

JEWELRY

UK silversmith Asprey steps up with 167 pendant's profit going to National Emergency Trust

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Profits from Asprey's 167 Button Pendant will go to the National Emergency Trust in the United Kingdom. Image credit: Asprey

By LUXURY DAILY NEWS SERVICE

British silversmith and leather goods maker Asprey has debuted a zero-profit effort to support the United Kingdom's National Emergency Trust, a disaster charity to support organizations and services on the frontline battling the COVID-19 coronavirus pandemic.

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In an all-profit donation to NET a charity supported by Prince William Asprey's 167 Button Pendant has been created in sterling silver with a special engraving on the back with the NET logo.

The \$300 pendant will be available for preorder on [Asprey.com](https://www.asprey.com) with proceeds going to [NET](https://www.national-emergency-trust.org).

Sterling effort

Established in 1781, Asprey has supported the U.K. over the centuries, including crafting army supplies during the first and second world wars as well as commemorative gifts given to soldiers serving in those conflicts.

The 167 pendant is inspired by the concept of buttons on file clothing and English tailoring, per the company.

With its central amethyst stone as the signature color of Asprey, the button motif has featured in many of the jeweler's collections.

Engraved around the outside of the pendant is Asprey's flagship London store address 167 New Bond Street in the same building occupied by British nurse Florence Nightingale, known for her work in the Crimean War and also for raising British medical standards.

ASPREY WILL start production of the pendant orders as soon as the U.K. government allows factories and manufacturing facilities to reopen.

The company expects to fulfill orders in the summer, depending on the health situation at the time.

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In an all profit donation to NET, Asprey's internationally renowned 167 pendant has been specially created in sterling silver with the NET charity logo engraved on the reverse of the disc. Available now to pre-order online at [Asprey.com](https://www.asprey.com), with all funds going directly to NET and will be used immediately in response to the Covid-19 pandemic. [@national_emergencies_trust_](#) [#NETCoronavirusAppeal](#) [#stayhome](#) [#staysafe](#) [#asprey](#)

A post shared by Asprey (@aspreylondon) on Apr 9, 2020 at 9:12am PDT

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