



AARON BASHA

Aaron Basha Introduces Newest Members of Charm Collection

Aaron Basha, the luxury jeweler known best as the “King of Charms,” introduces the latest members to join his jolly crew of signature characters. Magical visions and themes of childlike innocence bring to life Aaron Basha’s fantastical world of charmed designs. With lashings of shimmering color, sparkle and shine and designed with the classic Aaron Basha perfection, these new animated characters are full of charm!

From cheerful critters in colorful, eye-popping tones like the friendly frogs and dashing dragonflies, to the lovable London Bobbies, fighting ninjas and timeless pastel chapeaus, treat yourself to some of the most endearing creations from Aaron Basha to date.

Masterfully designed and individually hand-crafted from 18 karat gold, black and white pave diamonds and vibrantly colored enamel, the newest creatures have already become coveted collectibles among celebrities and royalty alike. The fanciful designs featured in the collection reflect the Aaron Basha signature panache, as well as evoke the adventure and enchanting splendor of youthful tradition.

Aaron Basha’s complete collection of charmed accessories is all available for purchase at the **Aaron Basha** flagship boutique in Manhattan, as well as many other retail partners worldwide. For more information, please visit us at 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.

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