

JOHN ATENCIO®

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JCK Show: Booth #15030 Design Collective

John Atencio Debuts Striking New Diamond Orion Designs at JCK 2025

(Denver, CO — April 2025) Renowned jewelry designer John Atencio proudly presents the newest evolution of his celebrated Orion Collection, with a dazzling array of diamond designs making their official debut at the 2025 JCK Show. First introduced in select Colorado boutiques in Fourth Quarter 2024, these latest additions now take center stage at JCK, highlighting Atencio's ongoing innovation in bold, modern design.

The collection's newest chapter begins with the Diamond Polar suite, a radiant interpretation of Orion's signature soft, undulating curves—now adorned with shimmering diamond pavé. Crafted in 14-karat white and yellow gold, the updated drop earrings, pendants, rings, and the all-new Polar diamond bracelet reflect Atencio's hallmark blend of fluid elegance and architectural strength.

The Orion Collection expands further with new Originate and Pivot styles, including sculptural rings, hoops, cuffs, and bracelets. These fresh designs offer a dynamic and personal expression, pushing boundaries while staying rooted in John's refined design language.

"The Orion Collection is a reflection of our ongoing pursuit of design excellence," says John Atencio. "These new additions, especially in the Polar and Originate designs, bring a sense of movement and modern grace—celebrating individuality while honoring timeless form."

The expanded Orion Collection is now available in all John Atencio boutiques and online, with its official industry debut set for JCK Las Vegas 2025.

ABOUT JOHN ATENCIO

John Atencio is a Colorado native and award-winning jewelry designer known for his distinctive, hand-sketched designs that fuse bold geometry with thoughtful storytelling. Now in his 49th year, John continues to lead with purpose and artistry, using conflict-free gemstones and recycled gold to craft each piece with precision, passion, and integrity.

For more information, visit booth #15030 in the Design Collective, email wholesale@johnatencio.com for an appointment or contact Jodi McLoughlin at jmcloughlin@johnatencio.com.