

JOHN ATENCIO®

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JCK: Design Collective Booth # 15030

JOHN ATENCIO ELEVATES THE SAHARA COLLECTION WITH DIAMONDS FOR JCK SHOW

(Denver, CO., April 2024) John Atencio, known for his unique jewelry designs and exceptional craftsmanship, is delighted to announce the expansion of his latest sterling silver Collection, Sahara, introducing the dazzling brilliance of pave diamonds for an added layer of sophistication to his already captivating collection.

Inspired by the endless beauty and mystique of the Sahara Desert, John Atencio's Sahara Collection initially won admirers with its harmonious blend of contemporary artistry with exquisite emerald-cut gemstones in blue topaz and amethyst. Reflecting the vast landscapes and intricate patterns of the desert, each piece brings the distinctive symbols of lines, circles, and triangles, emblematic of John's signature sterling style.

With the addition of pave diamonds into a full range of Sahara styles for the JCK show, John Atencio once again ventures into the realm of luxury. These meticulously hand-set diamonds not only enhance the intrinsic beauty of each sterling silver style, but also introduces a rich layer of depth and sophistication to the collection.

"With the Sahara collection, we sought to capture the essence of the desert's beauty, its serene yet complex landscape and its timeless allure. By introducing pave diamonds into the collection, we are elevating our vision, offering our clients pieces that bring added brilliance to everyday in sterling silver.

The new Sahara diamond styles includes a stunning selection of bold pendants, rings, earrings, and a full range of stacking bracelets, each in sterling silver with 14 karat gold accents. From subtle elegance to statement making brilliance, the Sahara diamond collection promises to be a timeless addition to any jewelry collection.

About John Atencio

JOHN ATENCIO is an award-winning jewelry designer and a Colorado native. Celebrating his 48th year in business, John's stands at the forefront of jewelry design. Known for his commitment to sustainability, his collections are clean, bold, and contemporary and widely recognized. Each design is inspired and hand-sketched by John, and impeccably crafted by hand.

For more details, please contact Jodi McLoughlin: jmcloughlin@johnatencio.com or visit Booth # 15030 in the Design Collective at JCK 2024.