



MEDIA RELEASE

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Date: June, 1 2009

Oldest Jewellery Manufacturer celebrates at the first New Zealand Jewellery Fair!

The **New Zealand Jewellery Fair** is pleased to announce that one of New Zealand's oldest Jewellery manufacturer's, **The House of Stratton** has chosen New Zealand's newest international event to celebrate their 80th year Anniversary.

Held at the **ASB Showgrounds, Auckland on 26-27 September, 2009**, **The House of Stratton** will be exhibiting for the first time in over ten years.

"We are excited to have such a reputable, well regarded, family business not only show their support for the Fair but also choose it as a platform for such an important event", said Mr Gary Fitz-Roy of Expertise Events, the Fair organisers.

As a third generation jeweller, owner Mr Allan Stratton of **The House of Stratton** stated, "We felt very welcomed and invited to the Fair. We were given very good information and statistics of previous successes of similar events organised by Expertise Events. Not only is the Fair well organised but it is an exciting and new, world class event for New Zealand jewellers'."

Mr Stratton believes that current market indicators have shown a trend towards genuine authenticity. New Zealanders are moving away from paste to the genuine article. "There is a trend towards New Zealand made and locally inspired jewellery. People want a more personal touch, something they can relate to. The New Zealand Jewellery Fair will allow us to share this heritage and history but also gain the best ideas and influences from overseas".

The House of Stratton also welcomes the fourth generation of family jewellers, Mr Greg Stratton.

"Having my son join the business is fantastic as we are really proud to be part of a long line of jewellers", said Mr Allan Stratton. "His valuable contribution has seen us push for new ideas and further abroad. We are currently in the process of rebranding and exhibiting at the New Zealand Jewellery Fair is an important part of our strategy for growth."

In celebration of **The House of Stratton's** 80th Anniversary, the New Zealand Jewellery Fair will be organising a special presentation and cake cutting ceremony as part of the launch.

“The New Zealand Fair is an international event with a very distinctive New Zealand style. A critical part of the Fair will be to highlight contributions made to the New Zealand jewellery industry made by businesses like **The House of Stratton**”, said Mr Gary Fitz-Roy. ‘This is also reflected across all Exhibitors, not only are they of the highest quality but also because the response has been so positive we now have limited spaces left with still 17 weeks to go.’”

Don't miss your opportunity to attend this new show and rediscover your passion for the jewellery industry. Witness for yourself the latest trends, a collection of world famous diamonds and informative seminars. Plus there's even more features and seminars to be revealed in the coming months.

Where & When: **New Zealand Jewellery Fair**
 ASB Showgrounds, Auckland
 September 26 – 27, 2009

Registration: **Obtain a Registration Form from www.nzjewelleryfair.co.nz**
Information: **Visit www.nzjewelleryfair.co.nz or call + 61 2 9452 7575.**

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MEDIA ENQUIRIES

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