

# THE **AUGUST** EDIT

*Our pick of the best new jewellery and watch launches  
from designers, brands and manufacturers*



## **Sif Jakobs Jewellery**

Danish fashion jewellery brand Sif Jakobs has moved into watches with the launch of seven timepieces, each made of stainless steel and incorporating a Japanese Miyota movement. Founder Sif Jakobs says: "Watches are not just a convenient way to pay attention to time. It's jewellery, a statement – it says that you are dependable, reliable and value time."

RRP £179–£249/[sifjakobs.com](http://sifjakobs.com)



## **Bee Goddess**

Luxury jewellery brand Bee Goddess unveiled its new Bee The One collection at the recent Couture show in Las Vegas. The range features an array of rings, bracelets, earrings and necklaces in 18ct gold and diamonds designed for modern brides.

Rings feature baguette, round and marquise cut diamonds and offer exquisite styling.

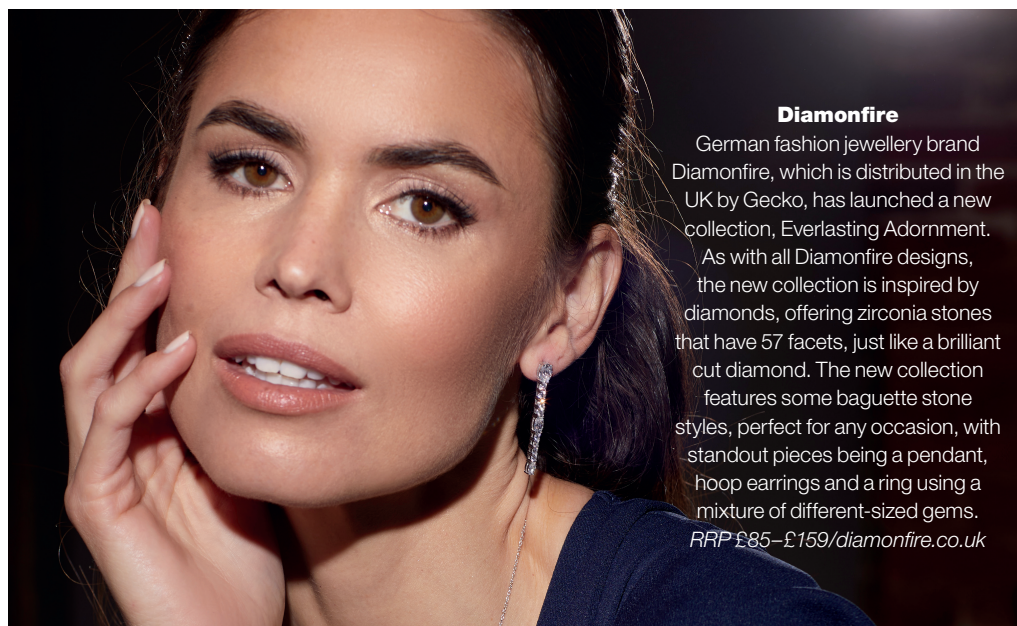
RRP £21,690/[beegoddess.com](http://beegoddess.com)



## **Vurchoo**

Sustainably minded jewellery brand Vurchoo has added new pieces to its enduringly popular Studs of Hope collection. Designed at a competitive price point and with low minimum order quantities, Studs of Hope also donates 10% to 25% of sales to affiliate charity Teach A Man To Fish, which helps children around the world into education.

RRP £40/[vurchoo.co.uk](http://vurchoo.co.uk)



## **Diamonfire**

German fashion jewellery brand Diamonfire, which is distributed in the UK by Gecko, has launched a new collection, Everlasting Adornment.

As with all Diamonfire designs, the new collection is inspired by diamonds, offering zirconia stones that have 57 facets, just like a brilliant cut diamond. The new collection features some baguette stone styles, perfect for any occasion, with standout pieces being a pendant, hoop earrings and a ring using a mixture of different-sized gems.

RRP £85–£159/[diamonfire.co.uk](http://diamonfire.co.uk)



## **Adidas Originals**

Timex Group has produced the first collection of watches for Adidas Originals, which will be designed, manufactured and distributed by Timex Group. The new range, which comprises four models, is available across Adidas owned stores, the Adidas website and select stores globally. In the UK, the watches are available via [watchshop.com](http://watchshop.com).

RRP £49–£140/[watchshop.com](http://watchshop.com) and [adidas.com](http://adidas.com)



#### EdoEyen

Designed by Khmer American sisters Edo and Eyen Chorm, and made in New York using recycled metals, EdoEyen's Gottum ring is inspired by surviving relics of the ancient royal Khmer civilisation. It features a brilliant 0.60ct ruby set with lotus leaf-shaped prongs atop a two-tiered pedestal with carvings of patterns found on relic chignon covers meant to be used by the divine. *RRP \$2,750–\$7,000 (£2,245–£5,715)/[edoeyen.com](https://edoeyen.com)*



#### Citizen

Watch brand Citizen has released a limited edition watch as part of its collaboration with the HAKUTO-R commercial lunar exploration program, operated by lunar robotic exploration company ispace inc. It features recrystallized titanium, a new material created by applying a high-temperature heat treatment to titanium, followed by a cooling process. This produces a unique crystal pattern on the surface. *RRP £2,695/[citizenwatch.co.uk](https://citizenwatch.co.uk)*



#### Lucy Quartermaine

British silver jewellery brand Lucy Quartermaine has released its latest collection, Egyptian, which is inspired by Egyptian adornments. According to the brand's eponymous founder and designer, Lucy Quartermaine, "The collection represents its own design language, which has been created using a playful geometric style with each piece being very statement." *RRP £55–£475/[lucyqdesigns.co.uk](https://lucyqdesigns.co.uk)*



#### Elliot Brown

Watch brand Elliot Brown has added to its women's watch collection with the introduction of the new Bloxworth Hali range. Hali is a name of Greek origin meaning sea. There are eight watches in the new range with a choice of either a rubber or a bracelet strap. Each watch features sparkling bezels and the choice of a piano-white dial or a mother-of-pearl option. *RRP £495–£595/[elliottbrownwatches.com](https://elliottbrownwatches.com)*



#### ChloBo

Following on from the success of its initial necklaces, which it unveiled back in October last year, fashion jewellery brand ChloBo has now introduced initial bracelets. The bracelets, which also come in kids' sizes and are perfect for gifts, are available in sterling silver and sterling silver with yellow gold plating, with the option for multiple initials to be worn in stacks. *RRP £69–£105/[chlobo.co.uk](https://chlobo.co.uk)*