

# JOHN ATENCIO®

**FOR IMMEDIATE RELEASE**

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## **John Atencio Introduces the New Bellagio Collection at JCK 2025**

(Denver, CO. April 2025) Renowned jewelry designer John Atencio is proud to introduce the newest addition to his Bellagio gold collection at this year's JCK Show—designed to bring a refined, effortless diamond statement to every day. These new styles expand the time-honored Bellagio collection, complementing the woven artistry of the original high-jewelry pieces while offering a bold yet wearable design for any occasion.

Originally inspired by the iconic Bellagio fountain, the Bellagio collection reflects the beauty and brilliance of cascading water through soft lines, graceful curves, and shimmering surfaces—hallmarks of John Atencio's distinctive design vision.

Crafted in 14-karat yellow or white gold, the new Bellagio designs feature woven channel-set diamonds that flow seamlessly across luminous, high-polish finishes, creating a graceful cascade of reflected light. Perfect for everyday styling, this latest evolution reflects John Atencio's enduring commitment to craftsmanship, innovation, and effortless sophistication.

The expanded Bellagio collection includes a thin diamond bracelet, diamond studs, a drop pendant, and stunning diamond hoops—each thoughtfully designed to complement the wider bracelet, ring, pendant, and drop earrings introduced last year. Offering a beautiful, effortless statement, these new pieces transition seamlessly from casual sophistication to evening elegance, making them perfect for every occasion.

As with all John Atencio designs, New Bellagio is carefully hand-sketched by John in Colorado and impeccably crafted by hand using recycled gold and fine, responsibly sourced natural gemstones.

### **ABOUT JOHN ATENCIO**

JOHN ATENCIO is an award-winning jewelry designer, celebrating his 49<sup>th</sup> year in business. John's architecture and design aesthetic are recognizable and distinct. His collections are clean, bold, and contemporary. Each design is hand-sketched by John and impeccably crafted using conflict free gemstones and recycled gold.

John Atencio is an experienced artist, designer, and leader in the jewelry industry with six stores in Colorado and a burgeoning Wholesale business.