



Press Release

For Immediate Publication

“Leading Jewelers of the World” launches ‘Lumineux Uno’

A new age precious metal for the millennia generation to celebrate festivities

New Delhi, September 24, 2016:

After years of extensive metallurgy research and testing, a new age precious metal termed as ‘Lumineux Uno’ has been created, especially targeting the millennia generation and was unveiled in the Capital at an event today. **“Leading Jewelers of the World”** who have the exclusive marketing, trading and distribution rights for Asia Pacific and the USA regions for ‘Lumineux Uno’ launched the new jewellery collection, aptly called ‘Princess Jewellery’ at a gem and jewellery event organized by UBM at Pragati Maidan. **Lumineux Uno is a premium luxury metal amalgamation of Gold, Platinum, Palladium and Silver that consists 95.5% of pure precious metals.** Bollywood Actor & Producer **Neetu Chandra** was seen adorning the designs by Lumineux Uno setting the tone for the festivities and wedding season.

Lumineux Uno is an innovation that promises to provide an alternative precious metal with a higher lustre; sharper and more malleable; at far more affordable price than gold and platinum and more precious than silver. It has a lustrous white colour, almost like the colour of Platinum and also available in plated yellow and rose gold. Its luster and resilience renders well for intricate jewelry designing and manufacturing and the excitement from the retail for advance orders of Princess Jewellery crafted with Lumineux Uno has been highly encouraging.

Besides Princess Jewellery , Lumineux Uno bars are available in denominations of 10gms and 50gms, and the coins are available in 5gms, 10gms, 15 gms, 20gms and 50gms in lustrous white colour, almost like the colour of Platinum and also available in plated yellow and rose gold. Lumineux Uno has authorised third party XRF certification. The new age precious metal Lumineux Uno will be distributed through “Leading Jewelers of the World” India through its exclusive agents and distributors across top 50 towns and cities of India including Delhi NCR.

Says **Mr. Sanjeev Agrawal, LJOW, Director**, *“Lumineux Uno is an innovation that promises to provide an alternative precious metal with a higher luster; is sharper and more malleable; at far more affordable price than gold and platinum and more precious than silver”*

The daily buying and selling price of Lumineux Uno is available on www.lumineuxuno.com and has ranged between Rs.125 to Rs.130 per gram in the recent months based on the price of the four precious metals. The bars and coins can be bought at www.jewelsouk.com and for buying in bulk one can contact the helpline 022 61087555

Lumineux Uno will be promoted in India by “Leading Jewelers of the World” with an aggressive promotional campaign in print, magazine and social media.

Attached new TVCs

LJOW, India:

Leading Jewelers of the World (LJOW), India is a platform for jewellers and jewellery brands that guarantee transparency in quality and price and adherence to best business practices with the aim of providing every consumer a consistent, delightful and a memorable shopping experience. **The LJOW mark is a Trust Mark that is synonymous with quality and integrity.**

Affiliated brands:

Most of India’s best known and highly respected brands are part of the LJOW, emphasising their commitment not just to excellence in design and craftsmanship, but also to serving the consumer with complete integrity.

Nakshatra, Gili, Asmi, Nirvana, Sangini, Diya, Parineeta, Gitanjali Jewels, Maya Jewels, Shuddhi Jewels, Me Jewels.