamour.

About

H.

Samuel:

H. Samuel is the nation's favourite High Street Jeweller with over 360 stores and a retail website at www.hsamuel.co.uk. Featuring an incredible range of branded watches including DKNY, GUESS, Diesel and Police [watches](#), H. Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H. Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

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