

Molly Brown London Launch New Girls Jewellery Collection



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Molly Brown London has done it again and released a new best selling collection. The Tinkerbelle Collection and the new Molly Brown TAG Necklace recently launched at Spring/Summer 2010 buying meetings has been snapped up by buyers from independent jewellers and leading stores across the UK and Ireland. The new collections will be available in April at MollyBrownLondon.com and high demand is expected for the new Tinkerbelle Collection which features sterling silver and enamel bells with tiny sterling silver stars. The TAG necklace features the brands' paw print logo and is sure to be a hit with fans of this leading [girls' jewellery](#) designer brand.

Erica Illingworth, Director of Molly Brown said, "Launching new designs is always a little nerve wracking, you never know whether buyers will react favourably or not – thankfully we seem to have hit the mark again with the new Tinkerbelle Collection and the new Molly Brown TAG necklace. We are already working on designs for Autumn/Winter 2010 and have some very exciting pieces in the pipeline."

The designer girls' jewellery brand continues to expand and is now stocked in over 80 stores nationally. The Collections have been featured on Selfridges' website as the 'Latest Must Have' and there have been waiting lists reported in stores for the jewellery when new Molly Brown designs are launched.

Molly Brown is the ideal place to shop on-line for a christening gift as the jewellery is made using only precious metals, coloured gemstones

and freshwater pearls. From sophisticated [initial necklaces](#) to fun fish charms, there is something for every girl within the Molly Brown collection. Whether spending £25.00 or £125.00, each piece comes wrapped with the most beautiful, luxurious brand packaging so that all gifts look as if you have spent a small fortune even if you haven't!

As the wedding season approaches, Molly Brown girls' jewellery is also perfect way to thank a bridesmaid or flower girl on your special day. There is a great selection of necklaces and bracelets within a wide price bracket available, ideal for bridesmaid gifts or flower girl's gifts. The Collections feature small and large silver bracelets and pearl bracelets suitable for all wrist sizes.

The website features a Gift Guide which helpfully suggests ideas for Birthday Gifts, Christening Gifts, Bridesmaid Gifts and even gifts for the girls who hate pink in the Tomboys section! Using Molly Brown's 'Pick and Mix', visitors can create bespoke gifts by adding charms, such as the ever popular silver pendant initial and a coloured love heart charm, to a bracelet or necklace.

Molly Brown London ships internationally to most worldwide destinations and even offers a bespoke gift wrapping service for when a gift is being delivered directly to the recipient. The Returns Department is also excellent, no quibbling and a fast, friendly Customer Care Service at all times.

The new Molly Brown TAG Necklace and Tinkerbelle Collection will be launched in April on their e-commerce website. To be the first to hear when the new products launch, sign up to Molly Brown to receive their newsletter today. To view the full the jewellery for girls available, visit <http://www.mollybrownlondon.com>.

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