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MEDIA RELEASE

DEDICATED WEBSITE SHOWCASES PERTH'S PREMIER JEWELLERY DESTINATION

Australia's precious metals specialist, The Perth Mint, has underpinned its status as Perth's premier jewellery destination with the launch of a dedicated luxury jewellery website.

Group Manager, Shop and Exhibition, Alison Puchy said the website was part of a strategy to raise awareness that The Perth Mint offered an extensive array of exquisite and coveted jewels, including rare Argyle Pink Diamonds from Western Australia's far north.

"Ironically, interstate and overseas buyers visiting Perth probably know more about our luxury jewellery range than many locals," Ms Puchy said.

"The launch of the new website is part of a plan to introduce many more people to The Perth Mint's luxury jewellery boutique, especially Perth residents who may have been unaware of an outstanding opportunity to acquire Australia's most desirable jewellery in the heart of their own city."

As one of only a select few Argyle Pink Diamond ateliers in Australia, The Perth Mint offers a dazzling array of these extremely rare and brilliant jewels.

Also from Western Australia's awe-inspiring Kimberley region are Ellendale yellow diamonds.

The boutique additionally offers an exceptional hand-chosen choice of south sea pearl jewellery, breathtakingly beautiful Australian opals, and natural gold nuggets meticulously fashioned into exclusive jewellery pieces.

Ms Puchy said the quality of the website presentation, with extraordinary 360 degree videos and remarkable image clarity, would satisfy the most discerning clients.

"We encourage jewellery buyers to browse this fantastic resource, and call or use the site to book an obligation-free appointment to experience the jewellery their heart truly desires," she said.

The website initially features more than 120 unique pieces, but this number will increase to 300 in the near future.

See more at luxuryjewellery.perthmint.com.

Discover The Perth Mint's entire range of products and more at perthmint.com and connect with us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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For further information, interviews or photography, please contact:

Kiara Canavate, Media and Events Officer, The Perth Mint

T: (+61 8) 9421 7204

M: 0431 313 666

E: kiara.canavate@perthmint.com

Alexandra Lucchesi, PR Manager, The Perth Mint

T: (+61 8) 9421 7475

M: 0403 985 897

E: alexandra.lucchesi@perthmint.com