



Bradley's Jewellers Participates in York Ice Trail 2024 and Hosts Bespoke Jewellery Competition



Award-winning Low Petergate jeweller, led by Kay Bradley, has been a popular stop on the York Ice Trail for a decade, with life-sized frozen sculptures of its top jewellery creations.

Independent and multi-award-winning jewellery business Bradley's Jewellers York is preparing to participate in the annual York Ice Trail, focusing on a life-sized, fine jewellery-inspired ice sculpture and its fifth city-wide jewellery competition. Taking place on February 3-4, 2024, the York Ice Trail consists of a series of elaborate ice sculptures positioned around the historic city centre of York. Bradley's Jewellers has participated in this initiative for 10 years and has hosted numerous competitions to drive footfall and engagement with the event. In 2024, Bradley's Jewellers will add to the Ice Trail line-up with a six-foot-tall ice sculpture on Low Petergate inspired

by the Fabergé x Bradley's Christmas Robin Egg Surprise Locket Pendant, which is available for pre-order throughout the year. This unique 18k gold jewellery piece represents the continued collaboration between the esteemed jewellery house Fabergé and Kay Bradley of Bradley's Jewellers York. Inspired by British heritage and winter traditions, Bradley co-designed this Fabergé x Bradley's Christmas Robin Egg Surprise Locket Pendant to pay tribute to her favourite bird, which is traditionally considered a symbol of good luck, happiness and rebirth. Bradley's Jewellers owner Kay Bradley comments: "When deciding upon the theme for our 2024 ice sculpture, I

couldn't think of a better celebration of icy British winters than the festive robin, which is also the star of the Fabergé x Bradley's Christmas Robin Egg Surprise Locket Pendant. This first-of-its-kind piece of fine jewellery has already caused quite a stir among my customers and Fabergé collectors, with pre-orders performing well as we look ahead to a winter 2024 launch date." The Bradley's Jewellers Christmas Robin Egg Ice Sculpture will be placed just outside the entrance to the business' Grade II Listed jewellery boutique on Low Petergate. Its shape and decorative details are all inspired by the Christmas Robin Egg Surprise Locket Pendant, including the robin ornament frozen at the heart of the sculpture. In conjunction with the Ice Trail, Bradley's Jewellers York will host a competition on its website and social media platforms allowing one winner to select a mystery coloured gemstone or diamond from a basket of 'eggs'. Upon claiming their prize, the winner may choose to have their stone set in either a solitaire ring or pendant design in 9ct rose, yellow or white gold for no additional fee. Should the winner wish to elevate their gemstone or diamond into something extra special, Bradley's Jewellers York



will offer a full bespoke jewellery design service (priced separately) to ensure their vision can be achieved. Kay Bradley adds: "For this year's Ice Trail competition, I wanted to ensure the lucky winner could experience the jewellery design process and feel the excitement of a piece coming to life. An egg inspired lucky dip seemed like a fun way to approach the contest, and a perfect nod to our signature 2024 fine jewellery creation with Fabergé." Further details about the competition and all the terms and conditions can be found here: <https://www.bradleysjewellersyork.com/york-ice-trail-competition>



The Fabergé x Bradley's Christmas Robin Egg Surprise Locket Pendant represents the first time a robin has featured in a modern-day piece of Fabergé jewellery, making this unique Egg Surprise Locket something special for Bradley's customers and collectors worldwide. The outer shell of the egg-shaped locket is decorated in a festive shade of red and adorned with golden snowflakes. Inside, a miniature robin can be found perched on a branch of holly, surrounded by wave-like patterns of 18k guilloché engraved gold. This special, limited-edition piece of fine jewellery is now available to pre-order for Christmas 2024. Contact Bradley's Jewellers York at info@bradleysyork.com or +44 (01904) 655 235 for more information.

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