

CJS Celebrates 90 Years In Business

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Akram Cassim, CEO - CJS with Jacqueline Fernandez

Colombo Jewellery Store (CJS) celebrated 90 years of existence in style with the launch of a line of jewellery inspired by the 1920's. Sri Lankan beauty queen and Bollywood star Jacqueline Fernandez was back in the island to launch the latest collection.

In his speech Akram Cassim, CEO - CJS said he's extremely delighted to have been able to continue strengthening and nurturing the legacy of his grandfather, building on the strength of that legacy to conceptualise a brand that today truly speaks more than being a fashion accessory. "Our jewellery tells a story of not only CJS but also of the wearer. It speaks of our customers wanting uncompromising quality, designs that suit individual tastes and the value they infuse into wearing jewellery that stems from a heritage that represents Sri Lanka's ancient past of being a gem and jewellery hub to the world."

"I'm honoured to be here as the brand Ambassador for CJS at yet another hallmark unveiling of designer jewellery, because I have always strongly believed that beauty is not simply about what you see, but about what is deep within. CJS displayed in

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abundance, being very unchanging in its brand values and brand promise," stated Jacqueline Fernandez at the event.