
Our latest squeeze: COOPS London

Gravity-defying **earring brand** celebrates its **4th birthday** with new website and designs.



Original Silver With White Diamond and Gold Triangle, photography by Harriet MacSween

There are a million and one jewellery brands out there, constantly launching new styles, but as far as we know, only one has utterly reinvented the way jewellery works.

That would be **COOPS London** – jewellery designer Emma Sharp's strictly earrings-only brand, which she launched four years ago. With no need for piercing or clips, COOPS squeeze-on, slide-off earrings use only friction to stay attached to the lobe, and their ingeniously simple mechanism, refined simplicity and flowing lines made them a hit from the moment they appeared at **Paris Fashion Week in 2013**.

Originally created for Emma's degree show at **Central St Martins**, COOPS are the result of an exploration of ways in which the flesh of the body might be used to keep jewellery in place, allowing the piece to represent a perfect overlap of function and aesthetic. After several years creating bespoke wedding and engagement rings with her company Emma Franklin Ltd, Emma revisited her invention and launched COOPS London with its first product – a simple gold loop design. This was swiftly followed with other designs, including stars, kites, hearts, triangles and leaves – to create a family of beautifully simple, geometric shapes that attach securely to the ear with just a squeeze.



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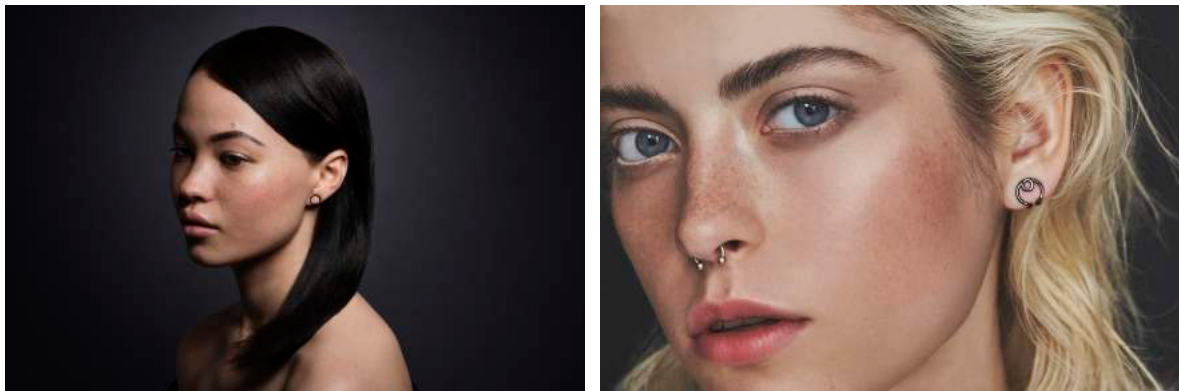
“The flow of a single line is the entirety of a COOP; this is a really important element for me. It is rare that a mechanism doesn't jeopardise a design; with COOPS, function is form and form is function.”

Emma Sharp: inventor, COOPS London

COOPS can now be seen gracing the lobes of high-profile folk ranging from Cara Delevigne and Kate Moss to Quentin Jones and Taylor Swift and are available to order from coopslondon.com and stocked at **Colette** (Paris), **Tomorrowland** (Tokyo) and **Clerkenwell London** (London).

This month, in conjunction with the launch of the all-new COOPS London website and shop at coopslondon.com, Emma has added to her existing **11 styles** and three materials (gold, rose gold and silver), with a striking black rhodium variant for every COOPS style and a range of new shapes with COOPS' signature single-line simplicity.

The new COOPS include a bobble design inspired by a treasured necklace given to Emma by her parents and a luxury version of the original COOPS circle, set with either a black or white diamond. All the new additions will be available to order online from today.



Original black and Original with Coop black, photography by Shamil Tanna

Notes to Editors

About COOPS London

Based in Clerkenwell, London, COOPS are a range of beautifully simple squeeze-on earrings invented by jewellery designer Emma Franklin in 2012. Beloved for their geometric designs and clean-lined elegance, COOPS straddle the worlds of design and fashion, with 13 eye-catching designs available in a choice of gold, rose gold, silver and black rhodium.

coopslondon.com

Instagram: @coopslondon #coopslondon

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