

QVC announce a unique collaboration with the Museum of London

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QVC is excited to announce a unique collaboration with the Museum of London, a replica collection of some of the world's finest Elizabethan and early Stuart jewels and gemstones from The Cheapside Hoard. This is the first time a UK museum has licensed a TV shopping retailer to use their collection or brand.

Opening on 11th October, The Cheapside Hoard: London's Lost Jewels exhibition at the Museum of London will showcase an exquisite collection of jewellery, unexpectedly discovered beneath a cellar floor over 100 years ago in Cheapside. Featuring stunning Byzantine cameos, glittering garnets, diamonds, amethysts and sapphires, the exhibition opens up the world of the early modern goldsmith-jeweller and their creative talents and techniques.

Drawing on all corners of the world; the emerald mines of Colombia, the diamond graves of India and pearl banks of Bahrain, the jewels of The Cheapside Hoard showcase London's role in the international gem trade in an age of global conquest and exploration.

To celebrate this amazing find, QVC has created a replica collection of some of the hoard's highlights including necklaces, pendants, rings and earrings, each piece set with stunning gemstones based on original pieces from The Cheapside Hoard.

Commenting on the collaboration, Joanna Mansbridge, head of jewellery buying for QVC said, "This is a one of a kind collection for QVC, the jewellery creates a real talking point and each piece has a unique story to tell about the history of London. We are thrilled to have partnered with Museum of London on this industry first."

Each piece is crafted in sterling silver coated in 14ct gold and will bring a part of London's history to the jewellery collections of women across the UK. The collection has been made using the same craftsmanship techniques as those back in the late 16th century in order to recreate the same stunning designs.

Harriet Berry, Licensing Manager, Museum of London said: "The partnership between the Museum of London and QVC is an exciting first for the Museum of London and the museum sector overall. This truly multi-channel partnership gives people from across the UK the opportunity to own their own beautiful piece of jewellery inspired by the stunning Cheapside Hoard whether they choose to visit the museum shop, watch QVC or shop online."

Prices range from £79.00 to £469.00 for one of these unique replicas which will be available to buy exclusively from www.qvcuk.com from 3rd September and also from the Museum of London gift shop throughout the exhibition.

For more information about the Cheapside Hoard: London's Lost Jewels visit www.museumoflondon.org.uk/cheapside.

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Press contact:
Jennifer Barnes
E: jennifer.barnes@mischiefpr.com

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Company Contact:

—

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):

Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

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