



AARON BASHA

Aaron Basha Introduces New "Play Ball" Collection

Aaron Basha, the luxury jeweler celebrated worldwide for its array of whimsical and unique designs, introduces the "Play Ball" collection. With inspiration rooted in the world of sports, these playful new baubles truly ignite the fervent spirit. The message is clear in the athletic-inspired designs, which tenderly speak to the theme, "the love of the game." Share your passion and capture the exhilaration of some of your favorite games with the beautifully crafted enamel, 18K gold and diamond bejeweled charms.

Available in both yellow and white gold, choose from an inclusive selection of sparkling styles, such as the shiny soccer ball sculpted with white enamel and silvery accents, the brawny baseball hung from a dazzling diamond bale, or try your luck with a modern rendition of the Magic 8 Ball in black and white enamel. Other designs include fancy footballs, golden tennis balls, bright orange enamel basketballs and adorable miniature golf ball charms.

Since the company's patriarch and namesake began designing and retailing jewelry in the 1950's, Aaron Basha has been delighting customers with their expressive and personal jeweled creations. Playing into the designer's signature timeless appeal, this lively new collection is a welcome addition to Aaron Basha's elegant assortment of whimsical baubles.

All of the pieces in the Play Ball collection are available at the **Aaron Basha** flagship boutique in Manhattan as well as many other Aaron Basha fine jewelry retail partners worldwide. For more information please visit www.aaronbasha.com.

Aaron Basha is a family-run business with its flagship boutique at 680 Madison Avenue in the heart of New York's luxury shopping district. Known best for its high fashion jewelry, most notably the jeweled baby shoes, frogs and ladybugs, Aaron Basha has been setting style precedents internationally since its patriarch and namesake began designing and retailing jewelry in the 1950's. The collection is also available at Neiman Marcus, Saks Fifth Avenue and other fine department, jewelry and specialty stores worldwide.

DESIGNERS

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