

# Eco Rocks by Kay Bradley partners with Brown & Newirth to celebrate new laboratory-grown diamond collection



Low Petergate jeweller, led by Kay Bradley, is collaborating with British fine jewellery manufacturer Brown & Newirth to debut its Created by Brown & Newirth range.

Independent jewellery retail business, Bradley's Jewellers York has partnered with British fine jewellery manufacturer Brown & Newirth to celebrate the launch of its new Created by Brown & Newirth line of jewellery, made using laboratory-grown diamonds. Bradley's Jewellers is the first retailer in the UK to stock Brown & Newirth's new Created range, a 12-piece jewellery collection featuring laboratory-grown diamonds from recognised supplier, Green Rocks Diamonds. Created by Brown & Newirth represents the first time the manufacturer has worked with laboratory-grown stones. The collection will be available from Bradley's Jewellers York in time for Her Majesty the Queen's Platinum Jubilee next month and, as part of the retailer's collaboration with Brown & Newirth, all pieces will be stamped with the Eco Rocks logo to signify the Created by Brown & Newirth x Eco Rocks partnership. Pieces will also be stamped with the Platinum Jubilee Hallmark that is being struck on fine jewellery made in 2022. Commenting on the partnership, Bradley's Jewellers York owner Kay Bradley, says: "We enjoy a close working relationship with Brown & Newirth and are proud to have a Brown & Newirth presence in our Low Petergate store. We wanted to be at the forefront and promote its new laboratory-grown diamond range, Created by Brown & Newirth, before any other jeweller.



"I'm passionate about the company and what it stands for. Customers buy with confidence when they buy Brown & Newirth products and now they will feel the same when they buy Created by Brown & Newirth x Eco Rocks." The collection is available in platinum, 18k yellow and 18k rose gold and includes solitaire and three-stone rings, as well as pendants and earrings, with tennis bracelets to be added later this year in time for Christmas.

**ecorocks**  
BY Kay Bradley

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Gareth Thomas, Business Development Director at Brown & Newirth



**CREATED**  
BROWN & NEWIRTH  
LONDON

The laboratory-grown stones used in the collection include round, brilliant-cuts, oval cuts, and emerald cuts and all the solitaire rings in the range feature the signature Brown & Newirth 'Bloom' setting. Gareth Thomas, Business Development Director at Brown & Newirth, adds: "Brown & Newirth is delighted to welcome Bradley's Jewellers York as its first retail partner for the new laboratory-grown diamond collection Created by Brown & Newirth. Laboratory-grown diamonds offer the consumer a genuine choice when purchasing jewellery for a special occasion and Kay Bradley, with her expertise in this field, has been invaluable in the development of the new collection as we enter this new and rapidly growing market. Already operating in this marketplace with her Eco Rocks collection, Kay has the know-how and experience to offer consumers the choice of either mined or laboratory-grown diamonds without devaluing either, enabling them to make an informed and educated choice."



He continues: "For Kay to be first to partner with Brown & Newirth on this new project is reflective of her attitude and approach to driving our industry forward and, most importantly, her commercial integrity and ambitions for growth. A traditional family business, Bradley's Jewellers York represents the very best in truly independent jewellery retail in the UK and the whole team at Brown & Newirth very much look forward to cementing our long-standing partnership as we enter this exciting new chapter." Eco Rocks is a brand created by Bradley's Jewellers' that specialises in laboratory-grown diamonds and Single Mine Origin (SMO) gold. Pieces are designed in-house by Kay Bradley and made using Green

Rocks laboratory-grown stones. The customer experience is enhanced with in-store signage, distinctive packaging and a dedicated ecommerce website. Bradley's Jewellers is an accredited retailer of Certified Sustainability Rated Diamonds, under the 'SCS 007 Jewelry Sustainability Standard – Sustainability Rated Diamonds' initiative. This authorises the business to fully represent and sell certified diamonds and provide customers with various assurances, including diamond origin traceability, climate neutrality and corporate social responsibility.



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