



RIVER ISLAND SELECTS DCK GROUP TO DELIVER JEWELLERY RANGE

*Global fashion jewellery business develops bespoke collection
for leading retailer as UK retail reopens*

LONDON – 23 April 2021 – [DCK Group](#), the leading independent fashion jewellery business, is pleased to announce a partnership with River Island to deliver a unique women’s jewellery range. The collection comprises 380 pieces and is available online and across River Island’s 254 store estate.

The edit comprises everyday essentials including hoop earrings and layering necklaces, in addition to a trend-led collection of seasonal must-have pieces. Core to the range is delivering accessible fashion at an affordable price, which plays to DCK’s extensive end-to-end expertise in developing jewellery from concept through to production with the retailer’s customer at the centre.

“We are thrilled to have partnered with River Island to launch this range, which coincided with the reopening of non-essential retail stores across the UK,” said Lorraine Bottomley, DCK’s CEO. “We are passionate about delivering trend-led high-quality pieces at an affordable price for the customer and this collection does exactly that. We continue to see increasing demand for bespoke jewellery ranges from both UK and international retailers as jewellery and accessorizing is now essential to the fashion savvy shopper. We believe this range is bound to make River Island’s customers feel and look great as they emerge from lockdown.”

Lucy Nutter, Buying Director at River Island, added “We are delighted to have forged a relationship with DCK to deliver our jewellery range. DCK has unrivalled capabilities and customer understanding within the category, and together we have created a truly unique collection which we believe will really resonate with our customer base.”

The range captures three key trends: ‘Glitz’, which is all about sparkle and focuses on affordable luxe looks; ‘Beloved’, which encompasses feminine designs and semi-precious stones; and ‘Dolce Vita’ which offers statement glamour, featuring heart and cross motifs to be styled into a layered look. The entire collection is available to shop through www.riverisland.com and in River Island stores across the UK.

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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 River Island

With over 60 years of High-street fashion retailing experience, River Island is renowned for stylish and affordable fashion. River Island's manifesto is to be fun, fresh, confident, and inclusive, while the unique touches that are added to the collections allow the brand to stand out from the rest of the British high-street. Offering chic going out looks that sit alongside the core range of stylish separates, denim staples and a fantastic range of accessories across womenswear, menswear and kidswear; River Island is the ultimate destination for all your fashion needs. With a portfolio of over 254 stores across the UK & Ireland, as well as six dedicated online sites operating in four currencies, River island is an omnichannel retailer with a team of in-house design experts dedicated to delivering the best on-trend fashion in-store and online.