

Buckley London gets colorful in Orlando showcase



Buckley London's Bailey Rae Collection features an intricate sunbeam and a subtle engraved message

Buckley London is returning to the Summit of the Americas in Orlando to showcase its latest jewelry collections.

The new Spring/Summer 2019 range offers classic items with a contemporary twist, acknowledging the current trends of subtle messaging, scripture, gold tones and colorful charms.

It includes the new Bailey Rae collection, comprising a set of stacker rings, a reversible pendant and bracelet. The pieces feature an intricately designed sunbeam on the reverse and a subtle engraved message on the front.

The sleek and contemporary Goulding collection has a minimalistic, on-trend tusk design on pendants, earrings and wristwear.

Alongside the newly launched SS19 women's collections, Buckley London will also be presenting the latest additions to the men's, gifting and BeCharmed ranges.

The brand's first men's collection, Buckley London For Him, which launched in 2018, has been a huge success, the company said, due to the innovative designs, high quality materials and a vast range of styles to suit everyone.

A selection of wristwear and cufflinks will be on display in a range of materials, finished and styles, showcasing the versatility of the ever-expanding collection.

The Logan Flat Mesh Cuff, in hematite and rhodium, is one of the new men's styles exclusively being

exhibited and has already proven to be a popular purchase with retailers and consumers alike, according to Buckley London.

With the continuing popularity of charm bracelets, the brand is developing the BeCharmed range, with the addition of carefully designed pieces to current ranges as well as the creation of new collections inspired by some of the most desirable places around the world.

The BeCharmed range consists of five collections: Atlantis, Fiesta, Parade, Eastern Wishes and Paradise. The newest addition, Paradise, represents exotic, tropical regions with brightly colored, intricately designed and crafted charms on an array of styles.

The Orlando show will also see an exclusive preview of the new Paradise multi-charm bracelet.

Amy Donlon, Head of Sales and Marketing, Buckley London, said: "As we continue to draw our focus to increasing our presence within the Americas, we are very excited to be returning to the Summit of the Americas this year. Not only will we be offering a selection of our best-selling pieces and brand new additions to the latest range, but we will exclusively be unveiling some never-before-seen product which we are certain will create a real buzz around the brand. We are thrilled to be able to share these fantastic designs with our customers for the first time."