

For Immediate Release:

Jack Row launches Mirage Collection of luxury pens and cufflinks at Burlington Arcade.



London UK - 1st August 2014

Following the success of his Architect, City and Jaali Collections, award winning British designer Jack Row has launched his latest range of luxury 'Mirage' writing instruments and cufflinks at leading pen specialist Penfriend located in London's historic Burlington Arcade.

Painstakingly hand crafted in England from solid sterling silver, each 'Mirage' writing instrument is lavishly entwined with approximately twenty meters (sixty-five feet) of hand-twisted sterling wire. This traditional goldsmithing technique creates an entirely unique pattern (individual to each piece), evoking the infinitely variable patterns formed in desert sands.

Limited to 250 pieces worldwide, writing instruments and cufflinks are available in a range of finishes to suit all tastes including classic silver, yellow gold, rose gold, or black-antique. Hand finished and polished, each pen also features a stylish sprung clip which can have the added luxury of a sparkling 0.5 carat marquise-cut gemstone, such as tanzanite, emerald or pink sapphire.

Practicing your penmanship becomes a pleasure as each writing instrument is flawlessly balanced and available with a choice of flexible titanium nib, solid 18ct gold nib or ceramic roller ball.

Commenting on the idea behind his latest creation Jack explained, "My aim was to create a luxurious collection of pens and cufflinks which are carefully hand-crafted and individually unique, yet priced at a specific point in order to make my work accessible to a wider range of clients and collectors."

Penfriend, who have outlets in both the prestigious Burlington Arcade and also on Fleet Street, have chosen to launch Jack's latest Collection. Amaya Cerdeirina, owner of Penfriend, has high praise for Jack's work "*We are always on the look out for new and desirable products which we can offer to our discerning clients. Jack Row is an exciting British brand which we are pleased to stock alongside our traditional offerings. Burlington Arcade has long been associated with fine jewellery and it is appropriate that Jack's new jewelled pens are presented here.*"

The Mirage Collection writing instruments retail between £995 and £1,595, with complementing cufflinks retailing at £199.

Visit www.jackrow.com to find out more about the collection.

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High resolution images download link:

http://www.jackrow.com/Jack_Row_Press_Release_August_2014/

About - Jack Row

International Award winning British gold and silversmith Jack Row designs and creates elegant writing instruments and accessories, intended exclusively for the most discerning of clientele. Working in silver, gold, platinum and incorporating precious gemstones, the virtuoso designer skilfully fuses traditional goldsmithing skills with the latest technology to craft desirable and investable objets d'art.

Making to order from his studio based in the heart of England, Jack currently presents exclusive collections of limited edition fountain pens, rollerballs, cufflinks, fine jewellery and tableware, inspired by engineering, iconic architecture and the intricate detailing of Islamic art.

His début collection was launched at Harrods and his work can be found in the collections of business leaders, royal family members and private collectors alike. Jack is a graduate of the Birmingham School of Jewellery, QEST Craft Scholar, Balvenie Master of Craft, Robb Report Best of the Best award holder and a Birmingham City University Alumni of the Year.

For more information please contact:

Jack Row

Jack Row - Exclusive Writing Instrument and Accessories

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About - Penfriend

Penfriend has been selling vintage and modern pens for almost 60 years!

With over a thousand vintage fountain pens, ballpoints and pencils in stock, a wide selection of writing instruments for the discerning collector is available. We always have in stock Parker 51s and Parker 61s both in standard and rare colours, as well as in 9ct and 18ct gold. All of our vintage pens have been fully restored by our workshop, which also undertakes repairs for our clientele and can engrave in five different styles.

We stock most of the major contemporary brands and limited editions, namely Parker, Waterman, Mont Blanc, Cross, Pelikan, Delta, Visconti, Montegrappa, Conway Stewart, Graf Von Faber Castell, Caran D'ache, Yard-O-Led and Lamy & Jack Row.

We carry a huge selection of nibs (italic, oblique, flexible...) and writing accessories such as colourful inks, refills, blotters, pen pouches.

But most of all, we pride ourselves in ensuring that our clients find the pen that suits their individual handwriting by letting them try different pens, nibs and inks.

For more information please contact:

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