

# SOKOLOV

JEWELRY

## PRESS RELEASE

### **SOKOLOV JEWELRY UNVEILS NEW COLLECTIONS AT TFWA World Exhibition & Conference 2018**

**Meet new SOKOLOV collections and bestsellers featuring a unique gemstone cut in the shape of the famous Russian matrioshka doll as well as trendy models with exotic and geometric design, and, of course, timeless classic.**

#### **New season - new trends - new creations by SOKOLOV designers**

Inspired by vivid colors, space travelling and multifaceted female beauty, SOKOLOV designers have introduced their brilliant ideas with out of the box attitude to the jewelry fashion. Thanks to the amazing variety of novelties, every woman now can find her "own" jewelry piece and put the finishing touch on any outfit, from a stylish business suit to a cocktail dress.

Every single jewelry piece stands for high craftsmanship and love that SOKOLOV jewelers share for their work and, of course, for unique female individuality. Therefore, Matrioshka, one of the brightest and powerful images, has become a guiding motif in the M-STYLE gold collection as well as in the RUSSE silver collection. The focus here is on SWAROVSKI stones: rich crystals with platinum amalgam and the cut that is exclusively designed for SOKOLOV.

The brand also unveils three silver collections inspired by careless summertime and fancy dresses. Pearl and turquoise addicts will like the UNITY collection following the popular trend for round stone, and micropearls with only 2 mm in diameter are specially created for sophisticated jewelry lovers. The feeling of freedom combined with a little touch of Boho style is the recipe for the FEATHERS collection with local gold plating.

Larger but still very gentle models in the AIR collection won't be left unnoticed as its beautiful lace motifs and elegant floral patterns will successfully complement any outfit.

As for the exotic design, SOKOLOV designers invite us to think of pirate treasure chests and introduce silver LUCKY COINS with dark oxidation and bright gold plating. But if you wish to see more nature inspired pieces, you should pay attention to STONE GALLERY. This collection includes bracelets made from different types of genuine stones carrying their particular energy.

Being a very popular trend today originating from worldwide fashion weeks and catwalks, space travelling has transformed into silver stars from the collection STARRY SKY. And jewelry pieces from FINE ROCKS that resemble galaxies shining with SWAROVSKI crystals are here to complement your bold personality.

Another exciting novelty of this autumn is CANDY, a silver collection with SWAROVSKI thorn-shaped crystals. Vivid hints enhanced with platinum amalgam and a lot of facets are to become a new "must have" for parties.

And finally, timeless classics... Dainty lines, trendy round motifs and accurate cubic zirconia setting in the ALLIANCE collection will take reserved outfit to the next level. Minimalism is still on trend, and a classic jewelry wearer will always look gorgeous on every occasion.

This truly distinct and unique SOKOLOV jewelry has already conquered millions of women's hearts, and yet it is aimed to bring even more beautiful smiles and unforgettable moments.

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