



FOR IMMEDIATE RELEASE
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Bride finally receives her long awaited diamonds!

Award winning jeweller Nicholas James of Hatton Garden has received an extraordinary request from one of their customers; to create a truly unique wedding anniversary gift by customising a ladies bicycle.

Nicholas James 'Independent Retailer of the Year' specialises in beautifully designed, contemporary platinum and diamond jewellery. They were commissioned to produce a one-off bike complete with inset diamonds and 18 carat gold trim. Nick Fitch, designer and owner of Nicholas James, comments; "We were slightly taken aback by the customer's brief to marry his wife's two loves, cycling and fine gems. However, it's such an exciting project; we simply couldn't refuse the challenge!"

Nicholas James contacted cycle specialist Enigma to provide the frame and parts, selecting the light weight, high performance titanium 'Elle' frame which has been designed and engineered with specific geometry and dimensions for women. Now it was Nick's task to enhance Elle's feminine form with precious gems!

Once the diamonds were carefully selected it was time to set the stones. Nick explains; "The tubing of the frame is only 0.8mm thick, which is the thinnest we've been asked to set. Additionally, the titanium is a special mix used in aviation making it the hardest metal in the world. It was a case of blood, sweat and tears to set these stones but it's been worth it; the finish is incredible."

The newly 'blinged' frame now returns to Enigma for the final finishing touches including a mirror finish and 18ct gold decals. Jim Walker, Director of Enigma, enthuses; "The Elle is a really special bike but this is in a whole new realm. There has been an exceptional level of craftsmanship at every stage. The finished article will be a fine example of handcrafted British design; we will be presenting the surprise bike to its new owner at the Cycle Show in October - can't wait to see her face!"

Photocall: 8th October 2009, 1.45pm at Enigma - Stand B8 @ Cycle Show, Earls Court 1

ENDS

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