



Jennifer Lopez launches Endless Jewelry line in US

Jennifer Lopez and Endless Jewelry are pleased to announce a new long-term partnership to introduce a special exclusive collection of bracelets and charms bearing the JENNIFER LOPEZ trademark in USA:

Jennifer Lopez Collection by Endless Jewelry

Endless Jewelry is known for its colorful bracelets in quality leather and a wide range of classic and modern charms which has swept through the markets in Europe and North America. The combination of affordable luxury and bright colors, has made Endless Jewelry a colorful fashion statement across continents, and with the addition of the Jennifer Lopez Collection, a new dimension has been added to the already exciting collection.

Jennifer Lopez is a one of the biggest superstars on the planet, known especially across the globe for her artistry, beauty and style. Now Endless and Jennifer Lopez are joining forces to introduce a brand new collection of fine jewelry, unique bracelets and charms, all reflecting the glamour of Jennifer Lopez and the quality of Endless Jewelry.

The collection is available exclusively in fine jewelry stores across the United States and Canada.

Jennifer Lopez said "My exclusive collection with Endless Jewelry embraces the attitude of being fun and elegant at the same time. It is also about letting each woman express her personality through her jewelry. The collection will let women celebrate what is unique and beautiful about themselves."

CEO and Founder of Endless Jewelry, Jesper Nielsen, is equally thrilled about the agreement:

"Endless Jewelry is all about being yourself, positivity and daring to show your colors whether you wish to be elegant, discrete or stand out. We offer women a way to personalize her jewelry by letting her mix and match classic and modern charms with her choice of color or colors of the day. It's simple yet unique, and Jennifer Lopez's extraordinary style and charisma perfectly represent the new collection. We are proud and delighted to be in this long-term relationship with Jennifer Lopez."

Media enquiries

Endless Jewelry

Steen L. Laursen

Email: sl@endlessjewelry.eu

Tel: +45 6143 8922

Attached to this message are the exclusive pictures of the Jennifer Lopez Collection by Endless Jewelry. HQ Picture of Jennifer Lopez and pictures of the Jennifer Lopez Collection by Endless Jewelry can be loaded from this link:

[J-LO Collection 2014](#)

JENNIFER LOPEZ COLLECTION

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