



FOR IMMEDIATE RELEASE

Joanna Bury
+44 7739310096
email@joannabury.com
www.joannabury.com

Lingerie designer launches bespoke jewellery collection



'Ethereal' Wrist Cuff



'Irezumi Black' Neck Piece



'Petals' Silver Ring

International Jewellery London, Olympia, Kickstart Stand T10E, 2016 - Lingerie Designer Joanna Bury launches her new venture creating bespoke jewellery collections which include designs that follow the shape of the body adorning the skin with feminine lace-like tattoo patterns.

The 'International Jewellery London' (IJL) Kickstart initiative is the perfect launch pad for Joanna's jewellery design business. She is launching three collections consisting of 'Ethereal', 'Irezumi Black' and 'Petals'. The collections feature a selection of bespoke neck pieces and wrist cuffs alongside ready-to-wear necklaces, earrings and rings which take inspiration from the culture of body adornment with a feminine lingerie twist.

Like night and day, the two acrylic collections stand opposite each other. The glass-like, transparent appearance of 'Ethereal' is trimmed with Silver, whereas 'Irezumi Black' is the dark interpretation accompanied with Rose Gold ready for evening wear. The 'Petals' collection consists of delicately designed Sterling Silver and Rose Gold plated pieces that utilise patterns from the acrylic collections and therefore compliment the acrylic pieces.

Joanna creates bespoke made pieces such as the neck piece and wrist cuff pictured above. The fit is integral to the design process where the wearers measurements are taken remotely and used to individually form the pieces to fit the wearer.

Joanna explains her inspiration and work process "I consider a piece of jewellery to be a form of removable tattoo, worn to adorn yet easily removed. Most of the design details are inspired by modern urban culture, tribal decoration, tattooing and body adornment and so the resulting intricate patterns are effectively projected onto the skin beneath"

About Joanna Bury - Jewellery Designer

Joanna Bury is a British jewellery designer and maker who specialises in contemporary, statement jewellery pieces formed in a range of different materials, such as sand-blasted glass-like acrylic and precious metals.

Joanna's design style combines traditional techniques & new digital methods in a unique and original aesthetic; adorning the body with feminine lace-like patterns which echo back to her previous career as a lingerie designer.

Joanna re-trained in Silversmithing and Jewellery Design and was selected as a 'Bright Young Gem' exhibiting her graduate collection at IJL in 2014.

For further information regarding Joanna Bury's collections including high resolution images and a digital version of this press release please visit www.joannabury.com > **contact** > **press** or call Joanna on 07739310096 / email@joannabury.com



International Jewellery London

These images are available as high resolution at: www.joannabury.com
under Contact > Press

1.



2.



3.



4.



5.



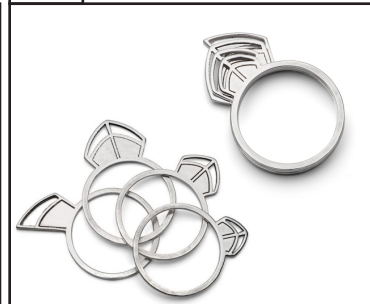
6.



7.



8.



9.



10.



11.



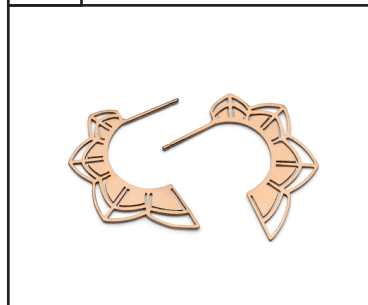
12.



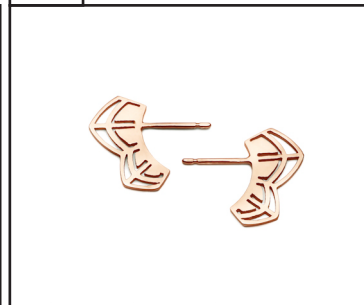
13.



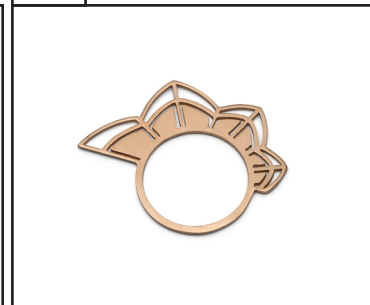
14.



15.



16.



Joanna Bury | Jewellery Designer

CONTACT: Mobile: +447739310096; E-Mail: email@joannabury.com; Website: www.joannabury.com

[f joannaburyjewellerydesigner](#) [@Joanna_Bury](#) [#joannabury](#)



International Jewellery London

	RRP Price
1. 'Ethereal' Bespoke Neck Piece	£180
Laser cut and engraved glass-look green acrylic, custom made to your measurements.	
2. 'Ethereal' Necklace	£150
Laser cut and engraved glass-look green acrylic with Sterling Silver chain and fastenings.	
3. 'Ethereal' Collar Necklace	£120
Laser cut and engraved glass-look green acrylic with Sterling Silver chain and fastenings.	
4. 'Ethereal' Wrist Cuff	£125
Laser cut and engraved glass-look green acrylic, custom made to your measurements.	
5. 'Petals' Silver Small Necklace	£240
Etched Silver Necklace, sandblasted and burnished to add contrasting matt and high shine.	
6. 'Petals' Silver Long Earrings	£70
Hand-finished and formed. Earwires are also Sterling Silver.	
7. 'Petals' Silver Ring Earrings	£70
Hand-finished and formed. Earwires are also Sterling Silver.	
8. 'Petals' Silver Stacking Rings x 4	£150
Four individual rings that can be stacked up or splayed out as petals around the finger, similar to the 'Petals' Ring.	
9. 'Irezumi Black' Bespoke Neck Piece	£180
Laser cut and engraved black acrylic, custom made to your measurements.	
10. 'Irezumi Black' Collar w,Rose Gold	£150
Laser cut and engraved black acrylic with Rose Gold plated Silver chain and fastenings.	
11. 'Irezumi Black' Pendant w,Rose Gold	£120
Laser cut and engraved black acrylic with Rose Gold plated Silver chain and fastenings.	
12. 'Irezumi Black' Wrist Cuff	£125
Laser cut and engraved black acrylic, custom made to your measurements.	
13. 'Petals' Rose Gold Small Necklace	£300
Etched Rose Gold plated Silver Necklace, sandblasted and burnished.	
14. 'Petals' Rose Gold Petal Stud Earrings	£110
Rose Gold plated Silver. Hand-finished and formed.	
15. 'Petals' Rose Gold Double Bud Stud Earrings	£80
Rose Gold plated Silver. Hand-finished and formed.	
16. 'Petals' Rose Gold Ring	£90
Rose Gold plated Silver ring designed for the little finger so the 180 ⁰ degree design sits around the outside of the finger.	