



## *The sea shines in gold:*

Ocean Jewelry returns to JCK with new high-end collections

*Inspired by **two JCK Awards** and the success of its first participation, the Ocean-themed Irish jewelry brand returns to the show with refined creations that reflect a year of dedicated design work.*

**May 2025 – Dublin, Ireland**, following a celebrated debut, Ocean Jewelry arrives to the industry's most prestigious event to reveal **two creative collections: Golden Tide and Deep Blue**. Each line reflects a new chapter in design, **crafted in 14k gold and featuring lab-grown gemstones**, both collections represent a deeper connection between beauty, craftsmanship and the Ocean's essence.

Ocean Jewelry marks its second year with a bold step forward: introducing sophisticated creations that **place the brand firmly on the radar of Ocean-loving customers worldwide**. These new collections are the result of over 40 years of craftsmanship, passion and heritage from an Irish family dedicated to capturing the sea's beauty through fine jewelry.

*"Each piece, of Golden Tide, is a modern masterpiece, made in 14k gold and lab-grown diamonds, for those who appreciate detail and the richness of fine craftsmanship...", says **Shane Maher, CEO of Flaircraft**. "On the other hand, Deep Blue is more than a collection, it's the beginning of a high-end jewelry line. Designed for those who treasure gold as part of their story and who understand the beauty and meaning behind lab-grown gemstones like diamonds, sapphires and emeralds."*



## Golden Tide: A Trace of the Sun

Is a collection of 14k gold jewelry that captures the soft glow and calm rhythm of the Ocean at sunset. It features coordinated delicate matching sets of necklaces, earrings and rings, perfect for layering or wearing together for a complete look. The new necklaces include designs inspired by the sea's fascinating ecosystem. **Each piece is finished with lab-grown diamonds,** chosen for their brilliant sparkle and ethical sourcing.

## Deep Blue: Sea Wonders

Deep Blue marks more than just a new collection, **it introduces a distinct sub-brand within Ocean Jewelry.** This line represents a bold evolution in design, with entirely **new shapes, rich colors and statement pieces created to stand out.** Crafted in 14k gold and featuring lab-grown sapphires, emeralds, and diamonds, Deep Blue includes striking rings, vibrant bracelets and striking matching sets. Each piece is full of personality and depth, designed for those drawn to the Ocean's strength, mystery and color.



## A Commitment to the Sea

Ocean Jewelry's connection to the sea is not just aesthetic, it's ethical. Every piece in *Golden Tide* and *Deep Blue* is crafted in 14k gold and set with lab-grown gemstones, **honoring the Ocean not only in form, but in values.** These collections invite the industry to experience jewelry with soul, where sustainability, emotion and fine design come together beneath the surface.

## Visit Ocean Jewelry at Booth #14135 during JCK 2025

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## More than jewelry

Ocean Jewelry is part of the Flaircraft family, an Irish company with over 40 years of experience in creating jewelry with meaning. As the youngest brand alongside ShanOre and Signature, Ocean was created to celebrate the beauty, rhythm and emotion of the sea through finely crafted, Ocean-inspired pieces. Designed in Dublin and shaped by decades of craftsmanship, the result is jewelry with presence and purpose, made to be worn, gifted and remembered.

## Partners with purpose

Today, Ocean Jewelry is a recognized brand among those who, like us, feel a deep connection to the sea. That growth wouldn't be possible without our retail partners, key collaborators who share our vision and help bring our pieces to life around the world. We're committed to supporting our retail partners in every aspect of their work, whether through service, technology, or the tools they need to thrive. It's an ongoing part of how we work and grow together.



## Protecting what inspires us

Driven by our purpose and love for the Ocean, we know that protecting it is just as important as celebrating it. That's why we're proud partners of SeeTurtles.org, a marine conservation organization dedicated to protecting endangered sea turtles. With every purchase, our customers contribute to this mission. In 2024 alone, our community helped protect over 6 million baby turtles. Today, that commitment continues, with the goal of creating not only lasting jewelry, but a positive impact on the Ocean that inspires everything we do.

