



Changing the world for children
with genetic disorders

June 2009

PRESS RELEASE

ALLUMER

ALLUMER LIGHTS UP CHILDREN'S LIVES WITH BESPOKE DESIGNS

The luxury jewellery brand launches new pieces in aid of Jeans for Genes

- Luxury jewellery brand, **Allumer**, has launched a range of exclusive designs in support of the national children's charity, Jeans for Genes.
- Founder of Allumer, Natasha Leith-Smith, has created two unique 9ct yellow gold and 9ct white gold special pieces which remind the wearer of the charity and its aims.
- Jeans for Genes raises money for the care and support of children with genetic disorders, and research into the causes of and these conditions and potential treatments.



- 1. **TANZANITE BUTTON** - Gold button with a tanzanite stone, echoing the jeans rivet which forms the charity's logo. Retail price £155.00
- 2. **XY XX FLICKER OF LIGHT** - The Flicker necklace carries 'XY' when flicked, spins to reveal 'XX', representing both the male and female chromosomes. Retail price £130.00
- £10.00 from the sale of each item will be donated to Jeans for Genes.

- **Stockists for both designs are:**
- Kabiri (Selfridges, Marylebone, Covent Garden and online at www.kabiri.co.uk)
- Donna Ida (stories in London Westfield, South Kensington and online at www.donnaida.com)
- 3:Eleven, Hale, Cheshire
- Mimi Chelsea London
- Boutique 1 - Dubai

-Ends-

For further information please contact:

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Notes to Editors

- Allumer (which means 'to light up') www.allumer.co.uk is the luxury jewellery brand created by London-based designer, Natasha Leith-Smith. (natasha@allumer.co.uk)
- High resolution images of the designs are available from the contact above.
- There are more than four thousand recognised genetic disorders. Whilst many of these conditions are extremely rare, research has shown that over half of all childhood deaths are related to a genetic disorder.
- Genetic disorders affect one in 33 babies born in the UK.
- Jeans for Genes is a one-day fundraising event which invites millions of people to wear jeans for the Day and to make a donation (£2 from adults, £1 from children). The money raised on Jeans for Genes Day 2009 will be distributed to ten different charities working with children and families affected by genetic conditions. For a full list please visit www.jeansforgenes.com/money/grants/2009
- The funds will help fund vital care and support services for children and families affected by genetic conditions, as well as ongoing research into the causes and potential cures of these conditions
- Jeans for Genes Day on Friday 2nd October 2009 will be the 14th Jeans for Genes Day and to date, the charity has raised more than £30million.
- £50 will pay for a check on home mould levels for children vulnerable to fungal infections.
- £250 will pay for a reclining chair which allows a child to sit comfortably during a four hour infusion of life-saving drugs.
- £750 will pay for a day's work by a laboratory genetics researcher

www.jeansforgenes.com

Registered charity number 1062206