For immediate release

**Yorkshire Design Mavericks, Vanacci, Launch Crowdfunding Campaign for Trailblazing Fragrance-Infused Jewellery Concept, ‘Lockstone’**

Vanacci is renowned for its unique combination of Yorkshire craftsmanship and Italian design flair – and now the company is taking its innovative streak one step further, with a pioneering new range of fragrance-infused jewellery and accessories.

At the heart of this new jewellery collection is the Lockstone – a patent-pending material with an artificial micro-porous structure capable of absorbing moisture. A Lockstone pendant can be used to soak up any fragrance, slowly releasing the scent of the cologne or perfume over time. The life of the fragrance is extended by up to seven times, sustaining the aroma and doubling up as a chic, contemporary addition to any outfit.

The exciting project is currently in its early stages, with a patent pending for the Lockstone concept and a Kickstarter campaign set to launch very soon. The campaign will be looking to crowdfund around £1,000 in order to buy base materials and new equipment that will allow the design mavericks at Vanacci to produce a full range of Lockstone accessories.

James Whitfield, MD of Vanacci, says, “We pride ourselves on being at the cutting-edge of fashion, design and style – and we think the Lockstone innovation could really make waves in all of these worlds. Combining aesthetics with functionality is something we love, as proven in our popular range of contemporary wristwatches, and creating a range of fragrance-infused jewellery is sure to cement Vanacci’s reputation as a premium creator of trailblazing accessories for the modern man and woman.”

The beauty of the Lockstone is that it can be manipulated into any shape, offering almost limitless potential for the creation of on-trend accessories and jewellery. From cufflinks imbued with elegant cologne to ladies’ earrings with a delicate hint of their favourite scent, Vanacci are keen to push the boundaries with their latest innovation.

Lockstone jewellery will be totally unisex, thanks in large part to its customisability. The stone can be infused with any fragrance, which means each and every piece will become totally personal to the wearer. The material is corrosion-resistant, as is necessary when it’s soaking up liquid, and it’s environmentally-friendly to boot.

Ryan Ward (Director) adds, “We’ll be launching the Kickstarter campaign on 3rd May 2016, and we look forward to gauging the appetite out there for this groundbreaking new concept. Our other Kickstarter projects have been wildly successful, with our most recent effort raising more than three times the necessary funds – we hope the Lockstone project can be equally successful, as we strive to create an artisan accessory that could change the market entirely.”

For more information about Vanacci or the Lockstone, visit the website: <https://www.vanacci.com/pages/lockstone>

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