

PRESS RELEASE

ECHO

The Netherlands, April 14th 2010 – Echo is a striking collection exploring the beauty of natural symmetry. Each piece features cleverly counterbalanced shapes, which echo each other. This contemporary collection of pendants, earrings, wrist wear and rings perfectly reflects the mood for modernity.

All pieces are crafted from sterling silver and highlighted with a brilliant-cut diamond. All pieces are rhodium plated for longevity.



*Pendant SRP travel retail US\$ 135,00
Pierced earrings SRP travel retail US\$ 135,00*

Hot Diamonds offers contemporary designs that are ageless and timeless in their appeal. The jewellery is precious and its attractive price points makes it a discerning choice for self-purchase and gift. Each stage in the design and development of Hot Diamonds jewellery is painstakingly undertaken, ensuring that craftsmanship and design integrity remain paramount.

Hot Diamonds is a global brand available world-wide. Gerzon Duty Free is supplier to Duty Free/Travel Retail world-wide. Its distribution includes many major airports and in-flight with airlines including British Airways, Lufthansa and Asiana.

We kindly invite you to visit us at the TFWA Asia Pacific in Singapore stand D14.

About Gerzon Duty Free

Gerzon Duty Free is a business unit of Gerzon Holding, a family company with more than 30 years of retailing experience. Besides Hot Diamonds, Morellato Jewels, Miffy and LEGO®, Gerzon supplies many travel retail companies worldwide with its own accessories brand Vivaldi. Gerzon creates the collection especially for the travel retail market and also attends to all aspects of marketing and sales service.

Gerzon has two other business units: Gerzon Import and Gerzon Schiphol. Gerzon Import is a leading distributor of fashion accessories (Gucci, Lapponia, Hot Diamonds a.o.) for the Dutch domestic market. Gerzon Schiphol has the fashion and leather & travel concession at Amsterdam Airport Schiphol, where we carry a range of world-famous brands in ladies', men's and children's wear and accessories.

Not for publication: This press release is distributed by Gerzon Duty Free. For more information please contact: Mariëtte Zonjee, mzonjee@gerzon.nl, +31(0)20 41 09 700.