

## Celebrity Style

# Endless Jewelry launches line with J-Lo

November 24, 2014

New York--Endless Jewelry has entered into a long-term partnership with Jennifer Lopez to create a line of bracelets bearing the singer, actress and fashion designer's trademark.

The Jennifer Lopez Collection by Endless Jewelry will include an exclusive selection of Endless bracelets and charms that reflect "the glamour of Jennifer Lopez and the quality of Endless Jewelry," the brand said.

Commenting on the partnership, 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 jewelry."

The Jennifer Lopez Collection will be available exclusively at fine jewelry stores carrying Endless in the United States and Canada.

Endless is the jewelry brand founded by former Pandora executive Jesper Nielsen that pairs leather wrap bracelets with sterling silver or 18-karat gold-plated charms to allow the wearer to build their own personalized look by choosing charms that are meaningful to them.

In addition to the brand's recently announced partnership with Lopez, Endless Jewelry landed a deal to sell its bracelets in more than 60 Hannoush Jewelers and Gift-ology retail stores throughout the East Coast and Midwest. Hannoush just unloaded 27 concept stores of another brand big on building personalized bracelets, Pandora, back to the company. Pandora plans to operate 22 of them internally while it sold the other five to Ben Bridge Jeweler.

Nielsen said Endless has experienced "speedy and massive growth" in Europe over the past year and also has been "well-received" in the U.S. market by both consumers and retailers. "Hannoush is important to our brand growth with their regional and geographical reach and our shared commitment to deliver high-quality product, service and focus on the individual customer," he



**Jennifer Lopez got her start as a Fly Girl on "In Living Color." She has since gone on to success in both music and film and is regarded as an international style icon.**

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