



DCK GROUP PARTNERS WITH NEXT TO LAUNCH JEWELLERY BRAND

*Leading fashion jewellery business introduces AELA to
one of the world's largest retailers*

LONDON – 24 June 2021 – DCK Group, the leading independent global fashion jewellery business, is thrilled to announce the launch of the AELA brand in a new partnership with Next. Designed and developed by DCK Group, the initial bespoke 80-piece range is available through Next's website, next.co.uk, and across its 500-store estate in the UK.

Available now, the edit comprises a contemporary range of seasonal must-have pieces, all with DCK's signature focus on quality and detail. The brand takes inspiration from the latest motifs and colour palettes, using premium materials and plating techniques to deliver elegant designs that incorporate layered chains, semi-precious stones and beaded profiles.

"Next has long been one of the biggest fashion retailers on the UK high street with a fantastic roster of brands, and we are absolutely delighted to have forged a relationship with them to launch the AELA brand," **said Lorraine Bottomley, DCK's CEO.** "Our expertise in product design and manufacturing, together with our unparalleled insight into the fashion jewellery market, mean we are ideally placed to build on Next's established accessories offering with this new brand. AELA celebrates individuality, drawing on several key trends to provide an array of fashion-forward jewellery styles to suit Next's broad customer base."

Three distinct trends are woven throughout the collection: Citrine combines warm summer tones with organic heart motifs and patterned glass to create an eclectic feel; Miro incorporates trinkets and charms for a soft, feminine style; whilst Rimini features molten organic metals and grounded monochrome elements to complement this season's neutral wardrobe.

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About DCK Group

DCK is the UK's leading independent fashion jewellery business with a track record of over 27 years in designing, developing and selling accessories. Manufacturing over 20 million products a year, across 23 unique brands and with over 850 employees. DCK is the only UK-headquartered company that can offer retail partners a truly insight-led end-to-end service from concept through to mass production, developing bespoke, on-trend lines and products aligned with the retailer's brands and customers. DCK provides access for its blue-chip retail partners to an unrivalled trend and market knowledge base, component buying power, manufacturing process, sourcing and compliance expertise and volume buying at a scale that could not be efficiently matched in-house. DCK's omnichannel operating model includes concessions, wholesale, stores, e-commerce and franchise.

About Next

The UK's number one online clothing retailer, designing all the latest trends across fashion and home. Next has over 500 stores in the UK and an online presence in over 70 countries selling Next and over 750 other fashion, home and beauty brands.