



Jacobs The Jewellers Highlights Italian Jewellery Designer

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London, UK, JAN 22, 2016 - A long and illustrious history after being founded over 125 years ago, Italian jewellery brand Bulgari is being featured by Reading Jeweller, Jacobs the Jewellers. Premier independent jewellery and watch shop Jacobs the Jewellers (www.jacobsthejewellers.com) has just published a discussion on a new blog article published entitled 'All about Bulgari?' with further details.

The article begins with noting that 'Elizabeth Taylor was an enormous and public devotee of Bulgari jewellery. Richard Burton famously quoted 'the only Italian word Elizabeth knows is Bulgari'.

The article further discusses how that 'although they are an Italian jewellery brand, their founder was Greek and the brand's name 'Bulgari' derives from his name 'Sotirios Voulgaris. Bulgari's Greek roots can often be seen in its designs. Bulgari was owned by the Bulgari family until 2011 when it was taken over by LVMH. The Bulgari family sold it in exchange for a 3% share in the LVMH company.'

The article states that 'Bulgari says their designs balance 'classicism and modern evolutions' and that

they are loyal to the history of their designs, while still creating modern and fashionable new pieces. Their jewellery designs are distinctive and instantly recognised ? and many of their design families feature coloured gemstones, usually sapphires of different colours?.

The article also states that Jacobs the Jeweller is 'proud to have been agents for Bulgari for almost 10 years.'

To read the article, visit www.jacobsthejewellers.com.

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For more information about Jacobs The Jeweller, contact the company here: Jacobs The Jeweller Adam Jacobs 0118 959 0790 connect@jacobsthejewellers.com 25 King St Reading Berkshire RG1 2HE

Jacobs The Jeweller

Award winning Jacobs is one of Reading's and indeed Berkshire's, most established and trusted family-run businesses, a luxury independent jewellery and watch shop now in its third generation.

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