



and dreamy, casual jeans with a touch of elegance or an evening gown and high heels.

The new collection from Ernest Jones makes creating a [Pandora charm bracelet](#) or necklace easy. Customers simply choose which length and material they would like from a range of 14ct gold or silver chains with lengths of 19cm to 45cm, providing a variety of uses as either necklaces or bracelets. Once the chain is chosen Pandora also offer a wide range of clasps and safety chains to choose from.

Next customers choose the beads that they want. With a wide selection ranging from simple beads to skulls, brightly coloured charms, silver, gold, Swarovski crystal, birthstones, a beautifully decorated cake for a child's first birthday, a plump heart for a girlfriend or boyfriend, a suitcase for an exotic holiday, the [Pandora charm](#) and bead collection has something for every occasion.

[Pandora jewellery](#) was founded by Per and Winnie Enevoldsen in Copenhagen, Denmark. Starting out as a small jewellers shop, the couple travelled to Thailand to source their jewellery, and become so popular that they switched to wholesale supply and opened their own factory in Japan to maintain control over their designs. The designers Lone Frandsen and Lisbeth Larsen were hired and Pandora began focusing on creating the unique and fun range that is now sold all over the world and is this year's must have fashion accessory.

About Ernest Jones: The Diamond and Watch Specialist Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website at [www.ernestjones.co.uk](http://www.ernestjones.co.uk). 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.

**Web Site:** <http://www.ernestjones.co.uk>

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