

Buckley London launches SS20 collections

By **Hibah Noor** on February, 13 2020 | Fashion, Bags & Accessories



Along with Buckley London's other SS20 collections, "Cleo" was introduced at TFWA Cannes last year



Described as a modern take on jewelry worn by the ancient Pharos of Egypt, the "Cleo" collection features a ring, a friendship bracelet, a pair of ring pendants and half hoop earrings

With an exotic campaign showcasing six new women's collections, plus additions to the men's and gifting ranges, Buckley London welcomes Spring Summer 2020. The SS20 launch is supported by a series of opulent, vivid campaign imagery in a rural Spanish setting.

Running throughout the collections are tones of gold, rose gold and silver, with finite detailing from twisting and quilting, to geometric patterns and delicately handset crystals.

The collections were first unveiled at TFWA Cannes in October last year, giving customers a sneak preview at "Eternal", a delicate and feminine collection taking inspiration from organic silhouettes, "Mayan", a collection inspired by ancient South American themes and "Cleo", a modern take on jewelry worn by the ancient Pharos of Egypt.

The gifting range has significantly expanded and evolved over recent seasons, with elevated product and packaging to offer a varied range of luxury gifting pieces with meaningful messaging and intricate detail.

After a continual growth in performance and popularity, the Buckley London For Him range sees 7 new pieces to collections "Harley", "Novello" and "Logan", with semi-precious beaded bracelets and steel cuffs carved with intricate patterns, amongst other contemporary designs.

The fashion jewelry brand's exclusive travel retail series showcases exciting new additions including a vibrant rainbow collection, an update on the award-winning Russian collections, as well as travel inspired pieces and mesh bracelets.

Christina Lenihan, Design Director, Buckley London, says: "Following a fantastic response at TFWA Cannes, we are thrilled to launch the eagerly anticipated SS20 collections. This latest range is a huge leap forward for the brand, showcasing some innovative designs whilst retaining our ethos of creating high quality jewelry at affordable price points."