

FOR IMMEDIATE PUBLICATION

### THOMAS SABO extends Generation Charm Club with new designs



**Lauf a. d. Pegnitz, July 2018** – Following the successful launch of the new Generation Charm Club at the beginning of this year, THOMAS SABO is extending the world of Charms with the 2018 Autumn/Winter Collection by adding a further 48 designs. With their diverse sizes, materials, surfaces and strong symbolic character, the newly designed pieces of jewellery fit seamlessly into the existing collection and highlight the new wearing comfort of Generation Charm Club with en-vogue looks.

Handcrafted with precision, with high quality workmanship, the continuation of the collection presents new pieces, which will quickly become your favourite for creative combinations: Whether classic lucky charms in filigree cut-out design, graphic statement pieces in the art-deco style of the 1920s or nostalgic protective symbols in a vintage inspired look - the detailed Charms offer even more possibilities for personal statements and ignite the passion for collecting anew. The large Coin Charms in particular are an ideal addition to any combination. Inspired by coins of past epochs, the elaborate designs show traditional symbols of love, peace or strength, partly paired with a rebellious look. Detailed decorations and vintage elements also adorn the astro-inspired designs in the collection: Star designs



## PRESS INFORMATION

with precious stone embellishment and hand-cut inlays take the wearer on a journey into the cosmos and invite him or her to dream.

The collection is rounded off by new variations of necklaces and bracelets that allow an individual style mix in the en-vogue layering look and appeal to all THOMAS SABO generations.

The Generation Charm Club Autumn/Winter 2018 innovations will be introduced in all THOMAS SABO shops and shop-in-shops, in the online shop at [www.thomassabo.com](http://www.thomassabo.com) and at selected partners from now until September 2018.

### About THOMAS SABO

THOMAS SABO is one of the globally-leading jewellery, watches and beauty companies, designing, selling and distributing lifestyle products for women and men. The company, established in 1984 by Thomas Sabo in Lauf an der Pegnitz, southern Germany, operates around 300 of its own shops across all five continents with a total of around 1,860 employees. At its headquarters, THOMAS SABO employs a staff of around 490. THOMAS SABO also collaborates globally with approximately 2,800 trade partners as well as leading airlines and cruise operators.