

## H.Samuel Launches Truth Bead Starter Sets for Amazing Value Gifts

*H.Samuel launches Truth bead collector starter sets offering astonishing value for money.*

(FV Newswire) December 30, 2009 -- H.Samuel has announced the launch of several new Truth bead starter collection sets, which include a sterling silver bracelet and three beads, to make an ideal gift for any consumer looking to start a bead collection, or a great gift for Christmas or even for Valentines' Day which isn't far away.

H.Samuel (<http://www.hsamuel.co.uk/>) now features a grand total of 4 Truth bead starter sets. Offering the consumer a greater choice of starter styles, the sets include the Truth Sterling Silver London Life Starter Set design with a Union Flag and double decker bus bead. There is also one set with three Murano Venetian glass beads, one with sterling silver heart and round beads, and another featuring sterling silver beads.

The new Truth bead starter collection sets are each made from sterling silver and feature a 7.5" bracelet along with three charms. With several starter sets on offer, and over a hundred silver, crystal, ruby, diamond, cubic zirconia or rose quartz Truth charms available, H.Samuel is ensuring consumers can choose an individual style to suit their own required personal look.

Bead and charm bracelets (<http://www.hsamuel.co.uk/webstore/browse/N/58/>) are one of the strongest trends of the moment and H.Samuel has been seeing the beads sell like hot cakes, which is funny because there actually are cake beads, as well as Champagne bottle beads, horse beads, high heel beads, car beads and many, many more to choose from at H.Samuel.

Truth jewellery (<http://www.hsamuel.co.uk/webstore/browse/N/54+4294966708/>) is inspired by memories and given with love. An exciting take on traditional charm jewellery, the Truth collection represents the inner person and allows them the chance to truly express themselves by creating beautiful jewellery.

H.Samuel is also promoting the idea of consumers buying a bracelet accompanied by Gift Cards to give with the bracelet, so the lucky recipient can choose their own beads and charms (<http://www.hsamuel.co.uk/webstore/browse/N/156/>).

### About H.Samuel

H.Samuel is the nation's favourite High Street Jeweller with over 350 stores and a retail website at [www.hsamuel.co.uk](http://www.hsamuel.co.uk). Featuring an incredible range of branded watches, H.Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H.Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

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