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The mark of industry inspiration & information

Autumn 2022

Jeweller

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Jewellery Show Preview

Introducing London's new trade fair

Testing, testing...

Diamond verification instruments under the spotlight

Goldsmiths' Fair

The cream of British craftsmanship



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of Jewellers

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from The Editor



OK, let's get the heat chat out of the way...

There's every chance that by the time you read this, the British weather will have come to its senses and be doing its normal, nothingy summer thing. But right now, it's weirdly warm and we're expecting hideously hot any minute. So, you'll be pleased to know that in the busy lead up to press day I'm coping - in the greenhouse that is my WFH office - by taking regular dips in the river. And before you come over all parental on me... the water is up to my knees and there's always an appropriate adult on hand.

While extreme temperatures might not create ideal shopping conditions, they're

hardly hampering trade shows. PURE London took the brunt of the first heatwave and we hardly felt a thing - under the all-glass roof of Olympia - thanks to extremely efficient air-conditioning. The event included the successful inaugural PURE Jewel curation - see our report on page 34.

I make no excuse that this issue is pretty show-preview heavy; in-person trade fairs are definitely back on the agenda. The Autumn CMJ Event will take place as the magazine goes to print, so look out for our online report, followed by a follow-up one in the Winter issue. Hot on its heels is the UK Jewellery Festival (a preview on page 38) and the always hotly anticipated UK Jewellery Awards (the shortlist is on page 20), followed by the new Jewellery Show at ExCel London (see page 23 to discover some of the UK and international exhibitors). Later in September, Jewellery & Watch returns to the NEC Birmingham, as part of the Autumn Fair (see page 30). For the cream of UK craftsmanship, a visit to the prestigious Goldsmiths' Fair late September/early October is a must. A taster of the treasures to expect is on page 44.

Assay offices are generally awash with treasures, and in the second of our series looking at the four UK assay offices, we

share Sheffield's need-to-know story (page 16). Analysis and testing are key services offered at their facilities - especially important given the expanding laboratory-grown diamond market, which has led to the growing number of diamond verification instruments out there. During July, the Natural Diamond Council's Assure Programme presented a pop-up showcase at the London Diamond Bourse of around a dozen of these retailer-friendly machines. With the invaluable help of jewellery retailer and JBN member Sophie Guess, we checked them out (page 8). An investment worth considering, we think.

Finally, may I suggest you peruse our Directory of Industry Associates on page 60 - an invaluable source of suppliers of goods and services to the trade.

Looking forward to seeing some of you, somewhere, soon. Meanwhile... take me to the river!

Belinda Morris, Editor

pg 23



Visitors to ExCel London can discover new jewellery and watch collections, as well as new names to the UK.

pg 30



Autumn Fair - ideal for launching new designs and to meet existing and potential new customers.

pg 44



136 of the best craftspeople in the UK today, chosen by a committee of tastemakers and design professionals.

Inside this Issue

Autumn 2022

NEWS

- 10 NAJ Education News**
Introducing the FoAP course
- 12 NAJ Update**
Association governance
- 14 Education**
The latest JET Stars
- 19 Industry News**
Boodles exhibition and new gemstone book
- 20 UK Jewellery Awards**
The nominee shortlist

TRENDS

- 23 Jewellery Show**
Introducing the trade's new event
- 30 Jewellery & Watch**
@Autumn Fair
- 34 PURE London**
A report on the PURE Jewel curation
- 38 UK Jewellery Festival**
New collections showcasing
- 44 Goldsmiths Fair**
First look at this prestigious showcase
- 46 Goldsmiths North**
Report from Cutlers Hall, Sheffield
- 48 Watch News**
Horological new releases

PROFILE

- 16 UK Assay Offices**
Sheffield Assay Office - everything you need to know
- 36 Member Profile**
Ungar & Ungar
- 58 Member Profile**
Gardiner Brothers, Belfast
- 66 The Last Word...**
... goes to Andrew Morton

pg **38**





pg **48**

BUSINESS ADVICE

8 **Diamond Verification**

Checking out the Assure Programme

53 **Member Benefits**

Support when you need it

54 **JET Business Network**

Getting the score you want

60 **Industry Associate Directory**

Expertise and knowledge at your fingertips

64 **SecurityWise**

Package protection tips

OPINION

03 **From the Editor**

07 **The Chair's Foreword**



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Association
of Jewellers

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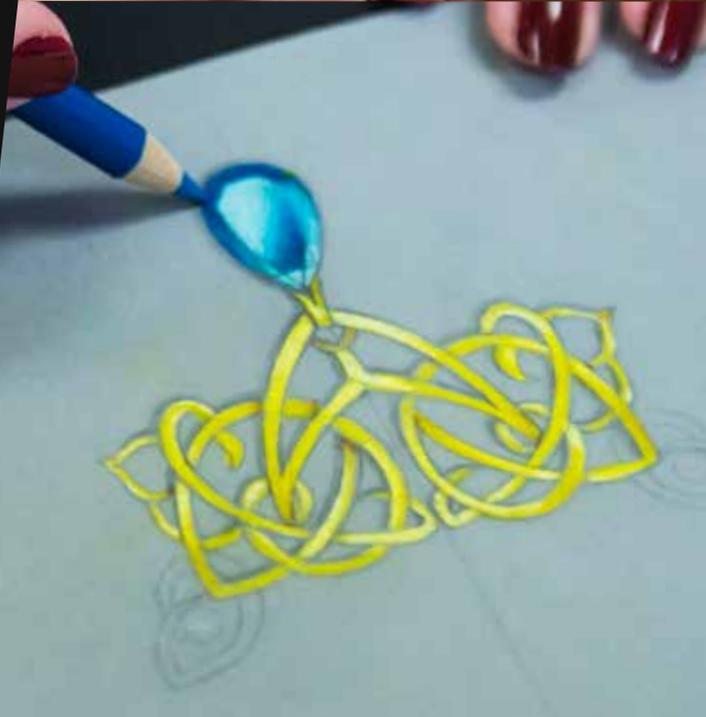
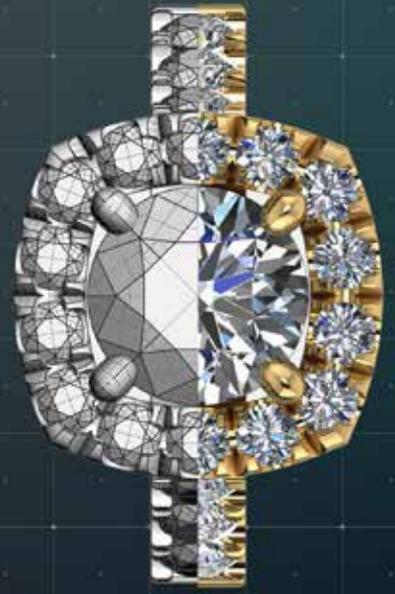
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Walk-Ins Welcome



Chair's foreword



I hope you're coping with the heat.

Throughout a balmy and unprecedented week in July, heat management became the email conversation starter of choice. I will leave the environmental implications of climate change to those far more qualified than me. Still, it was clear to see how the record-breaking weather had an immediate impact on UK businesses up and down the country.

Retail data specialist Springboard reported a drop in footfall for high-street shops, with consumers favouring the refuge of air-conditioned shopping centres or the convenience of online purchasing. This summer, high-street retail may find it doubly difficult with the return of overseas holidays on the agenda after the pandemic (assuming

holidaymakers make it out of the airports, of course).

Yet it is not just temperatures that the UK jewellery industry has to deal with - there's rising inflation, too. Weekly increases seem an all-too-common headline as households and businesses continue to feel the squeeze from rising costs and supply chain issues.

The NAJ will continue to support our members in any way we can. With cost-saving high on the agenda for many, it is prudent to continually familiarise yourself with the range of member benefits on offer. You can make significant savings across your business with our partners' discounted services.

Despite the significant pressures on UK businesses, there are positive stories across the industry. Even in record temperatures, the summer trade events reported numerous successes, including the buoyant return of Pure London (check out our report on page 34). As you read this, more exhibitions are fast approaching, so we have handy previews of the major shows across these very pages. The NAJ will be present at all of them, to meet members and answer questions, so please do come by to say hello to the team.

Hallmarking continues to grow in popularity, with nearly half a million more articles hallmarked in Q2 compared to the same period in 2021. The popularity of the Platinum Jubilee is undoubtedly playing its

part. The HALO Award has also extended its deadline window, meaning businesses now have until 16th September to submit applications.

Having previously chaired the NAJ's Education Committee and with my first-hand experience working in the jewellery industry, I understand the importance of training, education and mentorship for both the individual and the trade. Attracting talent to our industry is a critical first step, but providing first-class training is key to retaining expertise.

Many reading this will be familiar with the NAJ's JET programme of education and training courses. JET provides the skills and knowledge to thrive in the trade, and soon we will announce a partnership with the Fashion Retail Academy to provide end-point assessment for Level 2 Retail, Level 3 Retail Team Lead and Level 3 Jewellery, Silversmithing and Allied Trades apprenticeships. It is an exciting step in recruiting the right talent for the industry.

Please remember to sign up for the Association's newsletter to learn more about the apprenticeship and all things NAJ.

Heather Callaway
Heather Callaway
NAJ Chair

pg 10



Our industry-recognised and nationally accredited range of JET courses is central to the NAJ's member offering.

pg 16



In hallmarking education, there's always more to be done. We carry that message in our social media - the need to uphold the law.

pg 53



Making informed decisions is crucial, but where do business owners and decision-makers get the support needed to make critical choices?



Mandy, Sophie and Cheryl from L Guess

Testing, Testing...

This July, the London Diamond Bourse, in collaboration with the Natural Diamond Council, hosted an ASSURE Showcase of diamond verification instruments. Sophie Guess of L Guess Jewellers checked some of them on behalf of her fellow JBN members who were unable to attend.

Just a few years ago, a report on instruments to help jewellery retailers, manufacturers, designers wrinkle out synthetic from natural diamonds would have seemed unnecessary. Who would need such a thing? Supply chains were known and trusted. Who would imagine goods bought over the counter or brought in for repair might contain laboratory-grown diamonds? Threat... what threat?

Today, it's a different story and as more instruments designed to verify natural diamonds enter the market, the demand for them increases, too, along with the need to understand how they work and how they fit a business's requirements.

The six-week ASSURE Showcase gave diamond and jewellery trade members the perfect (and much-needed) opportunity to try many of the diamond verification instruments available today... around 60 per cent of those on the market, in fact.

The showcase promoted use of these instruments in the UK by creating a space for retailers, jewellers and trade participants to learn about them. It offered a wide range of instruments with different capabilities and price points and had independent gemmologist and industry consultant Charlotte Rose permanently on hand to demonstrate every machine and answer questions... without bias.

The Natural Diamond Council stresses that at the centre of consumer protection is the ability to distinguish between natural diamonds, laboratory-grown diamonds and diamond simulants. Separating the different products requires specialised instruments. Every diamond verification instrument has unique benefits, and choosing which device to purchase can be daunting. The ASSURE programme was born out of the necessity to assess the relative performance of the instruments available on the market by testing their performance in an unbiased manner and publishing their findings.

Sophie Guess's view on diamond verification is unequivocal: "EVERY professional retail jeweller who's buying, selling and repairing jewellery will have to accept that, with time, they'll need access to a piece of equipment like we've viewed at the ASSURE Showcase. Time is of the essence - this is something which everyone must at least consider now. It doesn't need to be an expensive/top of the range machine, but it must refer a stone if there are any doubts."

Sophie approached her mission fully prepared with a list of questions her fellow retailers needed answers to. They all agreed the budget should be £7k, give or take, which narrowed her inspection to just three instruments. (If you want all-singing and all-dancing, you would, like the team from Vashi, be excited by the De Beers Group's AMS2 at US \$45,000 or SYNTHdetect at US \$18,500).

Sophie's questions covered:

- Can it test loose and set stones?
- What is the largest piece of jewellery the unit can accommodate?
- Can you pick out individual lab-grown from a parcel of melee?
- Does a ring with diamond shoulders and sides need more than one scan?
- How easy is it to use (potentially anyone in the business might need to use it)?
- Is training required?
- How accurate is the instrument and how quickly are the results delivered?
- Is it portable?
- Are there ongoing costs?
- Will it go out of date?
- Is its software easy to update?

Sophie's View

"I found it very useful to view all the potential pieces of equipment available and affordable to retailers. I'm a practical kind of girl and prefer to try these things out rather than read specifications before I can make a buying decision. My two store managers, Cheryl and Mandy, found it helpful and, like me, wanted to try the equipment to ensure they felt it would be easy to use for themselves and the sales team."

"Like it or not, lab-grown diamonds are becoming an everyday part of our trade; they're available from most diamond suppliers now (even those who said they'd never do them!) and walking through Hatton Garden, it's very apparent they're being sold in every single shop window. What this means for us is, without question, they'll be appearing over our counters for buying and in our workshops for alterations or repairs and this, in my opinion, is likely to be without disclosure - and why would they disclose... there's no real need? Larger stones should be laser inscribed to clearly show they are lab grown, but there are many without or with the inscription removed. This is alongside all the melee stones, which won't be lasered. To the eye or through a loupe, there's no way of differentiating these without equipment to assist us."

"As a retailer and workshop, we realise we have no choice but to make an investment if we're to describe and sell goods accurately to the public. It'll also enable us to protect ourselves and our customers when accepting repairs and in making accurate buying decisions over the counter, ensuring the stock we're buying from suppliers is as they describe. Other than using the 'white stone' description, we'll also have the option to make records in front of the customer at the take-in point to at least make a note if a 'white stone' is not a diamond."

"Educating staff is important in this new era of lab-grown diamonds flooding the market; even if a business is not selling them, it is critical that customer-facing staff understand what they are, the basics of how they're made and how to sell them alongside natural diamonds. Our team will have training with Julia Griffiths at the Gem Academy, on one of her basic courses aimed at understanding and selling them. Some of us will also attend her practical classes held at the Goldsmiths' Centre to get further hands-on, practical training."

"Lab-grown diamonds are here to stay so we all need to understand them and identify them. The time is right for us to get on board and make sure we're trained, equipped and ready to accept them into the jewellery industry."



Mandy and Cheryl from L Guess testing instruments



The Sherlock Holmes Detector at work

Sophie's Choice

Having ruled out the cheapest instrument shown - Presidium's Synthetic Diamond Screener II (US \$599) - which delivers inconclusive results by screening out Type Ila diamonds, which might be synthetic or natural, Sophie looked at:

GIA iD100 (US \$4,995) is manually operated using a probe and displays immediate pass or refer results. But while shoulders and sides of rings would be easy to test, she felt melee would prove too fiddly, and the inflexible probe would mean the instrument would need more space, making it impractical for retail.

DRC's J-Mini (US \$6,499) has the advantage of being small and portable, but as it picks up phosphorescence registering it as 'not natural', its 15% false positive rating gives it limitations. Other negatives for Sophie were a smaller drum and the longer time to receive results.

Yehuda's Sherlock Holmes Detector (US \$6,495) looks like a front runner (although the new **Dr Watson** was unavailable for viewing, so judgement is pending as we go to press). This portable desktop instrument with a mobile phone top verifies via a captured image it analyses to conclude whether a stone is a diamond, synthetic diamond or needs to be referred. It has a zero false positive rate and a 97.5% accuracy rate. The drum comes with attachments for testing different jewellery and loose stones (all weights and sizes). Judged by the L Guess team as practical and easy to use.

NB. All prices quoted are 2019. For full details on all instruments independently tested by the National Diamond Council's Assure programme, visit www.naturaldiamonds.com/council/assure-testing-program/

Thanks to Sophie Guess for the images

The Value of Education and the Education of Valuing

At the NAJ, we believe in the power of education and training to promote a healthy and prosperous jewellery trade. It is why our industry-recognised and nationally accredited range of JET courses is central to the NAJ's member offering.

In the pages of *The Jeweller*, we regularly discuss the value of training retail employees to improve customer service and staff retention. The JET programme follows a natural progression as students build a greater depth of knowledge to support their career development.

The programme adapts to the demands and interests of the students, culminating in two courses focused on their specialist areas. JET Management is ideal for employees aspiring to be store managers. The JET Foundations of Appraisal Practice (FoAP) puts students on the path to being a jewellery valuer and, ultimately, joining the NAJ's Institute of Registered Valuers (IRV).

Your first step to becoming a registered valuer

If you have a grasp of gemmology and a mind for methodologies, the FoAP course could be the perfect gateway to a career as a jewellery appraiser. Our industry-leading course teaches the fundamental theories, practical methods and best working practices needed to become a successful valuer of jewellery, silverware and watches.

If you aspire to be your own boss or work in an established retail store, the role of a jewellery valuer is a vital part of a customer-facing jewellery business. Whether valuing for insurance or identifying a fair-purchase price, being able to appraise jewellery of all shapes, sizes and value accurately is a prized skill for the industry and public.



FoAP is a prerequisite for joining as a full practising member of the IRV, the recognised professional body for valuers. It's the UK's most respected jewellery appraisal body, providing professional exposure, education and a supportive network to all members.

Pathways and progression

FoAP perfectly combines theoretical learning and hands-on experience, giving graduates a rounded knowledge to take into their careers. A supportive online learning environment enables full-time and part-time staff to work through the theoretical fundamentals. Digital learning is supported by a three-day intensive in-person workshop, which provides vital hands-on experience, giving students the opportunity to put learning into practice. From assessing gemstones and precious metals to experience with gemmological equipment and constructing a written valuation, the course gives you the practical knowledge to excel in your career.

Can you put a price on that?

Discover more about FoAP and our range of JET courses

Visit: naj.co.uk/qualifications
Call: 0121 237 1110
Email: JET@naj.co.uk

The Greenough Trophy

Every year, a JET student is presented with the Greenough Trophy. This prestigious award recognises skill, dedication and hard work and is presented to the student who achieves the highest aggregate marks, having completed the most outstanding project in the Professional Jewellers' Diploma.

In 2021, that honour went to **Alison Peyton-Welch**, from family-run MG Welch Jewellers in Taunton, Somerset. Alison's name joins all previous recipients inscribed upon the beautiful Greenough Trophy, which was first awarded in 1946.

"I was amazed when I discovered I'd won the award," Alison said. "The trophy will definitely take pride of place in our shop, and I hope it will spur on our other two recent recruits to take on JET as well."

"I found the course challenging, and to get the most out of it certainly required commitment. I enjoyed the in-depth study needed to really understand and get to grips with the assignments. Before joining the company, I'd worked for the civil service for 35 years and had actually retired. You can definitely describe me as a mature student! I needed to catch up fast with all the other staff, so I picked up my quill and enrolled in JET. During the course, I realised my greatest jewellery passion is in the antique department. I'm going to continue to study and develop in that area."

"When I started at the company nearly four years ago, I joined a team of seven on the shopfloor (there was also a resident goldsmith upstairs). Every member of staff had various JET and GA courses under their belts. I'd say jewellery training was and is extremely important to MG Welch and is one hallmark that sets us apart from some others in our locality."



Alison Peyton-Welch Greenough Trophy winner

Put your business in safe hands



The National
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of Jewellers



Empower your next store manager.

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knowledge to lead and deliver
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Right People, Right Table, Right Time.

NAJ principal officer Ben Massey provides an update on the governance changes in the Association.

The NAJ is a people-led organisation, and to those in the know, team NAJ doesn't just mean the staff team. Team NAJ also includes the army of volunteers in committees and groups that all pull together to deliver the strategy for the benefit of you, the member.

However, the way volunteers integrate with the staff team is changing. Traditionally, the Association has hosted a variety of semi-autonomous steering groups that have made decisions about specific membership benefits, products and services. At times, this has resulted in the unintended consequence of inefficient, repetitive work streams that did not contribute to a single strategy for the Association.

The new model of NAJ governance attempts to be more progressive and bring people together in more relevant and efficient ways. This is about getting the right people around the right table for the right reason.

The National Committee will, of course, remain as the governing committee of the Association. We will seek members that reflect the diversity of the NAJ members and that have the correct skills and knowledge to support the Association. The Executive Committee, of NAJ's officers like the president, chair and NAJ principal officer, will closely align with the trade to build relations and support the implementation of the NAJ's strategy. The

Executive Committee also maintains ties with other trade areas through industry networks and communities.

Perhaps the most significant change in governance is in the restructure of the National Committee's subgroups and subcommittees into the new Professional Community Groups, Standing Groups and Working Groups.

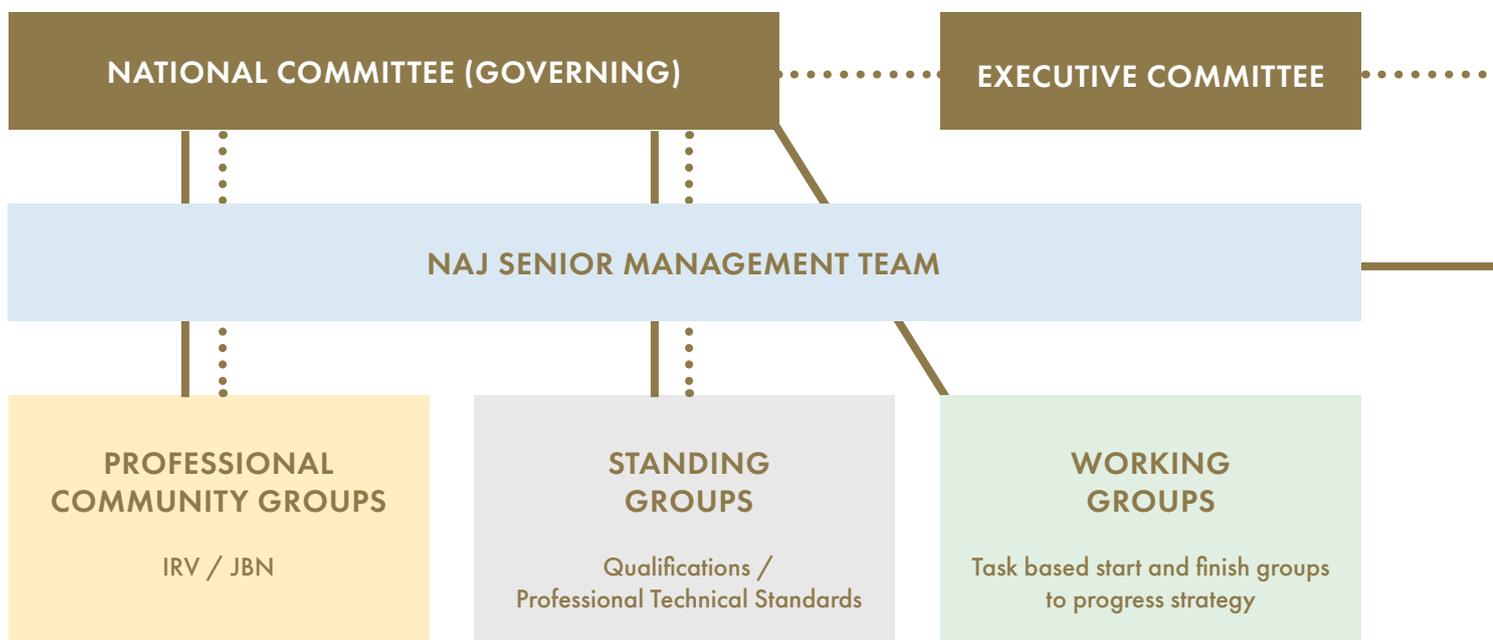
Professional Groups

Professional Community Groups each represent a subsection of the NAJ community and have a common interest at heart. The key driver in the Professional Community Groups is, as the name suggests, community. They will each set their own annual plan of activity, which might involve hosting or attending events and running digital forums and activities to grow the community. Each group also has a role to play in the NAJ Summit. We have already seen this at previous events with the Institute of Registered Valuers (IRV) and the JET Business Network (JBN), the NAJ's independent retailer network.

Standing Groups

The NAJ is fortunate to boast high-value services, such as compliance standards and qualifications. The remit of the Standing Groups is to assure continued quality delivery, which relies on volunteers supporting the staff team to scrutinise and challenge service and experience. Although meeting less regularly, Standing Groups

INTERNAL



will be responsible for digging deeper into delivery or intended outcomes and horizon scanning for issues that risk affecting the valued services.

Working Groups

The NAJ's strategy is as challenging as it comes, potentially. However, at certain times, specific short-term projects are required to harness the knowledge and expertise of volunteers to deliver the strategy. This is precisely the purpose of a Working Group - to drive progress under specific threads of the strategic plan.

Working Groups are a unique way for the team to work with members and associated organisations to improve engagement, rigour, resource and, ultimately, impact. Building the volunteer base of the NAJ can contribute to the strategy's success of shaping professional excellence in jewellery businesses and their people. It also enables individuals and companies to support the work of their Association without committing to long-term responsibilities.

To volunteer your time and expertise to support,

Email membership@naj.co.uk
Call 0121 237 1110
Visit naj.co.uk/about

EXTERNAL

INTRA TRADE GROUP(S)

External groups, networks, communities and relationships

KEY

.....

Volunteer (Group Chair/Officer) supports

NAJ Staff transmits information

Protecting the Reputation of Our Industry

Following the changes in governance at the NAJ, there is also an update on compliance and how this supports you, the member.

You will know we have already introduced a new disciplinary procedure document and the first of our code of practice documentation focused on pricing. Supporting our drive for greater transparency and compliance in the UK jewellery industry, we are now launching a whistle-blower mailbox - concern@naj.co.uk. Members can confidentially alert us to jewellery companies that may not be conducting business in a legally compliant way.

Compliance benefits the whole industry

Speak to any jewellery retailer and they will share stories of unscrupulous competitors. Whether you are an NAJ member or not, bad businesses harm the reputation of everyone in the trade. It is why the National Association of Jewellers focuses on improving standards and educating the trade on best practices. It is at the heart of our organisation with every member signing up to our Code of Conduct, based on Honesty, Integrity and Professionalism. After all, a compliant jewellery industry is a healthy and profitable one.

Alerting us to poor practice

For those worried about the activities of other businesses, we now have a confidential email service to alert us to poor practices in the industry. Our expert compliance department will deal

with any email sent to concern@naj.co.uk. This service is open to all in the jewellery trade irrespective of whether you are a member of the Association or not.

Issues raised could be anything from pricing and product descriptions to hallmarking. Some businesses may not be aware they are breaking the law, whereby simple guidance and education are enough. For others, more decisive disciplinary action will be necessary.

The compliance process

Once the compliance department has investigated the complaint and a breach of the law identified, the NAJ will begin a re-education and disciplinary process. For NAJ members, this will mean going through the recently revised disciplinary process, consisting of soft, then hard communication.

We will approach non-NAJ members and explain how they are in breach of the law, providing advice and an opportunity to rectify the problem. Persistent violations after being made aware of the compliance issue will result in legal action through Trading Standards.

The NAJ is here to promote and protect every jewellery business, and that means being firmly in the corner of both consumers and professional, reputable businesses.

We need your support

To raise the standards and practices of our industry, we need your help. If you find anything you think bends or breaks the law, please report it via the email address below (with evidence). Please share with your staff and sales teams, who may be more frequently alerted to these issues. Together, we can promote a fairer, more compliant and transparent industry.

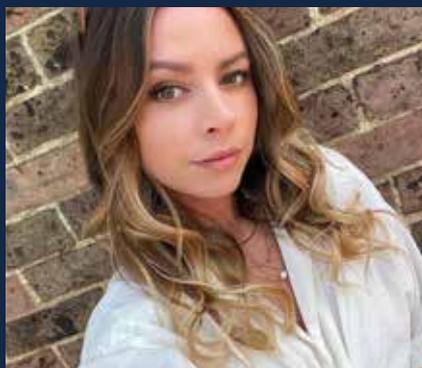
To alert us to a compliance issue, Email concern@naj.co.uk

Summer's JET Stars

Demi Hide

Wakefields Jewellers, Horsham
May's winner

"I've worked in retail for many years on and off, but never in luxury retail, so joining Wakefields was a really interesting step up for me. I have a degree in fashion promotion,



so I've worked with jewellery designers before, and always enjoyed those projects and campaigns, so that had a huge part to play in my journey into luxury retail. I joined Wakefields in 2020 just before lockdown, and although it was a less than ideal start to a job, I could do a lot of studying and gemstone research from home.

I work on the shop floor, so my day-to-day customers come in for everything from silver and affordable luxury items to beautiful diamond and gemstone pieces. My favourite sales are bespoke fine jewellery because with these we get to see the customers' reactions when they collect their dream pieces.

The owners of our store [Melanie Wakefield and her brother Dominic] and management are really proactive in our education and encouraged us to do our JET courses from the get-go. They have been incredibly

supportive throughout the course, and we're already looking at JET2.

I really enjoyed the gemstone and diamond focused assignments. I learnt so much and found the research really interesting. For me, the most challenging part was probably keeping my casting process answer to an acceptable word count!

It's great to have been praised for my final project. I chose Natalie Perry as the designer to focus on; I was researching to find a designer who uses ethically sourced gold and gemstones and fell in love with her work. Natalie was kind enough to email me details of her processes, which was super helpful (and she was so lovely).

The JET course has massively expanded my knowledge on the shop floor, which has made explaining processes for repairs to customers a lot easier. It also helps when I'm talking to customers about the quality of the gemstones they're considering."

Dani Jewell

Aurum of Jersey
June's winner

"I've worked in the travel industry for more or less my entire career, and for the last 13 years ran my own business as a personal travel agent. However, after all this time working on my own and with limited face-to-face time with customers, I missed the buzz of working in a team. Jewellery has always fascinated me. I'd often thought it would be an industry I could learn and thrive in. I contacted Aurum of Jersey as they are one of Jersey's leading luxury jewellers and manufacturers - an additional interesting and enjoyable aspect of the industry to learn about. I joined last July.

I work in the retail showroom, advising customers and selling them jewellery. I also take in jewellery that needs TLC or repairs in our workshop. We also have an in-house designer, so when customers want bespoke jewellery, I'm their first point of contact to gauge their style, gemstones and price point.

When I joined Aurum, JET was recommended as an excellent way to

learn all-things jewellery. I really enjoyed learning about gemstones and their families - it fed my natural fascination, passion and interest. I mostly enjoyed learning about diamonds as these have always been my favourite gemstone - I love them! The most difficult thing about the diamond assignments and project was putting all the research down on paper so it read accurately and was interesting for the tutor and moderator. It meant a lot to me to be complimented on the final project for my "particularly impressive work on the 4Cs and diamond shapes."

I wrote about Elizabeth Gage, MBE for several reasons. I found her career so interesting: it spans 50 years, starting as a goldsmith and working at the bench for most of her career. She also designs every piece of jewellery she sells under her name, and all her pieces are handmade in Britain. She has won many awards, including her MBE, and her famous Agincourt ring is on display at the V&A museum.

By taking JET, I've gained much more confidence in assisting customers, knowing I can advise and recommend



when discussing gemstones and choosing diamonds. I can also describe different metals confidently and have a good understanding of hallmarking, which I didn't have before. It is great to work independently, thanks to the extra knowledge I gained from successfully completing the JET course.

After a year in the jewellery world, I've enjoyed every day, including the training and studying - I now know how much more I have to learn!"

Artisan

Bespoke Manufacturer

 CAD



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Sheffield Assay Office

In the second of our features on the four UK assay offices, Belinda Morris speaks to Ashley Carson, Sheffield's assay master.



Ashley Carson assay master

What led you to the Sheffield Assay Office? Describe your jewellery industry journey.

My mother was deputy assay master and when I left school, in the Silver Jubilee year, I applied for a job in the office and ended up applying hallmarks to silver ingots for 12 months. My journey progressed, and after passing through various roles and levels in the business, I was appointed assay master in 1993.

As the longest standing assay master, what is the appeal of the job for you?

Next year I'll have served 30 years as assay master and 46 years at the office. I love the history, the appeal of hallmarks and the whole silver and jewellery industry. It's always a fascinating subject to talk about, and I love the interest shown by both members of the public and in the trade.

What innovations has Sheffield Assay Office introduced to the world of hallmarking?

We were the first assay office to open a sub office – it was in Carrs Silver – enabling hallmarking to be part of the production process, which also created additional

capacity and efficiencies in the office for other customers.

Sheffield has also been a leading office in laser hallmarking and development, so we can now hallmark hollow and extremely delicate articles. It has also meant we could greatly increase the size of hallmarks. I hate small marks that can't be seen with the naked eye.

Sheffield is the only UK assay office to have a comprehensive, secure door-to-door service covering most of the UK jewellery hot spots.

When did Sheffield introduce other services – what prompted this move?

Sheffield was the first office to diversify, offering additional services to the trade, including melt and assay, conformity testing, and in the last 10 years, it has expanded into medical, dental, environmental, ferrous and non-ferrous metal testing.

Hallmarking had seen a dramatic reduction since 2003, when the four UK assay offices hallmarked 34.7 million articles. Sheffield

hallmarked 12 million articles that year. The average over the last five years across all four assay offices has been 8.3 million between us – Sheffield averaging just two million. Without diversification, Sheffield might not have been here today.

Which aspects of the business are growing? Why?

Here at Sheffield, we focus on three divisions: hallmarking, analytical services and diamond verification services.

We have seen growth across all areas over the last few years. Hallmarking is obviously difficult as all the assay offices offer generally the same service, but we maintain our high levels of customer service to ensure we retain our current business. Our collection service is popular, and we concentrate on meeting our customers' demands week after week.

Our analytical services laboratory is growing steadily. We work on many areas of testing, not just those in the jewellery industry. It's in these areas we're seeing growth as independent testing is extremely important. Besides metals/alloys testing, we work with 3D powders across several industries, including healthcare, which has stringent regulatory requirements. The lab has been UKAS accredited for 32 years, which is one of the longest standing accreditations in the UK.

We also have a growing melt and assay service that appeals to retailers, the public and sectors such as the dental industry. As metal prices have increased, it's important for people selling their precious metal to know the relevant value... our independence helps greatly.

In response to customer requests, our diamond verification services screen diamonds to verify whether they're natural or laboratory grown. We have purchased the SynthDetect equipment – the best in the market – and work alongside DeBeers Group. We are seeing this service grow slowly as more laboratory-grown diamonds enter the supply chain. Our customers can sell their products with confidence after the screening process.

In fairness, while this is currently a very small growth area, I do feel it has promise as more stones penetrate the market. We'll continue to market it, whether as a standalone service or part of the hallmarking process.

We have a great marketing team ensuring we promote all aspects of the office's services regularly. We are also working more

closely now with the NAJ and setting up collaborations where possible.

How were you affected by the pandemic and how has business been since then? Did Covid prompt you to make any changes in your work?

We were able to stay open throughout the pandemic so the laboratory could support our front-line services in the medical industry to ensure they could function as required.

We reviewed all our processes during the pandemic – much like many businesses, we had more time to take that opportunity. We refined certain areas and through the team being involved and working together, we made some worthwhile and welcome changes for the better.

What sets SAO apart from the other three offices (in your view and according to customers)?

We pride ourselves on our strong customer relationships and business ethics. They're core to our philosophy. We are always striving to offer the best and have recently invested in new equipment: XRF, an ICP machine, a new induction furnace and analyser. This enables us to stay at the forefront in the trade and beyond.

We are also heavily involved in initiatives in the local community. I'm passionate about working closely with and supporting the

students at Sheffield Hallam University. I mentor students and we sponsor annual awards and have done for 25 years. We're also involved in events such as Goldsmiths North, which takes place in July and brings The Worshipful Company of Goldsmiths to the North of England.

We also believe that our UKAS and BSI accreditations are immensely important. To have the laboratory accredited continually for so long is fantastic. We're also the only RJC-accredited assay office, which is important as it is both an industry and global standard. All these things enable us to be proud of what we are achieving and passing on to our customers.

Does the public and maybe some in the trade need educating about hallmarking? What can you do to achieve this?

In hallmarking education, there is always more to be done. We carry that message extensively in our social media – the need to uphold the law. The British Hallmarking Council is working on several initiatives to achieve just that, but it is definitely something we should constantly review.

Consumers need to understand hallmarking better, so they're not misled. This is especially the case with online purchases. The Assay Assured Scheme certainly helps, and we need to market it as such. It is always about us protecting the consumer and them having confidence in what they are purchasing.

Sheffield Assay Office – a brief history

- An Act of Parliament in 1772 appointed 30 local men as Guardians of the Standard of Wrought Plate in the Town of Sheffield to supervise the work of the office and assay and hallmark silver. The first articles were hallmarked on the 20th September that year
- Sheffield had an established tradition of fine silverware production, so it was appropriate the number of guardians who were also silversmiths was restricted to just 10 to ensure the office maintained an independent, impartial service and was run for the benefit of the consumer rather than the manufacturer
- In those early days, most of the assay business came from within a 20-mile radius and precious items were presented over the counter to be assayed. Today, the Sheffield Assay Office attracts customers from all over the world



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Boodles exhibition to open in Liverpool

Pure Brilliance: The Boodles Story will open at the Lady Lever Art Gallery on 22nd October 2022 and run throughout the gallery's 100th anniversary year, until 5th March 2023.



Pink diamond ring 'Les Sables Roses'

The exhibition will explore the jewellery brand's 225-year story and show how Liverpool has helped shape the company's growth, from family jeweller to purveyors of some of the most stunning jewels in the world.

The exhibition will show how the heritage of Liverpool's vibrant and creative jewellery industry in the late 19th century created a market for quality jewellery and metalwork, for which Boodles acquired a reputation. Stunning pieces of historic jewellery from Liverpool makers and racing trophies made by Boodles will illustrate the early years of the firm. The company's rise from city jeweller to the pinnacle of high-end design and manufacture will be shown through the dazzling and contemporary jewellery on display.

Alyson Pollard, head of the Lady Lever Art Gallery, said: "Each jewellery piece is really a unique work of art. As a celebration of beauty, the exhibition features examples of work by 19th-century Liverpool jewellery makers as well as jewellery by Boodles. The exhibition will show how this Liverpool family firm, previously known for many years as Boodle and Dunthorne, became a world-leading brand. The luxurious jewellery on display helps visitors to explore the intricacies of jewellery design and manufacture. It's going to be dazzling."



Green Fire

James Amos, director at Boodles, said: "It can take many hours of craftsmanship to make just one piece. The 'Just Beyond the Setting Sun' cuff, for example, which was designed in our Liverpool Head Office, took over 400 hours of work at the maker's bench."

Visitors will see the story behind the jewellery, from the sourcing of precious stones and metals through to the design and manufacture of the pieces, and discover how the Boodles brand, which still has its flagship store in Liverpool today, was created.

www.liverpoolmuseums.org.uk/boodles

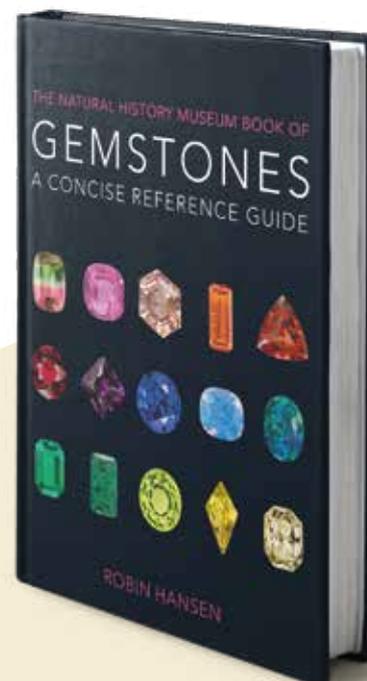
Gemstones – A Concise Reference Guide

Published by the Natural History Museum and written by Robin Hansen, its curator of minerals and gemstones, this book examines the world's most commonly encountered gemstones, exploring their unique beauty, rarity and durability.

The handy A5-sized book reveals how these gem materials formed, where they are mined, how they are identified by their physical and optical properties, their enhancements and imitations. Describing each gem's history and use in jewellery and ornament, the guide is filled with fascinating facts for gem lovers and professionals. There are sumptuous colour photographs of the well-known organic gems (amber, jet, pearl, etc.) and lesser-known stones such as titanite, phenakite and benitoite.

For budding gemmologists and valuers, the introduction looks at properties and covers the science: refraction, birefringence, dispersion, pleochroism, colour change effect and luminescence. Cuts, inclusions, treatments, synthetics and imitations and analysis are also examined in depth before the author tackles all the gemstones alphabetically.

(£14.99, paperback)



UK Jewellery Awards – the Shortlist

This year marks the 30th anniversary of the UK Jewellery Awards, which will be held on 1st September, 2022, on the evening of the Jewellery Festival. Here are those shortlisted for the 20 categories. Stars mark NAJ members!

Bespoke Jewellery Retailer of the Year

Andrew McCulloch Jewellers*
Daniel Christopher Jewellery*
David Gilbert Jewellery*
Fitzgerald Jewellers*
Harriet Kelsall Bespoke Jewellery*
Jessica Flinn Fine Jewellery
Kings Hill Jewellery
Kirsty Taylor Goldsmiths*
Robert Bicknell Fine Jewellery*
Sponsored by: Nivoda

Bridal Jewellery Retailer of the Year

77 Diamonds*
Affinity Fine Jewellers
Andrew McCulloch Jewellers*
FANCI bespoke fine jewellery*
Harriet Kelsall Bespoke Jewellery*
Jack Murphy Jewellers*
Queensmith
Taylor & Hart*
Sponsored by: Hockley Mint

Commercial Jewellery Designer of the Year

Ariel Tivon, Tivon Fine Jewellery*
Dinny Hall, Dinny Hall*
Jade Sammour, Dainty London*
Lucy Quartermaine, Lucy Quartermaine*
Rachel Galley, Rachel Galley Jewellery Design
Sarah Parham, SVP Jewellery
Sif Jakobs, Sif Jakobs Jewellery
Sophia Lutz, Coeur De Lion

Creative Jewellery Designer of the Year

Akansha Sethi, AS by Akansha Sethi
Alice van Cal, Alice van Cal Fine Jewellery
Deborah Blyth, Deborah Blyth
Katherine Alexandra Brunacci, Katherine Alexandra Brunacci Jewellery*
Nadine Aysoy, Nadine Aysoy Fine Jewellery
Zeemou Zeng, ZEEMOU ZENG*

Customer Event of the Year

Birmingham Assay Office, Careers Event*
David Mellor Family Jewellers, Eastleigh Store Opening VIP Event*
James Moore Jewellers, 25th Anniversary Charity Fundraiser
Jersey Jewellery and Watch Festival, Brilliance
Lucy Quartermaine, Customer Valentines Event*
Recognised, Symbols of Hope Pop-up Tour

Emerging Jewellery Designer of the Year

Alexia Karides, YSSO
Edward Xu, EDXÚ
Genevieve Schwartz, Genevieve Schwartz Jewellery
Georgia Wang, Georgia Wang*
Louiza Leclercq, Louiza Jewellery
Trang Do, Kimjoux
Sponsored by: Dimexon

Emerging Jewellery/Watch Brand of the Year

Bijoux De Mimi
Flinn & Steel
Grove & Vae
Angel Whisperer – Distributed by Guardian Brands*
Leff Amsterdam - Distributed by Time and More UK
Rani & Co
Skomer Studio*
Sponsored by: WOLF

Employer of the Year

Beaverbrooks*
Berry's Jewellers*
Citizen Watch UK
Hockley Mint*
Sonny's Jewellers and JQ Diamonds*
Thomas Sabo
WOLF*

Ethical/Sustainable Jewellery Business of the Year

Anna Loucah Fine Jewellery
Bradley's Jewellers York*
Georg Jensen
John Pass Jewellers*
Lebrusan Studio*
London DE*
Shakti Ellenwood Precious Jewellery*
Yala Jewellery
Sponsored by: SMO



Jewellery Brand of the Year

ChloBo
Clogau*
Coeur de Lion
Nomination*
Pandora
Sif Jakobs
Swarovski
Ti Sento - Milano*
UNode50

Sponsored by: WOLF

Jewellery/Watch Supplier of the Year

CME Jewellery*
Curteis*
Domino Jewellery*
Gecko Jewellery*
Hockley Mint*
Hot Diamonds Group*
Ntinga*
Raw Pearls*
River Mounts*
Tivon Fine Jewellery*

Marketing/Social Media Campaign Or Collaboration of the Year

A Ainsworths & Sons Jewellers:
Wendy's Legacy*

ChloBo Group:
Stars Align Collection Launch

Citizen Watch UK:
Eco- Drive/Power with A Purpose

Hot Diamonds Group:
Hot Diamonds X Jac Jossa*

Joshua James:
Joshua James X Jess Megan Love Your
Body Collection Campaign

Nomination:
ONEFORMEONEFORYOU OUR
EXTENDED FAMILY

Pandora:
The Pandora Me Relaunch

Phelans Jewellers:
12 Days of Christmas

Rotary Watches:
Rotary X Prostate Cancer UK

Scream Pretty:
Scream Pretty x Hannah Martin Summer &
Interstellar

Omnichannel Retailer of the Year

77 Diamonds*
Austen & Blake
ChloBo Group
Daniella Draper*
Last Night I Dreamt
Minar Jewellers*
ORA Pearls
Susannah Lovis Jewellers*
The Alkemystry*
The Watches of Switzerland Group*



Retail Team of the Year

Daniel Christopher Jewellery*
Daniella Draper*
H Samuel*
Hill & Hill The Jewellers
John Pass Jewellers*
Phelans Jewellers
Purely Diamonds*
Sonny's Jewellers and JQ Diamonds*
THOMAS SABO
Wongs Jewellers*
Sponsored by: CMJ

Retailer of the Year (Five Stores or Fewer)

Bradley's Jewellers York*
Dinny Hall
Fitzgerald Jewellers*
Hill & Hill The Jewellers
Last Night I Dreamt
Oliver & J Jewellery
Sonny's Jewellers and JQ Diamonds*
The Alkemystry*
Sponsored by: TH March

Retailer of the Year (Six Stores or More)

Beaverbrooks*
Berry's Jewellers*
Goldsmiths*
Mappin & Webb*
Watches of Switzerland*
Sponsored by: Greenrocks Created
Diamond

Service Supplier of the Year

Goodman Bros*
Merrell Casting*
Nivoda
Pursuit Software*
VM and Events*
WOLF*
World Gemological Institute

Store Design of the Year

Astley Clarke, Monmouth Street, London
David Mellor Family Jewellers, Eastleigh,
Hampshire
Ernest Jones, Lakeside, Thurrock*
Fitzgerald Jewellers, Canterbury, Kent*
Goldsmiths, Highcross, Leicester*
Judith Hart Jewellers, Derby*
Kastur Jewels, Mayfair, London

Watch Brand of the Year

Bulova
Citizen Watch UK
Garmin
Raymond Weil
Rotary Watches
Seiko
Tissot

Watch Retailer of the Year

Berry's Jewellers*
Bucherer
First Class Watches
Goldsmiths*
Watches of Switzerland*
Watchmaster
Watcho - The Watch & Clock Shop*

For last-minute tickets
(discount for NAJ members),
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Herbert Marx



Vangloria

The Jewellery Show

Over the past few months, the inaugural Jewellery Show has been gathering momentum – and exhibitors – and now, finally, is just days away. On 5th and 6th September, visitors to ExCel London can discover new jewellery and watch collections, as well as new names to the UK.

London Pearl



At a glance, here's what to expect at the show:

- **Five key areas:**
 - Loose Stone Gem World
 - Luxury Bridal Quarter
 - Designer Village
 - Silver Arcade
 - Retail & Tech Hub (packaging and tech solutions)
- **Seminar theatres** with high-level content:
 - Sustainability - how can you make your business more sustainable
 - The future of bespoke luxury
 - Intel on lab-grown versus mined diamonds/stones
 - Meet with the NAJ for latest industry information
 - Why Gen Z are buying jewellery online - how can you tap into that market
 - How to move your retail store successfully online
- A **trend runway** provides takeaways to use in your business right away
- **Goldsmiths' Centre** showcases the undeniable designer talent that passes through its doors
- The **Professional Jeweller** annual awards - held on the eve of day one
- The **latest trends** in the New Designers section
- Free ear piercing onsite by **Inverness**
- **The Podium** for the opportunity to work with and see fresh new designs



Lucy Q



Corona



NB Diamonds

Ti Sento
MILANO



Breuning

Dainty London



Sarah Alexander



And a snippet on some of the Jewellery Show exhibitors:

DAINTY LONDON

A new collection called Utopia is proving extremely popular, with large orders from new UK and Europe stockists. As always, the best sellers are the Giselle and Astrid collections - customers talk of their emotional connection to these pieces as they remind them of happy times at the seaside.

UNIQUE & CO

Dimension silver collection

A bestseller collection with more designs added and a smaller version of the pendants. The collection features stunning 3D effects and a mix of tree, leaves and heart details in sterling silver with rose gold or yellow gold plating accents and CZ stone setting, all encased in 3D frames.

Women's silver gemstone jewellery

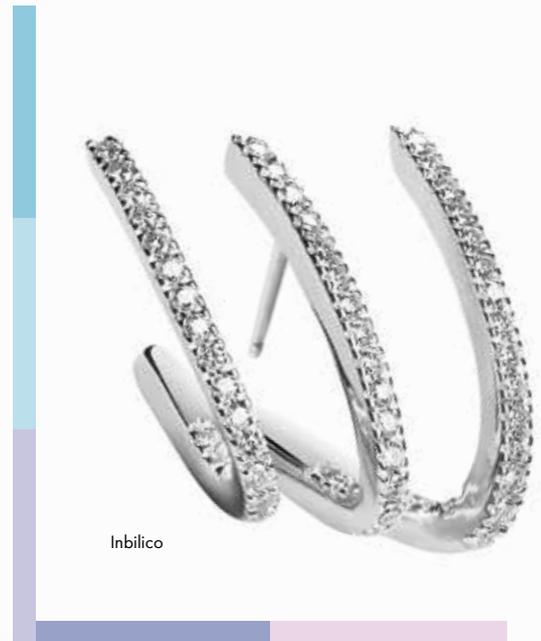
An expansion of product styles brings a focus on colour and craftsmanship using mother of pearl, malachite, amazonite, lapis lazuli and turquoise gemstones. The wearable colours of stones combine with silver or 18ct yellow or rose gold plating for everyday styles. Attention to detail is key, such as carving on mother of pearl and pavé CZ setting.

The **Men's** collection introduces new styles with more colourways in brushed finishes perfect for layering with other items from the line. New leather wristwear has a playful style and pared-back simplicity and features brushed steel in dual-contrast colour combining tones. There are also new styles in the chain and bracelet collections. Rings - one of the fastest growing categories - offers interesting plating combinations as well as wood or shell inlays.

Unique & Co



Unique & Co Men's



INBILICO

Completely made in Italy, this brand's lab-grown diamond and recycled-gold collection mainly focuses on single earrings and ear cuffs, playing with linear and elliptical shapes and micro pavé effect. The pieces are handcrafted by Valencian goldsmiths, known for their manufacturing tradition.

There are three collections of modular, asymmetrical and customisable earrings: InLinea, the starting point for creating a personal unique diamond piece; InLuce, to brighten the diamonds with various combinations of stones and InGioco, which combines suggested sizes and shapes. Each packaging element is eco-sustainable, including the colours, the sponges and the ink.

R E MORRISH

R E Morrish is a family-run British jewellery manufacturer that creates over 7,000 products. While specialising in antique reproduction ranges from Roman to Art Deco, there are so many more styles available – from gents' signet rings and solid pattern pieces to a CZ range, Celtic jewellery and contemporary designs. Everything is made in its Birmingham Jewellery Quarter workshops.

DONNS

Donns is showcasing its latest designs in 18ct white gold diamond and amethyst from the coloured gemstones and precious coloured stone collection jewellery that it has just launched.





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Accessories of Old – an Aladdin's Cave unearthed!

A hoard of 10 million pieces of original 1980s/1990s, 18ct gold-plated Swarovski-encrusted UK-made jewellery has been discovered in London, having lain hidden and untouched for over 20 years.

And it's for sale!

Accessories of Old is owned by Jon Goldsmith and Lisa Goldsmith (née Danziger) and theirs is a fascinating story of two totally separate, but parallel businesses operating simultaneously across two continents.

The story

In 1918, Solly Danziger (Lisa's grandfather) arrived with his father in Johannesburg, off a boat from Lithuania – with just two little suitcases – in search of his fortune. They began buying and selling modern costume

jewellery, haberdashery and hair accessories, and soon became Africa's biggest distributor of these items, trading as 'Danziger Bros' (still a household name in South Africa for those over a certain age).

After buying a huge warehouse and showroom in Johannesburg's downtown fashion district, they began accumulating very large stocks, purchased by Solly direct from jewellery factories from all over the world, which were then meticulously stored for resale. When he retired, the business passed to her father Gerald, who was left with the almost impossible task of selling these vast quantities of stock that his ambitious, exuberant father had amassed over the years.

After decades of highly successful trading, the business eventually closed in the 1990s, as high street stores started buying direct from China. Gerald shut the warehouse doors, while he decided what to do with the mind-boggling quantity of stock remaining. He never opened those doors again. The stock sits as it was when it was abandoned, frozen in time. Dusty boxes contain original stock, on original cards, in original packaging and in perfect condition.

Of course, this modern costume jewellery, haberdashery and hair accessories, after three decades, had now become vintage and highly sought after. Lisa moved to America 25 years ago, changed the business name to 'Accessories of Old' and began selling to dealers, designers, TV and film companies globally, as well as to private customers. The word spread.

The operations and management of the business transferred to London in 2014, after she met her English husband Jon, while maintaining an established foothold in the USA – the majority of the stock remained



Designer Basia Zarzycka



Renato in the warehouse

in Johannesburg. For the past six years they've organised twice-yearly trips to the warehouse there, taking their biggest vintage customers, and returning with a container of fresh stock each time. From their London Railway Arch showroom they sell to other vintage dealers.

Exciting developments and a parallel universe

During lockdown, Jon was taken on a mystery trip, by a customer (now very good friend), eminent fashion designer Basia Zarzycka, to a secret warehouse near Richmond, just outside London. Offering no details en route, she said he wouldn't believe



Vintage-loving club promoter and designer Philip Sallon

his eyes when he saw what she was about to show him. She was right. The warehouse doors opened to reveal towering hoards of boxes containing over 10 million items of vintage 1980s/90s, 18ct gold-plated and silver-plated jewellery (brooches, necklaces, rings, bracelets and earrings), most encrusted with original Swarovski crystals.

The jewellery had been manufactured in England by West Products, the country's largest supplier to the UK market (stores like Liberty, Harrods, John Lewis, Fortnum & Mason, M&S and House of Fraser), between the early 1920s and 1999. Predictably, the factory closed when high street stores began buying direct from China to save money. The business was left with immeasurable levels of unsold jewellery. The manufacturing plant was sold and the stock stored while they decided what to do.

Two unconnected jewellery businesses – one in Johannesburg, one in London – both established prior to 1920, both ending in the late 1990s, both ceasing trading for the same reason, and neither selling their unsold stock when the businesses closed.

After seven months of negotiation, Jon and Lisa bought this vast haul from the owner and received the keys to the warehouse, where the stock still remains. This was a great find as the jewellery is largely 1980s/90s (some earlier), and so complements their Danziger stock – largely 1940s-70s. Of the highest quality it is guaranteed original vintage... but has never been worn. As 'dead' warehouse stock it's in its original packaging.

Accessories of Old now supplies this jewellery too, to vintage jewellery shops, jewellery designers, costumiers, trade buyers, film/tv/theatre companies such as Disney, MGM Studios, Warner Brothers and the BBC... and even drag queens.

Additionally, two rooms contain original vintage jewellery findings and manufacturing stampings, plus 15,000 packets of original decades-old Austrian Swarovski and Czech Preciosa crystals – left-over stock from the manufacturing process, all in original packaging. Thousands of rhinestones of all sizes, colours, shapes and cuts.

Fortunately, managing the complex where the warehouse stands, is Renato, an original jewellery plater who'd worked for West Products since he was 15. Now in his 50s he's an invaluable source of information on the background of each piece of jewellery for buyers' questions.

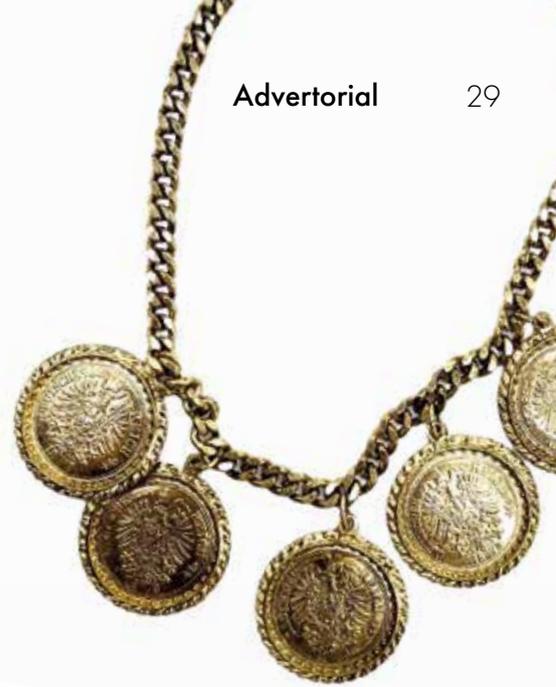
Interestingly, in one of the old West Products jewellery boxes, a decades-old price list was found addressed to none other than Danziger Bros, Johannesburg. So, it appears that at some stage West Products was supplying Danziger Bros too... A

book on the fascinating story is currently being written, and is expected to become a documentary in 2024.

Thanks to such vast stocks, Accessories of Old sell at extraordinarily low wholesale prices to trade jewellery buyers, allowing for excellent margins on resale. Buyers return over, and over again, to purchase more of this, seemingly unending, supply of jewellery stock. The range and variety of stock ensures that there's always something for every buyer.

Naturally, this hoard will appeal to those wanting to contribute to the sustainability and recycling movement – existing dead stock means no manufacturing involved.

Win-win.



Visit the trade warehouse near Richmond, with no obligation, by making an appointment or joining them on Wednesday trade days.

Or visit the smaller warehouse in Fulham – Thursdays to Sundays – without an appointment.

Instagram @accessoriesofold

Email: info@accessoriesofold.com for more details of both warehouse opening times, or call Jon on:

020 77 345678

(m: 07768 242 789)



Big Metal

The next Jewellery & Watch (4th to 7th September at NEC Birmingham), hosted by Autumn Fair, promises sparkling newness and inspiration.



Jackie Brazil

Jewellery & Watch at

D&X (Moda)



Among the brands and designers at the show: Big Metal, Lisa Angel, Suzie Blue, Amber Hall Jewellery, Cavendish French, Kali Ma Designs, Lido Pearls, Shrieking Violet, Midhaven, Ping Ping Jewellery, Scream Pretty, Sea Gems, Silver Jewellery Cavern, Reeves & Reeves, Ronin Jewellery, Siren Silver, Spoke 925, Bluelily925silver, The Old Farmhouse Jewellery, Clementine Jewellery, Icon Watches, Paradise Jewellery, Eliza Gracious, Gracee Jewellery, Pura Vida... and many more. Silver and fashion jewellery are also at Moda, Autumn Fair.



Kingsley Ryan



Ronin Jewellery



Sea Gems

Sea Gems

Sea Gems' Kate Evans says: "We've always seen the importance of exhibiting at the Autumn Fair; it's an ideal time to launch our new designs and collections and to meet existing and potential customers as they select stock in time for their busiest period. We're excited as we'll be launching lots of unique silver jewellery designs in our Silver Origins brand, stylish hoop earrings, Origins luxe gem set pieces, ocean, nature and wildlife inspired designs. All responsibly handmade with care, craft and purpose. New sustainable and 100 per cent recyclable luxury packaging, and our best-selling gift ranges will also be on display."



Last True Angel

Autumn Fair



Reeves & Reeves

Reeves & Reeves

The Coastal collection sees the addition of beautiful sculptural shells and other seaside finds. The Pearl collection has been expanded, adding gold vermeil and texture to create an on-trend look. The Farm collection has grown with the addition of Tractors, Highland Cows, Dairy Cows and Wellington Boots, using both colour and texture to perfect the exclusive designs. Utilising texture and refined lines with touches of 18ct gold vermeil, the Botanical range comprises an elegant selection of rings, necklaces and earrings.



Body Jewellery



Lisa Angel

Tribal Earth at Midhaven



Jewel City



Tribal Earth at Midhaven

Midhaven will launch its new range of men's recycled leather bracelets with 316L stainless steel. Made of genuine sustainable leather offcuts and scraps shredded and processed into strong, recycled leather, there are over 20 styles in assorted colours and sizes. Prices are extremely keen, quality is high with attention to design, comfort and durability - and the range is guaranteed for 12 months. All bracelets come in natural jute Tribal Steel pouches.

Siren Silver



Cavendish French



Midhaven

Siren Silver at Midhaven

Midhaven's gemstone bracelets are available in lots of stones - think aventurine, rose quartz, Indian agates. There are also fabulous labradorite stones in large sterling silver rings and pendants, alongside other stunning stone rings. Brass bangles feature coloured gemstones. Skull jewellery has been popular for years, but today it's a widely accepted jewellery motif - a touch disappointing for fashion rebels! Midhaven has a great skull selection in silver, stainless steel and leather.



Scream Pretty

Lido Pearls



Lido Pearls

Following the success of the gold-plated sterling silver pieces introduced at Spring Fair, Lido Pearls has expanded the collection to include new pieces at varying lengths, which are perfect for layering. Look out for higher price point statement pieces for the gifting season plus a new collection of brooches, great for winter coats, dresses and pashmina wraps. The sterling silver and CZ and freshwater pearl range has also been extended and features new pieces for brides, bridesmaids and wedding guests.



Blue Lily

LISKA LAB

grown diamonds



Environmentally Friendly

The production of lab grown diamonds does not affect the environment as much as diamonds extracted naturally.

Economical

Lab grown diamonds are in most cases cheaper than mined diamonds.

Conflict-Free

The only conflict-free diamonds that are far from unethical activities such as mining, using child labor and unsafe working conditions

PURE London Heat and Lust

PURE, PURE Jewel and Scoop at Olympia offered a breath of (cool) fresh air as London sweltered on 16th to 18th July. Finding much to covet, the NAJ's Lindsey Straughton and *The Jeweller* editor Belinda Morris were there.



Silver Kings

PURE London is renowned as a strong and inspirational trade exhibition for fashion independents and has always offered an interesting selection of fashion and demi-fine jewellery brands. For 2022, it took things up a notch with a new area: PURE Jewel.

As visitors walked off the summer-holiday-hot street into the very effective air-con cool of lovely Olympia, they were greeted straight away by PURE Jewel's chic circle of curated jewellery designers and brands showcasing fine and demi-fine jewellery and, in one case, gorgeously decadent bejewelled make-up brushes from NAJ member Oska Murano.



Shan-Shan



Oska Murano



Kamena jewellery

Junaid Ahmed, assistant buyer of jewellery at Liberty, was one of the key visitors at the show: "I was very impressed with the presentation of Pure Jewel," he said. "Overall, it felt very elevated and luxurious. All the brands had a point of difference and the presentation allowed them to showcase their jewellery. I will be happy to return for the next event."

Jayant Raniga of Pure Jewels (no relation!) in London also attended and was pleased to see a diverse mix of brands and designers: "I was also impressed with how many of the young creatives, such as Amertousi, I spoke to had worked hard during lockdown to get established or diversify and take full advantage of social media to succeed," he said.



Amertousi Ltd

Georgia Wang



Among the collections that stood out for us:

Magic Wire of Italy offered a beautifully delicate point of difference: fine 18ct gold wire jewellery - rings and bracelets - with shape memory thanks to a patented process invented by the jewellery factory's owner.

A dramatic green stingray statement ring by Hong Kong-based **Silver Kings**. They also had sweet little **Love Memory** charm pendants with inserted droppers to fill with your own perfume.

Kamena from Poland offered contemporary takes on amber jewellery (among other stones native to their country, like meteorite, dendrite, rock crystal and chrysoprase). The alphabet vermeil pendants and signet rings were particularly stylish.

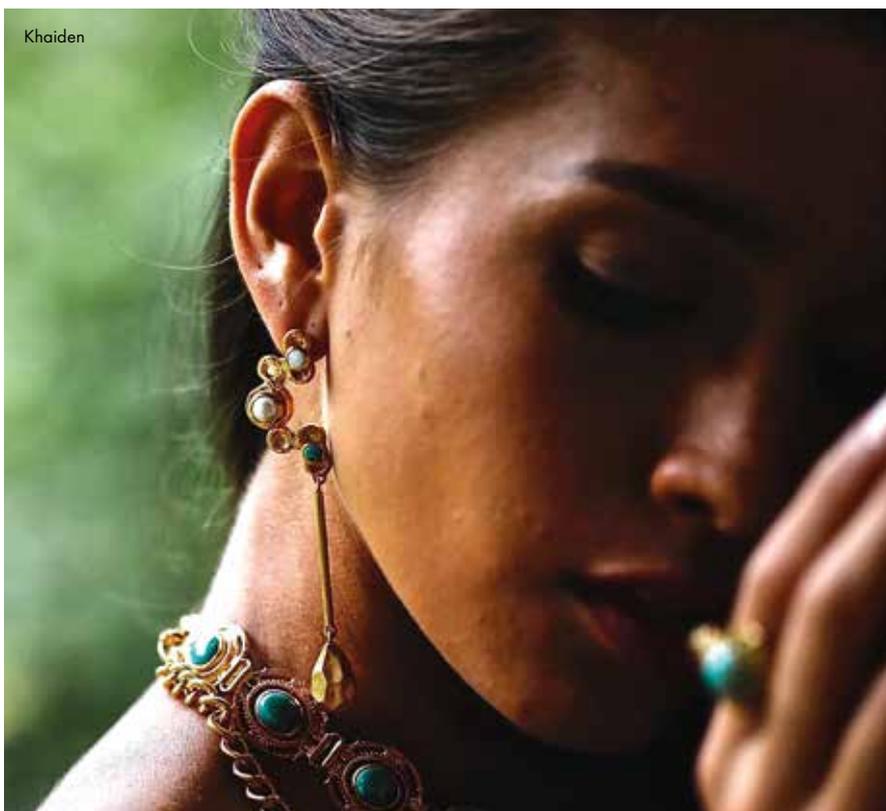
In the main PURE show, we discovered the gorgeous jewellery by **Fiori d'Arancio**, whose designer demonstrated how she has translated the Sicilian artisan tradition of tatting into handmade, lace-inspired intricate gold thread jewellery. It wasn't surprising to learn that the brand, which launched during Covid, has collaborated with Dolce e Gabbana.

ShanShan's booth of Bali-to-Paris bohemian jewellery had rows of lightweight statement bangles filled with shining gold or silver leaf. Perfect summer jewellery, designed to be worn three, five or seven at a time (lucky numbers). On the last day, I bought seven... it had to be done.



Fiori d'Arancio

Khaiden



MG Diamonds

Naguy Kashane



Magic Wire

Upstairs in Olympia was Scoop, a premium fashion curation with a sprinkling of jewellery designers. There, the uber glamorous (designer and jeweller) **Caroline Svedbom** caught our attention with her collection of colourful, sparkling Swarovski crystal pieces (she has a special relationship with the house) - the epitome of statement glitz.

Described by Christelle Bernadet as high costume, **Khaiden** is a slightly more understated collection. Designed in France, the eclectic collection of gold-plated pieces is made in Jaipur, India, inspired by baroque and vintage jewellery and decoration.

Ungar & Ungar

Timeless, Elegant Jewellery with a Dash of Drama.

A regular supplier at the CMJ Events and popular with *The Jeweller* editor – who always needs stunning coloured gemstone images. Meet Ungar & Ungar.

Tell us the history of Ungar & Ungar. Who founded the business and where, and how did it make its way to where you are now?

For over 15 years, Ungar & Ungar has been a husband-and-wife team, Ruth and Bernard Ungar – and our roots are far reaching in the jewellery trade. Bernard Ungar is a descendant of fine jewellers from Eastern Europe. The name Ungar has been synonymous with the jewellery trade for five generations.

We started the business having been forced to leave Zimbabwe, because of political breakdown in the country. London was an obvious place to come as we had some roots

here. In Zimbabwe, Bernard managed the family jewellery manufacturing business, specialising in production, largely for the USA, Australia and South African markets. He did everything in-house, from stone-cutting to chain production.

How has the business changed over the years, particularly in terms of products and how they're sold, to whom, etc.?

The business has certainly evolved, largely driven by customer demand. We are proud of our distinctive bridal range, which is always met with enthusiastic response and proves ever popular. Indeed, the floral design bands are synonymous with and instantly recognisable as our brand.

Who sources the gemstones and from where?

Bernard has a background in gemmology and sources the gemstones – from Thailand and Germany – with exacting precision. The quality and rareness excite him as much as the colour – as long as they're high quality – but lately peridot, amethyst and aqua have been popular.

Who designs the pieces and what is the main inspiration?

We normally select gemstones with a final piece in mind. There is usually an Art Deco aspect to our designs. We try to keep the look and style of the pieces timeless classic and, above all, wearable.

Where is the jewellery made?

The jewellery is made at factories in Thailand. Crafted by artisans, the styling encompasses the time-honoured tradition of hand mill graining – a painstaking process that gives every piece an exquisite pattern and elevates the jewellery into the couture realm of wearable art.



Tsavorite and diamond ring

How would you describe Ungar & Ungar's USP? Who are your key customers (mostly independents or everyone)?

The most distinctive characteristic of the collection is a strong classical vintage or Art Deco feel. Each piece is customisable; we say the only limitation to a design is the customer's imagination! We can supply mounts, designed to hold a solitaire diamond, without the central diamond, to enable a customer to select the stone of their choice. Our key customers are independents, and we are preferred suppliers to CMJ and Houlden.

Is your jewellery sold under your brand name or mostly unbranded?

It is sold under the Ungar brand.

Are trade shows still important for you as a business, or less so (since Covid, maybe)?

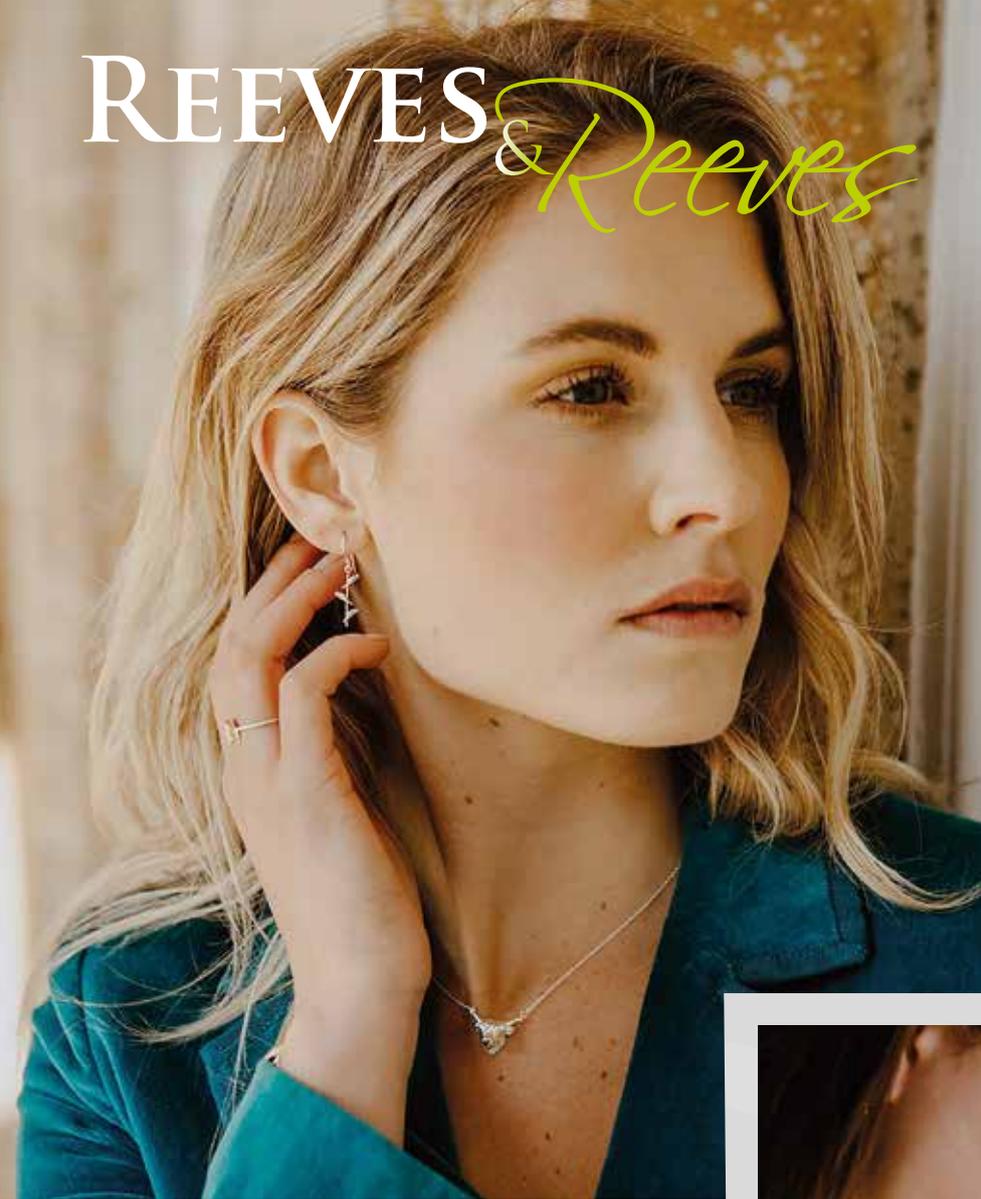
We recognise the importance of trade shows but are cognisant they have become meet and greet opportunities rather than buying events. With this in mind, the choice of show is very important. In 2023, we intend to exhibit in Vicenzaoro. We exhibited in Basel for four years prior to it becoming more predominantly a watch show with fewer jewellery exhibitors.



Floral bands



REEVES & Reeves

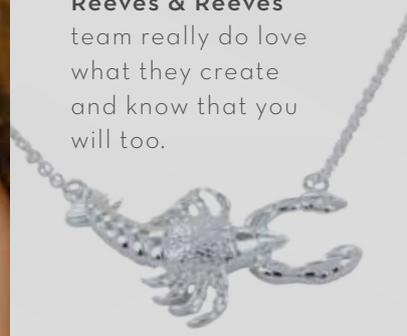


Reeves & Reeves design and create an array of stunning and exclusive jewellery collections.

Based in the heart of the Dorset countryside, the husband and wife team are passionate about jewellery and their enduring designs reflect much of what is around them, from the fields and woods to the Jurassic Coast. Their Jewellery is contemporary in style with a unique fashion edge, at very competitive prices and superb attention to both detail and quality. Heath, Caroline and their talented team have an innovative creative ability and empathy with their customers is a very unique selling point.

They utilize a charming combination of sterling silver, 18ct yellow and Rose gold vermeil with accents of colour through the use of hand picked stones and exquisite enamel detail.

The varied collections range from the sleek and modern Stellar collection to imaginative animals and plant life designs, many with an elegant modern twist, evoking favourite memories from the past and creating new ones for the future. The **Reeves & Reeves** team really do love what they create and know that you will too.



Email: heath@reevesandreeves.com | Tel: 01460 221630

www.reevesandreeves.co.uk



Raw Pearls

Coeur de Lion

The UK Jewellery Festival, in association with the Betts Group, provide a face-to-face buying opportunity at a pivotal time of year, ahead of retail's busy golden quarter. It's held alongside the UK's longest running, undeniably prestigious jewellery and watch trade awards event the UK Jewellery Awards, which marks its 30th anniversary this year.

Visitors can meet with product and service suppliers - we highlight a few here - as well as benefit from the event's content, aimed at enhancing the day with presentations and seminar clinics... all free to attend for qualified buyers visiting the trade event.

Exhibitors

Raw Pearls

Raw Pearls' fifth edition brochure showcases the latest core ranges regularly replenished at the request of UK trade customers, together with some newer lines introduced after customer feedback. It's the go-to book for creating or updating a client's pearl range and a start-point for end-customer enquiries. Most items in the brochure are to scale, making it very user friendly.

Coeur de Lion

Celebrating 35 years of joie de vivre, colour diversity and individuality, with unique designs handcrafted in its Stuttgart factory, this season Coeur de Lion's classic GEOCUBE® design comes in the colours of an Indian summer. A bold and innovative reinterpretation of this design is in a new size, created from natural stones, combined with different chunky chains, to create exciting statement pieces.

IBB London

A new silver earring collection from IBB features sterling silver 18ct gold plated enamel earrings in a variety of colours and styles. All in stock.

Herbert Marx

A beautiful selection of unique opals and fire opals showcased alongside extensive collections of gold earrings, gemstone and diamond jewellery, bangles and handmade chains. The collection of Australian opals comprises all special sizes and qualities, with exceptional play of colour. Complementing this collection is a range of fire opal rings in special cuts, sizes and designs. A line offering retailers an opportunity to stock a one-of-a-kind item.

UK Jewellery Festival

Small but perfectly formed and with the UK Jewellery Awards as the cherry on top, the UK Jewellery Festival takes place on 1st September 2022 at the Hilton London Metropole.

IBB London



Coeur de Lion



Ntinga

Ntinga's new collections catalogue has all running line pieces, including the new Octagon three-stone sets of matching earrings and pendants, which come in a selection of beautiful Octagon-cut gemstones.

The bespoke collections, with one-off and unique stones in trefoil and Art Deco designs, include the popular bicolour stones and green tourmalines, as well as a new three-stone pear shape design: a beautiful pear-cut gemstone centre and diamond surround with matching pendant and earrings, becoming a new running line piece.



Ntinga

Sif Jakobs



Sif Jakobs

Roccanova celebrates French elegance – big diamonds and gemstones, glamorous jewellery and drama. Inspired by that boldness, Roccanova has clean contemporary settings and frames – a statement collection with a vintage feel and modern twist in a variety of sizes, from little studs to eye-catching statement rings. All stones are in a tension setting.

Inspired by Art Deco styling, Capizzi's character is one of sleek geometric and stylised forms. It features a variety of styles with curves, square profiles and soft edges and a high-shine finish. In the collection are super-sleek earrings in different lengths and sizes, chunky necklaces for chain trend fans and simpler, elegant necklaces with an adjustable anchor chain. The pavé set signet ring elevates the sparkle game.

Sweet Marie Jewellery

This is a vintage-inspired collection with a rock and roll edge, founded by Melissa O'Brien following a fashion and textile design degree and 20-plus years in the fine jewellery and watches industry. Designed and conceived in her London studio, the pieces are made by talented artisans in Jaipur. Natural diamonds and seed pearls are accentuated with ruby, sapphire and turquoise highlights and set in 14ct gold vermeil. Inspired by Victorian jewellery emblems and a tattoo aesthetic, the jewellery is wearable yet distinctive, precious yet accessible.

Sweet Marie



Herbert Marx



Rotary

This season, Rotary brings pastel hues to its ladies' offering, along with a new field-watch family and a shaped case for its popular Ultra Slim range.

Copenhagen Watch Group

Ocean Ghost Net is a new sustainable range from PICTO®, made of upcycled fishing nets, with prices starting at £95. While now sourcing sustainable materials from the seas, there has been no compromise on the original 1984 design thanks to attention to detail at every step. A tribute to the architect and botanist Arne Jacobsen, the feminine Porsgrunn Rose watch, in a 34mm petite watch case, reflects the iconic clock design **Arne Jacobsen** produced for Rødovre City Hall in 1956.

Hockley Mint

Hockley Mint introduces its new collection, You & I – a selection of vintage-inspired patterns and more modern designs, including engagement rings and wedding jewellery. Every piece has been designed and manufactured in the heart of Birmingham's historic Jewellery Quarter by a highly skilled team of craftspeople.



Rotary

PICTO at
Copenhagen
Watch Group

Wedds & Co

Diamonds @ Wedds & Co

A comprehensive diamond range to complement all wedding and eternity styles, in rounds, princess and baguettes. The ever-growing diamond collection is available in all settings – channel, claw, grain – and are competitively priced in H/SI and F/VS quality diamonds, combining technology with years of expertise and craftsmanship.

Zedd Collection @ Wedds & Co

The new luxury in men's jewellery, these zirconium and precious metal wedding rings create a sleek and elegant look with a masculine edge. A durable metal, zirconium adds a tasteful edge to an otherwise standard wedding ring and a complete solution for gents in the wedding ring market.

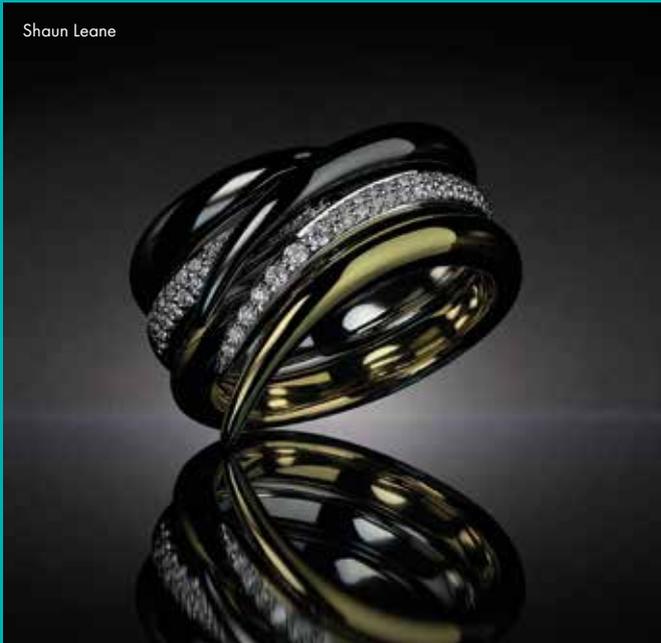
Bright Young Gems

Now in its 17th year, The Bright Young Gems® project, the industry-recognised platform for new talent, has attracted an impressive 50 entries from both BA and MA graduating designers at UK colleges and universities. This year's judges are **Hilary Alexander OBE**, **Imogen Bellfield**, **Susi Smither** of The Rockhound, **Elena Bergonzi** (jewellery buyer for John Lewis & Partners), **Jessica Diamond**, watch and jewellery director, *The Sunday Times Style* and *The Times LXXX*, **Maria Doulton**, editor-in-chief/co-founder of *The Jewellery Editor* and **Joanna Hardy**, fine jewellery specialist.



Hockley Mint

Shaun Leane



Arne Jacobsen
at Copenhagen
Watch Group



Shaun Leane



Wolf



UK Jewellery Festival Talks and Panel Discussions

Small changes can make a big difference: The journey to carbon neutrality

September 2022 marks 12 months since independent jeweller John Pass Jewellers became an accredited carbon neutral business under the PAS 2060 global standard. *Retail Jeweller* editor **Ruth Faulkner** talks to company director **Andrew Pass** and **Eddie Fitzgerald-Barron**, director of environmental consultancy C Free, to hear about the jeweller's journey to carbon neutrality and why other small businesses might consider doing the same.

Keynote Address: How dare you?

In two short years, the twenties have brought us a global pandemic, lockdowns, war in Europe and the promise of recession and climate catastrophe. How dare you worry about the luxury goods market?! **Howard Saunders**, *The Retail Futurist*

The changing face of diamonds: From provenance to the rise of laboratory-grown – what retailers really need to know

When Russia invaded Ukraine in February, the issue of provenance reared its head for the global diamond industry once again. With major brands and luxury conglomerates leaving the RJC, many now wonder whether consumers will start asking difficult questions about the origins of mined diamonds. Why has the industry not yet got to grips with provenance across the diamond supply chain and how should retailers respond to customer questions on the subject?

Plus, with lab-grown diamonds fast becoming the favoured option for some consumers, how can retailers successfully sell both side by side, and what should they be advising their customers?

Moderated by jewellery journalist **Rachael Taylor**, with **Maiko Eaton**, Green Rocks Diamonds marketing manager; **Christopher Bull**, Dimexon director of operations; **Tobias Kormind**, 77 Diamonds co-founder and managing director and **David Sutton**, Nivoda chief executive.



Luis & Freya

*a marriage of creativity,
personalisation and emotion*



A new brand has arrived on the UK shores. Made in Germany and hallmarked in Edinburgh, Luis and Freya captures two strong jewellery themes: contemporary expression and emotional connection.

Unveiled at Inhorgenta in Munich this Spring and launched in the UK this Summer, Luis & Freya is a fine jewellery brand (part of the Bering Watch Group) that combines fantastic German quality with intricate attention to detail, on-trend personalisation and fashion-led modern styling. It also comes with its own particular point of difference - each piece can be described as three-dimensional, wearable art.

United by 3-D technology and delicate craftsmanship, the brand comprises two distinct lines: the Love-Letter Collection and the Modern-Art Collection. Each unique piece is first made using 3D printing and then processed, refined and completed by hand - 20 complex, individual steps.





LOVE-LETTER COLLECTION

“the jewellery that puts love into words”

Customers can express their love by personalising Luis & Freya jewellery with a message close to their hearts. The names of children or loved ones; a special date; a message of love; a motto – anything is possible. The result – a piece of fantastic, romantic, one-of-a-kind jewellery. Available in rhodium-plated silver, 14ct or 18ct gold and platinum on request. Diamonds can be set according to customer wishes.

Via the Luis & Freya website (www.luis-freya.com) customers can design their own Love-Letter ring, pendant, bracelet, earrings... either on their own or together with the jewellery retailer. “The on-line considerator’s software produces the vision in real time and the finished piece will be sent to the customer’s trusted local retailer – found via the store locator – who will then have gained a new customer,” explains Jan-Christian Bostelmann of deutscheCraft, which distributes Luis & Freya in the UK.

MODERN-ART COLLECTION

“the piece of jewellery that completes form”

Modern shapes and patterns shine in a new, previously unseen dimension in this collection that will see new pieces added every two months. Expressive and elegant creations that redefine form and space. This is a new way to wear jewellery with personality. Available in rhodium-plated silver, 14ct or 18ct gold. As in the case of the Love-Letter Collection, diamonds can be set if desired.

Strong, dramatic and distinctive pieces feature three-dimensional wave structures, heart forms, cut-out designs, plays on texture and ultra tactile details such as clusters of tiny spheres and pavé set diamonds. This is definitely jewellery for the individual.

Across the two collections retail prices range from £300 to around £8,000 for the chunkier pieces, while the Luis & Freya collections are supported with quality packaging, display and beautiful promotional images.



A unique item that tells its own story. Personal. Close. Memorable. Unmistakable.

deutscheCraft:

M: +44 (0) 7403 204 008

L: +44 (0) 28 2586 1289



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Goldsmiths' Fair, the UK's leading exhibition for renowned and emerging independent silversmiths and studio jewellers, celebrates its 40th anniversary in 2022.

- 1 Ella Fearon-Low
- 2 Ruth Tomlinson
- 3 Shakti Ellenwood
- 4 Tomasz Donocik
- 5 Tamara Gomez
- 6 Mark Nuell
- 7 Teri Howes
- 8 Hannah Bedford
- 9 Romilly Saumarez-Smith
- 10 Katherine Brunacci
- 11 Cara Tonkin
- 12 Ute Decker



6



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Held in the awe-inspiring Goldsmiths' Hall in the City of London between 27th September and 9th October 2022, the fair gives jewellery retailers, dedicated collectors and those new to the world of jewellery and silver an opportunity to discover and acquire new pieces.

The fair's exhibitors comprise 136 of the very best craftspeople in the UK today, chosen by a selection committee of tastemakers and design professionals. Among them will be 23 new and graduate exhibitors, including Daisy Grice, Katherine Brunacci, Shakti Ellenwood, Emea Cole and Tamara Gomez. The fair runs over two weeks, with 68 exhibitors taking part each week.

Alongside the fair is a series of specially curated exhibitions. Pieces from The Goldsmiths' Company's remarkable collection of silver and jewellery will be on rare public display. Curator Dr Dora Thornton has selected 40 pieces that exemplify the very best makers and pieces acquired for the collection in the last four

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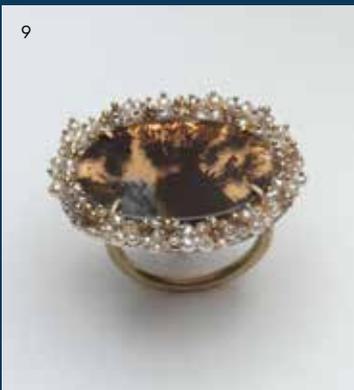
decades. The exhibition will showcase the collection's depth and breadth. Examples will include how makers find their signature style and how leading British makers emerged from the fair.

The exhibition also shows the impact of the Goldsmiths' Fair graduate bursary scheme, established in 2000, and which annually supports up to 10 budding goldsmiths with mentoring, a gratis stand and bursary and bullion loan. Beneficiaries with work on display: Andrew Lamb, Nan Nan Liu, Miriam Hanid, Jessica Jue and Patrick Davison.

Among the exhibitions is a highlight of platinum pieces in the Goldsmiths' collection, including a brooch commissioned by The Goldsmiths' Company as a gift for HM The Queen to mark her Platinum Jubilee. The brooch was made by the award-winning jeweller **David Marshall** and worn by Her Majesty for the Jubilee Beacon lighting ceremony at Windsor Castle. The Goldsmiths commissioned two identical pieces - one now in the Royal Collection, the other in The Goldsmiths' Collection.

Exhibitors have also been invited to submit a unique piece to mark Goldsmiths' Fair's 40th anniversary. Rachel Garrahan, jewellery editor at *Vogue*, will select them, and a map will guide visitors to these works, all of which are for sale. Curating another exhibition is Roxanne Simone, co-founder of Crucible - a platform for makers from the Global Majority and LGBTQIA communities - an educator, writer and maker herself. She will explore the future of jewellery and metalwork and showcase a group of 10 women/womxn designers who are pushing the boundaries of possibility.

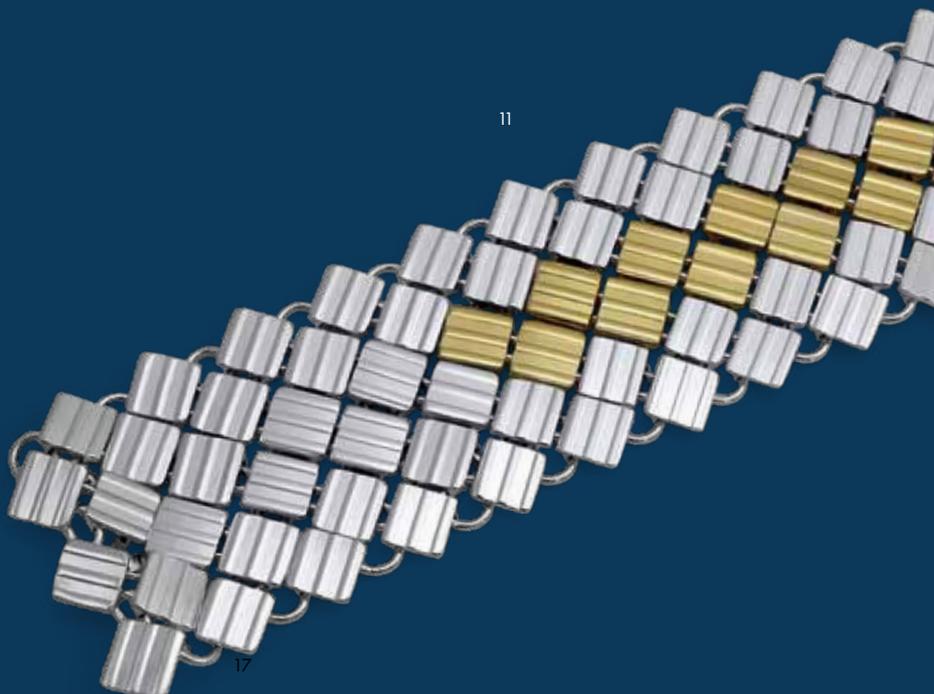
Early Bird tickets are available now from £20. For further information visit goldsmithsfair.co.uk



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Goldsmiths North

Goldsmiths North, held in July, brought the finest contemporary jewellery and silverware to the north of England, hosted in Sheffield's magnificent Cutlers Hall. Visitors met and bought from over 70 independent British and European makers.

Among those visiting the show were two Goldsmiths' Craft & Design Council (GC&DC) council members: Judith Lockwood of Mesmeric Distribution and John Ball, managing director of Brown & Newirth. They were both impressed by the fair.

"Goldsmiths North is now an annual must. The talent on show was inspiring and Cutlers

Hall in Sheffield is an amazing venue," says John. "It's a consumer event for everyone. There's an impressive diversity of design and craft skills to see, with the most fantastic jewellery and silverware to choose from, which can be purchased there and then. I highly recommend attending Goldsmiths North in 2023, and why not take in a bit of Sheffield while you're at it?"

"I cannot believe this is only the second Goldsmiths North (the first held in 2019)," adds Judith. "It seems a natural and important selling event and to hold in Cutlers Hall, in the centre of Sheffield, known worldwide for its metalwork, is perfect.

"To see such a strong and wide variety of independent makers, crafts, skills and designs exhibited was a joy. I recognised pieces that had won awards with the GC&DC and then spoke to the creators and heard their story behind their award-winning work. It's a perfect fair for lovers, admirers and collectors of jewellery and silverware, who were spoilt with the highest quality work in the industry today. Put me down please for Goldsmiths North 2023."



1

Interesting work spotted by Judith:

Ana Verdun - "A combination of the natural world and ancient symbolism."

Sonia Cheadle - a GC&DC award winner: "I recognised her winning pearl ring then became a fan-girl talking to Sonia."

Karina Gill - "Beautiful, beautiful silver bowls, with very much her own style and jewellery too."

Francisca Onumah - one of the younger students exhibiting, based at the Yorkshire Artspace: "A talented, passionate, visionary young woman. Working with hammered metal, using textile patterns and different marking techniques. Enthralling."



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- 1 Ana Verdun
- 2 Alexander Davis
- 3 Karina Gill
- 4 Sonia Cheadle



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& CO.



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Face Off

01 ALPINA

The 2022 edition of the Seastrong Diver 300 Heritage embodies Alpina's signature athletic feel, powered by state-of-the-art technology and vintage undertones, in step with its heritage, inspired by the 10 Seastrong, the brand's first Super Compressor. This new watch stars a first for the maison, too: a green face paired with an original green rubber strap and two push-buttons – one to set the time, the other to programme its mobile rehaut.



01

02 CITIZEN

This Limited Edition Red Arrows Skyhawk A-T has a stainless steel case and bracelet plus black dial and bold red accents. With radio-controlled atomic clock synchronisation technology, it keeps incredibly precise time. Additional features include world time in 43 cities, a 1/100 second chronograph measuring up to 24 hours, perpetual calendar, two alarms, 99-minute countdown timer, dual time, digital display light, UTC display, power reserve indicator, pilot's rotating slide rule bezel, anti-reflective sapphire crystal and water resistance to 200 metres.



02

03 ADIDAS @ TIMEX GROUP

The Timex Group debuts its TIME FOR ME campaign with adidas Originals Timepieces – the first collection designed, manufactured and distributed by Timex Group. Reflecting the dynamic, impromptu and honest lives of the young creative, the collection's four watches blend Timex's watchmaking and design expertise and adidas Originals' street culture inspiration. Shown here: Reeewind Time – DIGITAL TWO combines an '80s retro digital vibe with modern flair.

04 A. LANGE & SÖHNE

The 1815 family now includes the 1815 Rattrapante, which focuses on the famous complication and has a custom-developed movement. Its complex mechanism expands the chronograph functionality by allowing the measurement of a random number of lap times within a minute. The watch has two superimposed chronograph hands, the centre chronograph hand and the centre rattrapante hand. The rattrapante hand can be stopped independently of the chronograph hand, then resynchronised with it.



03



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05 PINET MONTRIVEL

Up-and-coming French watch brand Pinet Montrivel has launched Altezza, its first collection of women's watches. Like all Pinet Montrivel automatic watches, the Altezza models feature scratch-resistant sapphire crystal. With either a white or black dial and hands coated with Swiss Super-LumiNova, the Altezza watch also combines quality and durability with a specially designed, soft-touch rubber strap integrated into the stainless steel case.

06 CASIO EDIFICE

The Honda Racing Red Edition marks the 60th anniversary of Honda establishing the Suzuka Circuit. Featuring the same paint of the red Honda emblem, the watch takes inspiration from the EDIFICE SOSPENSIONE EQB-2000, which introduced a unique suspension arm design. The band is crafted with Alcantara®, a material used in the interiors of Honda Type R cars.

07 CASIO VINTAGE

Introducing new colours for the A100 line, this watch pays homage to the F-100 released in 1987. Casio has kept the iconic oblong resin case and four-button front layout and added new urethane bands in calm matte-finish colours to produce an exciting retro fashion watch.

08 G-SHOCK

The first full-metal addition to the continually evolving 2100 line is an heir to the identity of the first-ever G-SHOCK. With luxe full-metal construction, it retains the original streamlined, minimalist design along with the comfortable sizing and fit. The watch also includes Smartphone Link, Tough Solar and other digital-age features.

09 FESTINA

The new Festina Skeleton offers eight men's timepieces - four models with a black mesh strap and four with a nylon strap in black, gold, blue and green, with indexes in the same colours. The 41.5mm stainless steel case features a sapphire glass and transparent caseback giving a view of the open automatic movement.

10 FREDERIQUE CONSTANT

The chronograph has entered Frederique Constant's Highlife collection. Three models are already fitted with it: two of steel, including a limited series of 1888 pieces, and the third in two tones alternating steel and rose gold plating. Each timepiece comes in a 41mm case with an integrated and interchangeable bracelet, a marker of the Highlife collection, just as its dial is decorated with a globe engraving. Each watch arrives with an additional steel bracelet or rubber strap.



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10

11 COEUR DE LION

This dark, timelessly elegant watch goes with any outfit, business or casual. The link strap of light gun-metal coated stainless steel and the anthracite-coloured dial with delicate metal applications completes the look with a sunray effect. The 40mm diameter case makes this model suitable for both women and men.



11

12 HUBLOT

Celebrating shades of blue are three new models: Classic Fusion Aerofusion Chronograph Ceramic Blue Ibiza Boutique, Big Bang Unico St Tropez Boutique and Classic Fusion Aerofusion Chronograph Ceramic Capri Boutique. The limited editions, made of Hublot's ceramic with enhanced hardness and scratch resistance, take inspiration from three legendary party destinations.

13 BULOVA

This July, Bulova presented the Archive Re-edition of the original 1973 Chronograph 31008-6W timepiece, popularly known as the Parking Meter. With its eye-catching shape, it features a unique dial configuration, resembling a parking meter – hence the nickname. The timepiece has unusual placement of its pushers, forming a bullhead feature – two at the top of the case, with the crown at the 6H.



12

14 HERBELIN

Launched in 2020, the Newport Héritage collection, with its 1970s-inspired design and nautical lineage, has a new Chronograph model. The 42mm stainless steel, cushion-shaped case features alternating brushed and mirror-polished surfaces. The blue sunray dial is protected by a double-sided domed sapphire crystal. Graduated on the circular brushed silver flange is a minute track with faceted hour markers that match the hour and minute hands.

15 SIF JAKOBS

The two-toned Valeria watch was so well received that the brand has launched the 36mm Electra watch in two-toned gold-plated stainless steel, with polished and brushed surfaces, sapphire glass and white zirconia in a silver sunray dial. With water resistance to 50m, the watch has a Miyota movement.



14



15



13

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The National Association of Jewellers
Shaping the future of jewellery, together.

Running a business of any size can be lonely. No matter your experience level, you won't have answers to every problem your business faces, even if you are expected to. Making informed decisions is crucial for any company, but where do business owners and decision-makers get the support needed to make those critical choices?



Support... when you need it

Better business decisions with Better Business Support Service

If you run a small to medium enterprise (SME), it's unlikely you have direct access to expertise across your business. Tax and legal advice are not readily available to most small business owners. So the NAJ has partnered with Quest to provide members with the Better Business Support Service. This free-to-use service provides businesses with HR, tax, legal and health and safety advice, along with hundreds of downloadable resources, including guides and contracts, through the NAJ Quest Portal.



The portal gives unlimited advice line access on a wide range of key business topics, most accessible 24 hours a day. Talk to trained HR, legal and tax advisors, dealing with topics such as VAT, contract disputes, health and safety violations and much more. As well as a trained professional at the end of the line, the portal includes extensive resources for your business, making your job easier and ensuring you stay compliant.

For access to the free advice lines, call the Association Advice Line on 0116 243 7627, quoting your name, company and NAJ membership number.

More than just business support

Sometimes members need more than business support. For solopreneurs who run every aspect of the company, mental health and wellbeing are crucial and often neglected aspects of business ownership. For this reason, the NAJ now works with the not-for-profit health cash plan provider Paycare to promote healthy minds, bodies and businesses.

Now available to all Designer Members, Paycare offers tailored benefits to help members when they need it most. Eligible members have direct access to MyHelpline, a 24-hour confidential telephone counselling service helping with stress, depression, anxiety and grief. Whether members require emotional counselling or even specialist management guidance, the support is available any time that suits them.

Supporting the helpline is MyPocketGP, a 24/7 online and telephone GP consultation service with access anywhere in the world, at any time. Staffed by experienced and practising NHS doctors, the app provides expert advice that members can trust through telephone consultations or video chat. This invaluable service gives members GP access when they need it.

Members supporting members

We know good things can happen when one member works with another, which is why the NAJ created the Member Marketplace. Discover savings and share offers and incentives with other NAJ members, helping foster collaboration among the NAJ community.

Through the generous spirit of our members, businesses can get significant discounts on a range of valuable products and services from label printing, CAD software, even copywriting services. The more members that submit a discount or incentive, the wider the membership benefits.

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Acceptable is NOT Acceptable



How would you like to have your business described as acceptable – is there anything worse? JBN facilitator Michael Donaldson on how to get the score you really want.

'Acceptable.' It's so worryingly neutral. It doesn't excite nor is ever likely to keep a customer, let alone make them an advocate for your business.

I've been working with an award-winning retail business that missed out on the medals this year due to an *acceptable* customer service rating – the owner was furious, not for missing out but for having their business described as acceptable.

Their initial reaction questioned the objectivity of the mystery shopper, failing perhaps to remember that all high street shoppers are extremely subjective in making a buying decision. After a terrible night's sleep, they reconsidered the feedback, thinking about how it could help them improve the customer perception of their business – because, as we know, perception is FACT.

I can't remember ever working in a business, on a board, in a team or with individuals who just wanted to do an acceptable job... can you? Whoever started a business, setting out with the vision of being acceptable?

In my experience, successful businesses, organisations and individuals are those who believe **acceptable is NOT acceptable.**

Yet so many businesses accept the acceptable: poor service, poor quality, late deliveries, out of stock, leaving customers waiting on hold, listening to the loop: "we are experiencing particularly high levels of calls at the moment, your call is important to us and we will get to you as soon as possible or you could just push-off to our website blah blah."

While writing this, I picked up on a comment made by a frustrated retail owner after a particularly difficult day... "remember the days

after the pandemic and everyone was patient and wouldn't mind how long things took? Those days are long gone, it seems!"

And they are long gone. With lockdowns, shortages and Putinflation, customers now want immediate gratification – they want to pick, pay and take their purchase away, along with memories of an enjoyable, hassle-free transaction.

What can you do to make your business stand out in this landscape of acceptability? How can you not only keep but attract new customers?

What do you have to do to make your customers advocates for your business?

Transitioning perceptions from neutral to positive doesn't have to be complicated; it's about embedding a culture where acceptable is not acceptable, which starts logically by ensuring you and your people are **Brilliant at the Basics.**

How highly would you score your business on these everyday basics?

1. Not at all 2. Not very 3. Acceptable 4. Very highly 5. Extremely highly

Greeting
Establishing a rapport
Listening
Asking relevant questions
Understanding requirements
Providing relevant and requested information
Being transparent and honest about situations
Managing expectations
Taking complaints seriously
Giving due attention to the detail
And being human, not a bot!

The basics are just that: basic. If you struggle with them, don't be surprised if you lose customers ...

To celebrate my wedding anniversary, I *handpicked* a beautiful hotel I've used many times for meetings and dinners, ensuring my contact at the hotel knew it was a personal occasion, not a business gathering.

As we drove home after a wonderful meal with a lovely personal touch or two, I mused on what had been slightly disappointing: having to find our own way from the bar to the restaurant as our seating time came and went having to share a menu, because they had run out (at 40 per cent capacity!?) attempting to clear the table while Mrs D was still eating, enduring the noise as staff set the tables for breakfast, and waiting to get the bill

... basics!

My wife's voice interrupted my musings: "Don't worry about it, the food was fabulous but if you want the service, go to a restaurant not a hotel because that's where restaurants excel – it's their business." (Note to self: remember to book a restaurant for next year's anniversary!)

The last score you want as a business is acceptable. It's just NOT acceptable!



For an annual subscription of £1,000+VAT, you and your business will benefit from the shared knowledge, experience and expertise of the JBN via:

- **Monthly Performance Reports** – enabling you to benchmark your business against other retail jewellers
- **WhatsApp Market Group** – for finding, buying and selling products and services.
- **Online Q&A Forum** – whether you have a business issue or just seek guidance. You ask the question and the members answer
- **Educational Store Visits** – see and hear what other jewellers are doing
- **Regional Group Meetings** – to discuss the issues and opportunities you face, as well as develop new business skills
- **New Flash Service** – receive relevant business and industry articles straight to your inbox
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For further information
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Call Michael Donaldson on 07817 305 122



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What if your business came with a user manual?



The **Better Business** toolkit provides you with all the knowledge and insight to run your business effectively. From marketing tips to compliance advice, **Better Business** is an indispensable guide to make your business fit for the future.



Introducing Gardiner Brothers

We're always delighted to get to know a new NAJ member – Belinda Morris talks to Michael Warke, co-director of Gardiner Brothers in Belfast.

Please tell me the history of Gardiner Brothers.

Gardiner Brothers was founded by Samuel Gardiner in 1937 in the heart of Belfast, starting off as a watch parts supplier and evolving into jewellery wholesale and retail. The business has passed through four generations and is now run by my brother Philip and me. Over the years, we've supplied many other jewellers in Northern Ireland and further afield, also training a number of bench jewellers for other Belfast shops.

Has the store always been in the same location?

We've always been on Waring Street in Belfast. We began at a smaller premises but moved slightly up the street to increase our size. We're currently expanding our premises to let the company grow further and increase our output.

How has the store developed over the years (in terms of overall look, stock carried, etc.)?

At the beginning, we only sold watch parts, which we supplied to other local jewellers. As times changed, we moved more into the wholesale jewellery market, then on to retail as well.

We do still have several wholesale accounts (and we're planning to expand this), but



retail is our main business. Over the last few years, we've completely refurbished our store, giving more emphasis to the high-end jewellery we supply and sell. This can also be seen in the huge range of diamond and gemstone rings we carry.

We've been working with one of our diamond manufacturers for a number of years to create a unique diamond – the Aurora cut. Rather than the standard 57 facets, we have cut these with 73. They have been amazingly popular – the Aurora is something a little bit different and gives an incredible sparkle.

When did you and your brother join the business? Was it always a foregone conclusion you would do so?

I've been in the business full time for 12 years and my brother, nine. It was always something we wanted to do – from a young age we were in the store, learning the trade and helping where we could.

What changes did you make when you became involved and why?

As the business was well established when we joined, there weren't any big changes

needed. Over the last few years, we've put a lot more into the online business; this has helped a lot with growth, especially over the last two years of lockdowns. Our website has been doing extremely well. We're selling rings to places as far afield as Australia and the US. There's also a lot of business in GB.

Lab-grown diamonds are part of the stock you carry now. When did you introduce them? Do your customers know much about them or is it an education process?

We've only recently started dealing with lab-grown diamonds; it's something we are closely monitoring with customers, just to get opinions and feedback. A lot of customers have limited knowledge about them; at the minute, we are trying to advise and give our customers the lab-diamond information they need. It is more a case of teaching the customer and letting them decide based on their circumstances and needs, rather than pushing to sell them.

What prompted you to become an NAJ member?

To be honest, it wasn't something we had ever really thought about. I came across *The Jeweller* magazine and after doing a bit of research and checking out the website, it became clear it's definitely an advantage to be a member and have access to all the member benefits.

How does Gardiner Brothers stand out from other jewellers on the high street?

I think we have a huge advantage by having both a wholesale and retail aspect of the business – and we manufacture and custom make a lot of items ourselves. It really gives our customers a far greater range of options when purchasing a ring or item of jewellery. Over the years, we've also developed a reputation for unbeatable value, quality and service.



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NAJ Industry Associate Directory

Discover the expertise and knowledge of the NAJ membership

Introducing the Industry Associate Directory

Supporting our Supplier Directory in this year's NAJ Yearbook, the Industry Associate Directory shines a spotlight on a valuable group of the NAJ's membership - the Industry Associate. Jewellery Industry Associate membership is designed for suppliers of goods and services to the jewellery trade, but not in the trade themselves. From label makers to copywriters, our Industry Associate members provide a wide range of essential services,

meaning the directory is an invaluable guide for the wider NAJ membership.

All members in this directory abide by the Association's Code of Conduct, based on Honesty, Integrity and Professionalism.

Would you like to appear in the directory?

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What is the Member Marketplace?

We know good things can happen when one member works with another, which is why we have created the Member Marketplace. Discover great savings and share offers and incentives with other NAJ members, helping foster community and collaboration amongst our membership.

As a member of the NAJ, it is free to submit an incentive to the Member Marketplace. If relevant, the offer will appear on the Member Marketplace web page in the members' area. All NAJ members can see what eligible incentives, discounts or additional services are available.

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Practical tips for protecting your packages

What if a valuable item, like a piece of luxury jewellery, is lost or stolen in transit with couriers or the postal service? Insurance brokers TH March offer advice.

Five and a half million (one in ten people) have had a parcel lost or stolen in the last year, new research by Citizens Advice found. In addition, over 20 million people (38 per cent of UK adults) have received a 'Sorry you were out' card despite being home, only to find parcels left in insecure places, like doorsteps and bins.

Here are some practical steps to take when sending and receiving:

Consider layering it

When sending, using multiple layers can easily help prevent jewellery from getting lost or damaged if the outer packaging is damaged. Whenever possible, keep values in a parcel to the minimum by splitting parcels and avoiding unnecessary accumulation.

If it's a larger box, consider extra packing material or more heavy-duty shipping tape

to seal it. When sending, always take the time to seal parcels carefully and securely. Using strong adhesive tape can also make it harder to tamper with.

Disguise the item

Use the largest envelope or packaging practical to make it more difficult for thieves to pilfer and conceal. It may seem obvious, but never reveal the contents of your package on the outer label. Referring to the contents anywhere on the packaging makes it an easy target for thieves.

If you've suffered losses, try using a different post office, a PO box address or a different courier.

Request a signature

Always request a signature upon delivery. Record the value of the item(s), the carrier and tracking number. Another option is photo-on-delivery, which adds another level of reassurance for you and your customers that the item(s) has arrived safely. This can add greater confidence in the buying process and deliver a better customer experience to you boost customer loyalty.

The Royal Mail accepts a 'clean' receipt for non-payment of registered post compensation. Improved tracking visibility

can go a long way in reducing 'where is my item' enquiries and denial of receipt claims.

Check when receiving items

Instances of theft have increased, and tracking can't always completely overcome someone slitting open a parcel, removing the contents and resealing it. If and where possible, remember to open the parcel in front of the postal operative or courier, copy the bar code and affix this to a piece of paper for signature purposes. If using the Royal Mail, it can be common for postal operatives to detach bar codes.

Continue to stay up to date

The majority of delivery companies receive no penalty for lost or stolen deliveries. Currently only Royal Mail is subject to fines, despite 58 per cent of parcels being delivered by other companies. Royal Mail is also the only delivery company to have an Ofcom-regulated complaints process.

If you are cautious, you can minimise or avoid disputes with your customers and business partners. It can be common for postal staff to give misleading statements and incorrect advice. As the Royal Mail services continue to change, the best place for the correct advice is the Royal Mail website.



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the Last Word...

goes to **Andrew Morton**



Andrew Morton, managing director of jewellery manufacturer Weston Beamor – in the heart of Birmingham's Jewellery Quarter – goes under *The Jeweller* spotlight.

Who has been your biggest influence in your working life?

Members of my family have definitely had the biggest influence on my working life. They have always supported and inspired me, and they continue to do that every day.

Tell us about your career journey in the jewellery industry. What led you to where you are now?

I joined the jewellery industry as a tea boy over 40 years ago. Through hard work, taking the right opportunities [this included

five years as operations director at G&A, part of the Abbeycrest Group], and with a little bit of luck, I'm where I am today – the managing director of one of the UK's leading jewellery manufacturers.

What three words describe you best... in your view AND according to others?

If I was to describe myself in three words, I would say honest, trustworthy and patient.

Having asked others around the business, they said direct, supportive and compassionate.

Looking back at your working life, what one thing would you do differently?

I wouldn't change anything about my career; I've enjoyed every part of the journey, and it has made me the person I am today.

What are the key challenges facing the jewellery industry from a manufacturer's point of view?

The main issues affecting the jewellery industry at the moment are recruitment and/or skills shortages, export business since Brexit, supply-chain constraints and import threats from overseas suppliers.

As a group, Weston Beamor is investing in trainees and apprentices to ensure we pass skills and knowledge to the next generation of jewellers.

You recently co-hosted, with the NAJ, MP Paul Scully's visit to the Jewellery Quarter. Were you able to highlight the sector's issues and would you appreciate further discussions with the Government?

Yes, I discussed investment and the need for training support and job creation – like the Government has done for other trades – in the jewellery industry.

And, absolutely, yes, I would be very interested in a follow-up conversation to further discuss the industry's issues. Training and development grants to support the skills gap in the industry, across all areas of the trade, would be one topic.

How important is being an NAJ member?

The NAJ is very important to us as a business; we see our membership as supporting the wider industry from retailers to designers.

What's your guilty pleasure?

A traditional trifle.

Tell us something few people know about you...

I am allergic to chocolate. I've eaten it all my life, but a recent allergens test revealed I'm highly allergic to it. Strange!

If you could have a drink and a chat with anyone in the industry (with us today or departed), who would it be and what would you talk about?

It would be my former colleague Neil Duncan. I worked with Neil for many years when he was a sales representative at Domino Jewellery – and a highly respected member of our team. Very sadly, Neil passed away a few years ago. He was a great colleague, and we built a wonderful friendship over our passion for football. Neil was an Everton fan; I'm a Liverpool fan – we had a lot of repartee over football.

What keeps you awake at night?

Nothing, I have no problems sleeping after a busy day in the office. That and years of travelling around the world for business has made me all too familiar with unusual sleep patterns!



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