



1989-2010

Birmingham's Azendi to celebrate the company's 21st birthday in style

Firmly settled in its home in Birmingham Azendi is proud to have its local store in the prime location of a shopping centre, especially in the vibrant shopping quarter of the 'Pavilions'. Its position allows Azendi to continue to showcase the latest luxury ranges within a beautiful store environment.

Azendi reaches a significant milestone this year, as the company celebrates twenty one years of dedication to jewellery design and innovation. To celebrate this, and to say a big thank you to our customers continued support and loyalty, we will be offering a 21% discount on all our sterling silver, gold vermeil and pearl jewellery, commencing this Saturday June 5th. With sales consultants on hand to help you find that special and individual piece, a warm welcome awaits. This celebratory thank you gift is available all week in every Azendi store and online at www.azendi.com. A special birthday party, complete with champagne and cupcakes, is planned for each store on the evening of Thursday June 10th. Come and help Azendi celebrate in style.

Azendi was conceived in 1989 in Headingley. Expanding to Harrogate in 1993, York in 2000, and Reading in 2003, these were quickly followed by more openings in Leeds, Edinburgh, Birmingham, Leicester and Liverpool. Azendi now has stores in nineteen UK cities, with the opening of the Cardiff store at the end of May putting Azendi on the map in Wales. More new stores are in the pipeline for 2010/2011, and with the 21st first birthday celebrations in full swing Azendi aims to soon hit the twenty one mark for store numbers.

Ian Jones, managing director of Azendi, said "To have reached our 21st birthday is an achievement that I could have only dreamt of in the early years. The Azendi brand has continued to evolve and has gone from strength to strength. This has been made possible by the commitment and dedication of every single one of our employees, both in head office and in store. We pride ourselves on excellent customer service at all times and believe the importance of strong training is imperative to this. Our team of designers are continually working on new ranges to keep the stores constantly invigorated and inspired and we believe this is what sets us apart, adding a freshness and vitality to the overall store experience".

Brand values

Azendi's philosophy is simple: combine passion with attention to detail, creativity with fine workmanship, and contemporary design with elegance. These core values have been key to the success of the brand.

Here at Azendi we have the ideal gift for every occasion; our jewellery designs are perfect for every important moment of your life. Our creations are a brilliant way to capture memories, be it a birthday,

wedding or anniversary. Whether you're looking for that special something to give to someone you love or simply want to add a touch of glamour and style to your outfit, you can trust Azendi and its excellent team of experienced sales assistants to help you select the ideal piece.

Retail Jeweller magazine described Azendi as "Fashionable, innovative and truly faultless". To add to that accolade Azendi was voted Retailer of the Year at the 2008 UK Jewellery Awards, where judges described Azendi as "inspirational and exciting".

ENDS

For further Azendi press information please contact Tamsin Bailey, Marketing Manager on 0113 203 1431 or email tamsin@azendi.com