

For Immediate Release

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**Nicholas James Showcases the World's Most Precious Bridal Gown
Hatton Garden Jewellery Week 7th - 13th June 2010**

Award winning jeweller Nicholas James has been selected to exclusively display a stunning wedding dress created from the rarest and purest of metals courtesy of Platinum Guild International during this year's Hatton Garden Jewellery Week.

Visitors to Nicholas James' Hatton Garden showroom will be able to admire the splendour of this unique bridal gown valued at nearly £100,000. Japanese artisans patiently weaved microscopic threads of platinum to obtain this enchanting fabric. The precious 'cloth' was transformed by the talented Italian couturier, Domo Adami. In perfect harmony with the characteristics of the fabric used, this sumptuous gown marries exceptional craftsmanship and modern design, that's underlined by soft lines and great creative imagination.

Additionally during Jewellery Week, Nicholas James will be providing a rare opportunity to see a 'work in progress' of their latest collaboration with titanium cycle specialist, Enigma. The new project is a bespoke creation incorporating over 12 carats of rough diamonds set into the frame, accessorised with 18ct gold plated parts and trims.

Nicholas James will also be launching a stylish range of men's bands in the exciting white metal, palladium and the new 'Embrace' collection of engagement and wedding rings. On Saturday 12th during the Hatton Garden Festival the showroom will be offering a complimentary dram from the Scotch Malt Whisky Society and the chance to win a limited edition sterling silver Nicholas James keyring worth £295.

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Notes to editors:

For further information or images please contact Becky George at Wonderberry.

T: 020 7404 9594

E: b.george@wonderberry.co.uk

Nicholas James

T: 020 7242 8000

E: info@nicholasjames.com

www.nicholasjames.com

16-18 Hatton Garden, London, EC1N 8AT

