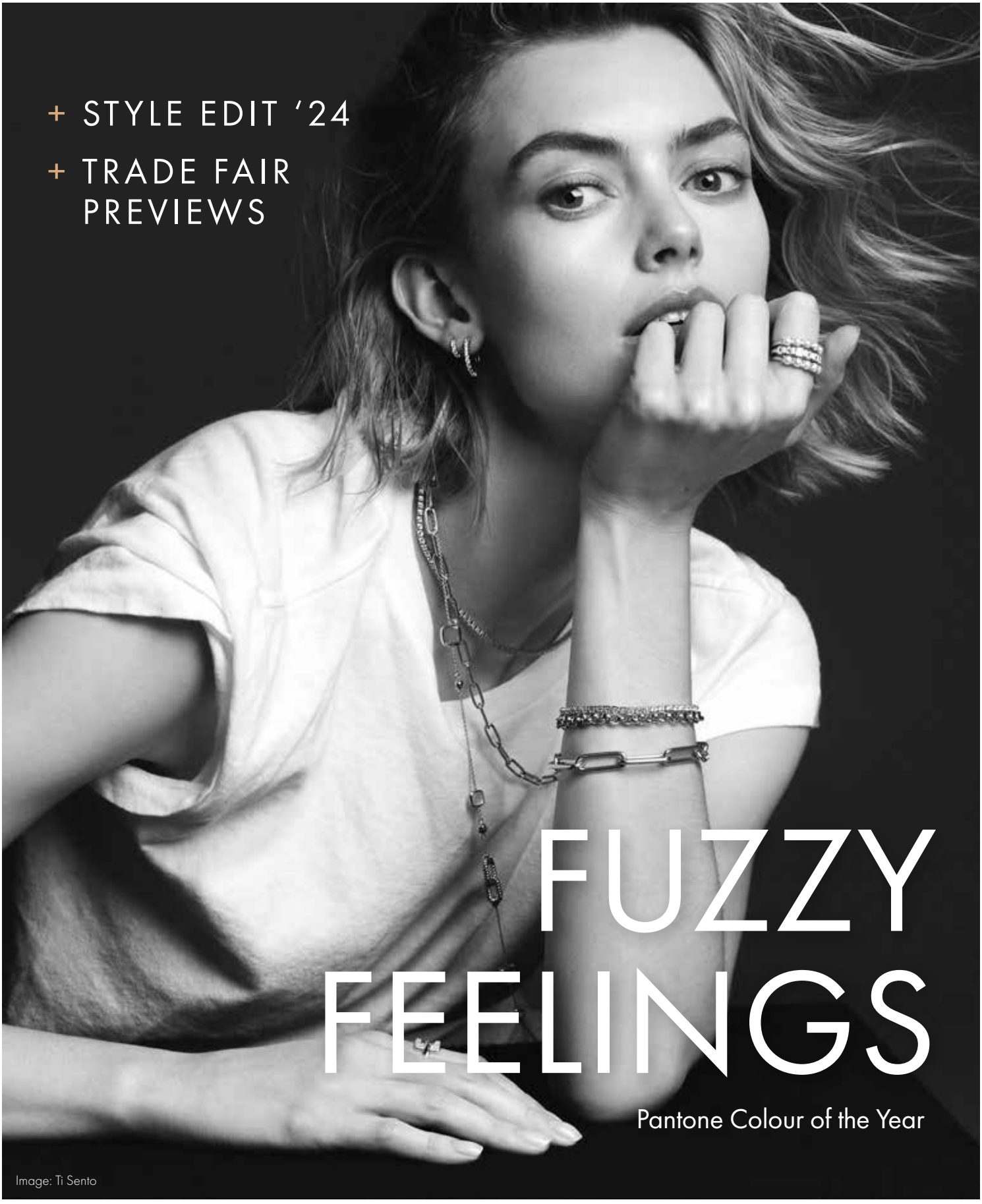
THE Jeweller

The National Association of Jewellers

TRADE JOURNAL

Spring 24 Issue / £7.50



+ STYLE EDIT '24
+ TRADE FAIR PREVIEWS

FUZZY FEELINGS

Pantone Colour of the Year

Image: Ti Sento

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TH March

The National Association of Jewellers

FROM

The Editor



So, a new year. At the point you're reading this *(thank you)*, the festive spirit will have given way to anticipation of what lies ahead; Christmas must be but a hazy memory. So, if you could spare a retrospective thought for me – gathering the last loose threads of this spring issue while simultaneously wondering where I'll find a turkey with just four days to go – that would be lovely! Writing my editor's letter is always the very last loose thread, a matter of untangling thoughts as I guide you through the pages to come. Excuse me while I fetch another sustaining mince pie...



15

Pantone colour of the year

It's another well-stuffed magazine as we look forward to a packed schedule of trade shows. Should you be in the market for a little pre-buying inspiration, may I draw your attention to my bejewelled interpretation of 2024's Pantone Colour of the Year (p15). Peach Fuzz (hmm, I'm not sure either) is all about cosiness, kindness and wellbeing (so really, what's not to love?), and I've gathered some beautiful pieces I think capture the vibe. You'll have your own thoughts. For added direction, on page 36, our Style Edit '24 pinpoints the strong new and existing jewellery trends that promise to see you through to next Christmas at least.

Back to the trade events, and first on the UK calendar is Jewellery & Watch, hosted by Moda at Spring Fair (NEC, Birmingham). On page 22, we offer a snapshot preview of the who and the what of the show. A few weeks later sees *Retail Jeweller's* UK Jewellery Festival, in its usual London home, but taking place much earlier in the year. A busy schedule of industry seminars and panel discussions will complement a strong gathering of new and returning exhibitors. See page 28.

It must go without saying there will be a diamond debate or two – the natural versus laboratory-grown conversation is as relevant as ever, which is why we're pleased to introduce you to the Diamond Pipeline Integrity document (p49), created by the NAJ, Natural Diamond Council and London Diamond Bourse. This guide is vital reading for every jewellery retailer and diamond professional.

Which gives me a handy segue to our regular quizzing of a few of the Association's members. In this issue, the spotlight falls on the innovative charitable activities at Ray & Scott in Guernsey (p18) and the exciting developments at PureJewels in London's Green Street (p48). On page 34, we introduce three more businesses that have recently joined the NAJ (welcome!), and turning to page 42, we meet IRV Member number one thousand, plus another esteemed valuer who is celebrating 35 years with the Institute.

Team NAJ loves a celebration – nothing beats a heartfelt pat on the back. And while we find ourselves expressing admiration and gratitude throughout the year, the glitziest salute to our industry's great and good is December's Benevolent Society Ball. It truly is an evening of bonhomie, revelry and warmth. Just looking at the party pix on page 12 is giving me that fuzzy feeling. Oh... I'm so on point!



Belinda Morris, Editor

The National Association of Jewellers

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Is your jewellery app a **hidden gem** or a **costly stone**?

Jewellery artisans, imagine an app that mirrors the finesse of your craft, designed to streamline your workflow and enhance your revenues. It's not just a dream—it's a decision. Discover how to discern the true value of app technology for your business.



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RISELABS

In the world of jewellery, precision and elegance are key. An app for your brand should embody these qualities while bringing **tangible benefits.**

Here's how to ensure your app is a valuable asset to your business:

Efficiency vs. Excess: The app should reduce inefficiencies, not add to them. It must be a focused tool honed for specific tasks.

Investment Insight: Measure the app's worth by its return on investment, enhancing customer experiences and streamlining operations for growth.

Functional Brilliance: The app must provide actionable insights, like a tool that discerns inventory trends, customer preferences, and sales data with precision.

User-Centric Design: The app experience should be intuitive and engaging, just as a well-designed piece of jewellery feels right to the wearer.

Custom-Crafted Solution: Reflecting your brand's unique essence, the app should be tailored to your business needs, much like bespoke jewellery.

Scalable Architecture: As your business grows, your app should adapt and scale, efficiently supporting new features and expanding user bases.

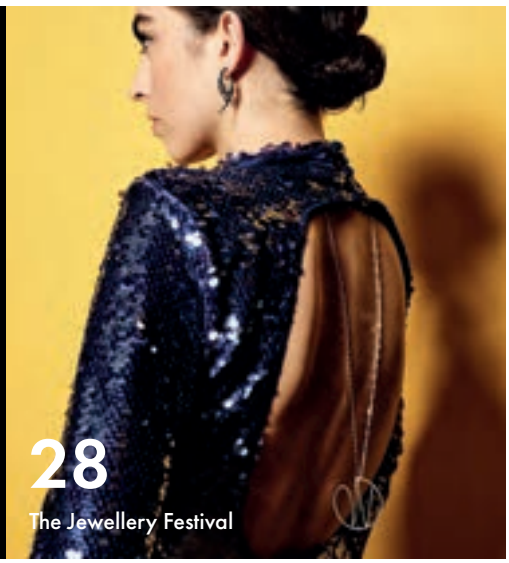
Security and Reliability: In an industry where trust is paramount, your app must be secure and reliable, safeguarding your data and that of your customers.

Consider your app as an investment in digital craftsmanship, skillfully crafted to enhance your brand's allure and market presence significantly.

In this issue

SPRING 2024





NEWS

8 **NAJ News**
The NAJ Summit is on the horizon

9 **Industry News**
Aston University skills training centre

12 **Federation News**
The Benevolent Society Ball

14 **Industry News**
Expert witness valuation

19 **Industry News**
Children's charity brooch and Roy Huddlestone tribute

20 **NAJ News**
Amanda Reavell

21 **Education Trust**
Financial help when its needed

64 **Book Reviews**
Three luxury tomes

SHOWCASES

15 **Colour Trends**
The Pantone Colour of the Year 2024

22 **Jewellery & Watch @Moda/ Spring Fair**
Previewing what's on show

28 **The Jewellery Festival**
Insights and information courtesy of *Retail Jeweller*

36 **Style Edit '24**
This year's strongest trends

44 **Watch News**
The latest horological releases

OPINION

03 **From the Editor**

07 **The Chair's Foreword**

PROFILE

18 **Member Profile**
Ray & Scott's Diamond Dream

34 **Industry Profiles**
Introducing three new NAJ members

42 **IRV Profiles**
Milestone members

48 **Member Profile**
PureJewels' new atelier

62 **Education**
Meet the latest JET Stars

66 **The Last Word...**
Barry Sullivan

BETTER BUSINESS

50 **Introducing Better Business**

51 **Member Benefits**
Safer people and businesses

52 **Quest**
Employment law updates

53 **Sustainability**
Running a sustainable business

54 **CreditSafe**
All about AML compliance

55 **Search Engine Optimisation**
A guide to SEO success

56 **JET Business Network**
Find your community

58 **SecurityWise**
Importance of an inventory

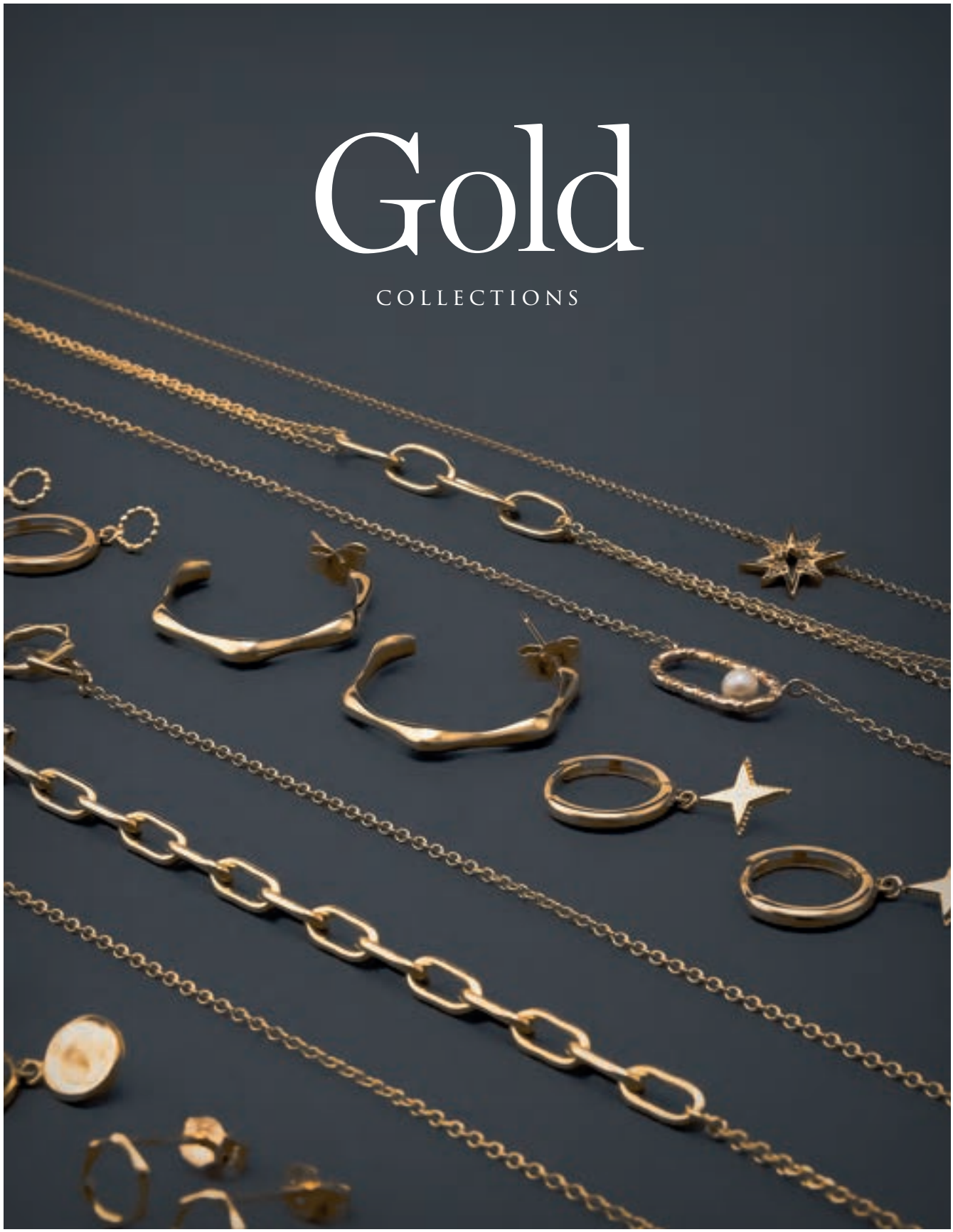
60 **Education**
Retail apprenticeships

28
UK Jewellery Festival





15
Pantone colour of the year



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Chair's Foreword



As we step into the new year, we must acknowledge the transformative nature of the past few years. The prevailing notion of business as usual has been debunked, compelling us at the National Association of Jewellers to recognise the arduous business landscape of the entire jewellery trade. While economic stagnation and external pressures will persist in 2024, promising signs of progress are on the horizon. As always, the NAJ remains steadfast in its commitment to stand by your side, offering guidance, support and advocacy in the areas that truly matter.

ADVOCACY AND REPRESENTATION

As the authoritative voice of the UK jewellery trade, the NAJ assumes the responsibility of representing and building influence in government circles and trade networks to ensure our industry is heard. This entails engaging in roundtable discussions with government officials and collaborating with industry partners to effect meaningful change. Among the key areas we have been actively advocating for are reforming business rates, reintroducing VAT-free shopping, providing export support, facilitating border accessibility post-Brexit, offering tax incentives for net-zero initiatives and promoting apprenticeship flexibility. These areas significantly impact many of our members, so it's vital we ensure government authorities and influential decision makers hear the trade's concerns.

We are also excited to announce that on 8th February, we'll host a 24-person industry roundtable with shadow ministers Thangam Debbonaire and Sir Chris Bryant, so the Department for Culture, Media and Sport can gain a deeper understanding of our industry's challenges and opportunities. It will also give us a chance to share actionable measures that foster confidence and ensure greater stability.

VOLUNTEERING AND INDUSTRY ENGAGEMENT

The success of the NAJ and the entire trade depends on the active participation and expertise of individuals dedicated to enhancing the industry we hold dear. I invite all members to get involved, to contribute their time and expertise by joining a supporting group or the National Committee. It is crucial that the NAJ remains representative of all membership groups. If you want to learn more, please email us at membership@naj.co.uk.

PROFESSIONAL STANDARDS

The dawn of a new year is a wonderful time to reflect on accomplishments and identify areas for improvement. The NAJ is no exception. We have several positive changes and additions for the year ahead. You can read about one in this very issue of *The Jeweller*. The publication has always served as an excellent and respected resource, featuring editorial inspiration, member profiles and NAJ news. And now we're expanding the magazine's content to provide more practical advice, encompassing compliance, commercial competence and responsible practices.

In this spring issue, we have a new section dedicated to Better Business, bringing together some of our regular pages, such as member benefits, JBN and SecurityWise. It will also feature a series of guest columns from NAJ partners and experts. In this inaugural issue, you can expect guidance on AML regulations, search engine optimisation best practices, updates on employment law changes for 2024 and cost-effective strategies for implementing sustainable changes in your business.

We're looking forward to hearing your thoughts and feedback on this fresh format and the topics you would like to see covered in future issues.

On a personal note, as a Fellow of the Institute of Registered Valuers (IRV), I'm pleased to see the significant representation of IRV members in these pages. Whether highlighting the indispensability of expert witnesses in the criminal process, celebrating IRV milestones or providing insights into the IRV chair, Barry Sullivan, each IRV member embodies the highest standards of professional excellence.

EDUCATION AND TRAINING

At the beginning of January, NAJ members started to receive their membership renewal packs. There are additional materials explaining member benefits as well as the 2024 member certificate, symbolising dedication to Honesty, Integrity and Professionalism towards customers and the wider trade.

One benefit is a £50 discount on your first JET course of the year when you enrol a staff member within 60 days of your membership payment. The JET (Jewellery Education and Training) programme is widely recognised across the industry and serves as an exceptional means of retaining staff and delivering outstanding customer service.

MEMBER BENEFITS

In 2024, the NAJ is increasing its presence at international trade shows to provide exhibitors with opportunities to showcase products and offer retailers exclusive buyer packages. Through close collaboration with our partners at British Jewellery and Giftware International, we have already secured special deals with Inhorgenta, Vicenzaoro and Hong Kong, which include discounted stands and even complimentary hotel accommodation.

Finally, one of the most important member benefits is our member logo, and at this time of year, we love to see members sharing their new certificates and window stickers. So, please do tag the Association in any social media posts.

I wish you all a happy and prosperous 2024.



Heather Callaway, NAJ Chair

NAJ DATES FOR YOUR DIARIES

NAJ EDUCATION AWARDS
Goldsmiths Hall, London
25th March

NAJ AGM
Tower of London, London
6th June

NAJ SUMMIT
Featuring Valuers' Conference and Retail Jewellers' Congress
Park Regis, Birmingham
22nd - 24th June

NAJ AWARDS
Macdonald Burlington Hotel, Birmingham
10th October

Summit for Everyone





Glastonbury isn't the only hot ticket this summer. We look ahead to June's NAJ Summit line up.

The NAJ Summit is an extended weekend event that brings together members of the NAJ and the wider jewellery trade for networking and learning opportunities. After a successful venue change and format adaptation last year, the NAJ will return to the Park Regis Hotel, Birmingham, from 22nd to 24th June, to facilitate even more fascinating keynote talks and knowledge-expanding workshops.

The weekend will once again feature the Valuers' Conference, hosted by the Institute of Registered Valuers, and the Retail Jewellers' Congress, hosted by the JET Business Network, creating an unmissable three days of wisdom sharing and connecting with peers.

Just the ticket(s)

For those new to the NAJ or yet to experience a Summit weekend, let us educate you on an event designed to bring all corners of membership together. The NAJ Summit is two events in one: a two-day Valuers' Conference followed by a one-day Retail Jewellers' Congress.

The Valuers' Conference prides itself on being a friendly and inclusive event that welcomes everyone, regardless of their expertise and industry experience. Last year, the Valuers' Conference enjoyed a revised format, with main presentations on Saturday followed by workshops and masterclasses on Sunday.

Team NAJ received overwhelmingly positive feedback on this change, meaning the format will remain for 2024, albeit with welcome breaks after each speaker, to digest and discuss lessons and ideas (and get a complimentary coffee or two). On Sunday, we transition into smaller practical workshops and lecture-based masterclasses that dive deep into various gemmological, valuation and industry topics.

On Monday, it's time for the independent retail members to sharpen their pencils and open their minds for the Retail Jewellers' Congress, hosted by the NAJ's JET Business Network (JBN). This one-day event furthers JBN's year-round mission to provide value through shared knowledge and experience.

It allows leaders in the retail jewellery industry to compare their business with others while learning new strategies, absorbing fresh ideas and approaches and refining strategic thinking. The JBN members choose the theme for Congress to ensure the shared learnings and actionable advice are relevant to the trade. Information on the selected theme and speakers will be announced in due course.

The NAJ Summit provides unparalleled learning and access to experts in their field, as well as offering great flexibility to attendees. You can choose a one-, two- or three-day ticket, so you have access to the content most important to you. With discounted tickets for multi-day attendance and favourable rates for NAJ members and students, the event is as accessible as possible.

On the main stage

Our Valuers' Conference team has secured a host of internationally recognised speakers.

Branko Deljanin is president and head gemmologist at CGL and director of Gemmological Research Industries Inc, Vancouver. He is a research gemmologist with extensive experience in advanced testing of diamonds and gemstones.

Dr Maria MacLennan returns to the NAJ Summit by popular demand. The world's first forensic jeweller will deliver another unique presentation sure to fascinate and spark debate among attendees.

Sarah Fergusson is the senior specialist for watches at Bonhams. With over 12 years' experience in the auction industry, she was previously head of watches at Edinburgh's Lyon & Turnbull.

Gem-A tutor **Charlie Bexfield** will explore gemstone values and trends for the year ahead.

Joanna Whalley is a freelance metals conservator and gemmologist working in jewellery and precious metal objects. Joanna enjoyed three decades at the Victoria & Albert Museum, leading the metals conservation team and as lead conservator of the museum's jewellery gallery.

Kerry Gregory of Gemmology Rocks has over two decades of professional experience in gemmology and diamonds. She is a firm favourite and oft-returning speaker at the Valuers' Conference.

More speakers and workshop facilitators will be announced soon. Sign up to the NAJ's mailing list to stay informed - **naj.co.uk/mailing-list**

The headline act is you

The eagle-eyed among you will notice the NAJ Awards is absent from the Summit schedule for this year. With the NAJ Awards growing year-on-year, we have chosen to host a standalone event on Thursday 10th October.

This will ensure Team NAJ can deliver a truly memorable event that champions professional excellence throughout the trade. We're excited to see the NAJ Awards enjoy dedicated time in the jewellery calendar and look forward to revealing more later in the year.

If you want to sponsor an award or become a commercial partner, email **britni-may.edwards@naj.co.uk** to learn more.



The National Association of Jewellers

Find a Jeweller

your NAJ shop window

keep your profile up-to-date and show the world what your business is all about.

naj.co.uk/find



New skills training centre for Aston University

Aston University Engineering Academy (AUEA) is to set up a new jewellery skills training centre in Birmingham thanks to a half-million-pound grant. It will further boost Birmingham's reputation as a centre for jewellery and metalwork.

The city's Jewellery Quarter, described by English Heritage as a national treasure, has more than 800 businesses, 100 specialist retailers and 50 contemporary designer makers. The new Institute has the backing of 10 key local employers, including Fattorini & Co, Weston Beamor, Cooksongold, Hockley Mint and the NAJ.

The award from The Goldsmiths' Company, one of the 12 livery companies of the City of London, will help fund a new Goldsmiths' Institute, due to open in September 2024.

The new £1 million institute will be in the AUEA's new vocational skills building, which is being funded by the Goldsmiths Landmark grant, plus match funding.

Daniel Locke-Wheaton, principal of AUEA, said: "Students at the Academy will learn and have design-based training, including a dedicated post-GCSE Level 3 Jewellery qualification. The Institute will not only drive skills and design-based learning across years 9 to sixth form but it will also have dedicated state-of-the-art workshops for goldsmithing, silversmithing and allied trades open to post-16 learners and the wider community."

The Goldsmiths' Company landmark funding programme was set up to celebrate its 700th anniversary in 2027. Prime Warden Professor Charles Mackworth-Young said: "The programme underscores The Goldsmiths' Company Charity's determination to increase the impact of our charitable giving and our enduring focus on the development of skills in our trade and beyond... and will help organisations to achieve real change in the skills people develop and the outcomes they achieve."

Tom Fattorini, owner and director of Fattorini, said: "One of the biggest challenges facing Birmingham's Jewellery Quarter is the shortage of skills and recruitment of young people into our industry. The Goldsmiths' Institute is going to be critically important in ensuring we have a pipeline of young people into the industry, not just in goldsmithing and silversmithing but in wider aspects such as manufacturing, chemistry, business and logistics."





GIOVANNI RASPINI

5, South Molton Street - London

Chun Leung - c.leung@giovanniraspini.com + 44 7542 030 541



Noel Hunter (BHC Chair), Anna Mcloughlin (Anna Mcloughlin Fine Jewellery), Harriet Kelsall (Harriet Kelsall Bespoke Jewellery), Ashley Carson (Sheffield Assay Master and HALO judge)

The Benevolent Society Ball

The splendid Grand Hotel in Birmingham once again provided the suitably sparkling backdrop to The Benevolent Society Ball. Fun, feasting and fundraising were – as ever – the order of the evening.

As the jewellery industry came together, the festive occasion also afforded the perfect opportunity to celebrate a few impressive achievements. Two jewellery businesses with an emphasis on creating bespoke commissions were joint winners of the HALO Award 2023. Chair of the British Hallmarking Council, Noel Hunter, presented the Award to Harriet Kelsall, founder of **Harriet Kelsall Bespoke Jewellery** and Anna Mcloughlin of **Anna Mcloughlin Fine Jewellery**.

Now in its second year, the HALO (Hallmarking Awareness and Learning Online) Award is supported by the British Hallmarking Council and the NAJ. Its objective is to encourage and reward promotion of the importance of the hallmark to consumers browsing and buying fine jewellery or silverware online. This year saw an excellent, enthusiastic response to the Award.

Praising the high standard of entries this year, chair of the HALO judges, Rachael Taylor, said: "The top five entries were all of an incredible standard, so we settled on a joint winner for the first time. Anna Mcloughlin stood out to us for her creative approach to promotion on social media, as well as the innovative idea of creating a certificate of provenance for each purchase, which has details on hallmarking. Harriet Kelsall is a wonderful ambassador for the behind-the-scenes skills of our trade and demonstrated exceptional communication with clients around hallmarking."

"The entries overall were very diverse, with businesses of all sizes employing multifaceted tactics to educate their clients on hallmarking, from viral social media videos and surveys to taking their fans inside assay offices with online reportage. Both joint winners consider hallmarking a vital element of trust, particularly when creating bespoke commissions."

Presman Mastermelt was the generous sponsor of the NAJ's special Chair's Award, which this year Mastermelt's general manager Gary Williams and NAJ chair Heather Callaway were delighted to present to one of the UK's best loved and hugely philanthropic jewellery businesses, **Beaverbrooks**. Recently voted the Happiest Place to Work in the *Retail Week* Awards and regularly at the top of Best Companies to Work For list, the family-run jewellers was a well-deserved winner on the night.





Left: Beaverbrooks collect the NAJ Chair's Award 2023.
Below: Birmingham Assay Office present a cheque to the Benevolent Society.













Of course, the 'Bene Ball' would not be the 'Bene Ball' without all the fundraising activities. Kicking things off, the Birmingham Assay Office presented to Gay Penfold, chair of The Benevolent Society, a cheque for £5,502.77 – a sum raised through events such as a sponsored bike ride from Sheffield Assay Office to Birmingham Assay Office earlier in the year by Hockley Mint's Gary Wroe. David Doyle handed on his metaphorical auctioneer's gavel to Cookson Gold's Stuart Wibberley, who proved to be pretty good at tempting bidders to open their wallets. In keeping with tradition, six giant cuddly toys (elephants, this year) sat among the more luxury lots, while a raffle and tombola gave the rest of us a chance to splash the cash. In total, just under £30,000 was raised during the evening.

The Benevolent Society, the charitable arm of the British Allied Trades Federation, financially assists individuals that have worked in the giftware, jewellery, surface engineering, travel goods and fashion accessories industries. The society also provides bursaries to individuals starting or progressing their career journeys in these industries to help with their studies. Visit, **naj.co.uk/Financial-support**



The Crucial and Complex Role of Expert Witnesses



The expert witness's role is vitally important yet often underestimated, particularly in jewellery valuation. A recent assignment a team of IRV members undertook exemplifies the complex nature and profound significance of such work, explains GIA's Mehdi Saadian.

The mission was not a simple one; it involved a complex set of objectives requiring both breadth and depth of expertise. We were to catalogue, assess and value a diverse collection of jewellery, gold, watches and gemstones. Then we were to decipher an assortment of tools, literature and cleaning equipment associated with gemmology.

The location

We conducted all evaluations and inspections in a secure, controlled environment, with rigorous oversight to guarantee the highest standards of accuracy and integrity. The meticulous conditions under which we operated underscored the need for unerring attention to detail, particularly given the expansive range and intrinsic value of the items we examined.

The vast scope

The items ranged from modern pieces furnished with grading reports and price labels to antique and period pieces, some dismantled or presented as loose stones. The work required our diverse skill set, challenging us to apply different methodologies and frameworks to arrive at accurate valuations. The variation in items demanded an encyclopaedic knowledge of everything from gemstone grading to the nuances of watch collection.

We encountered complexities in items that had undergone alterations or had been repurposed using unconventional tools and methods. This introduced additional considerations, requiring an enhanced level of expertise to assess these objects' origins, histories and functions correctly.

Valuation methodology

We used a dynamic methodological approach – appropriate given the spectrum of items under scrutiny. For modern and newly produced items, we implemented a cost approach, providing a valuation based on the cost of production and current market value. For second-hand, antique and high-value collectable pieces, we used a market data approach, which leverages auction data, retail pricing and other market-driven elements.

Where the typical valuation frameworks fell short – especially for high-net-worth collectable watches, we applied a non-traditional open market value. This alternative approach accounts for the real-world vagaries of supply and demand, particularly when items fetch in secondary markets higher prices than their advertised retail prices.

While specifics about the impact of our findings must remain confidential due to the ongoing nature of the case, the work is a striking illustration of the significant role expert witnesses can play in judicial proceedings. Our evidence-based assessments contribute crucial insights to assist the court in arriving at well-informed decisions.

The takeaway: a call to professionalism

The fundamental message is clear: serving as an expert witness goes beyond merely offering professional opinions. It is about being an impartial seeker and presenter of truth. This role obliges us to apply rigorous methodologies and maintain an unwavering commitment to integrity.

As this case has shown, the job of an expert jewellery valuation witness has both challenges and responsibilities. It serves as a compelling testament to the oft-overlooked complexity and indispensable nature of our roles in the judicial system.

Conclusion: a collective achievement

The intricate work of jewellery valuing in this case underscores the vital role of expert witnesses. Such work is highly demanding, requiring meticulous attention to detail and a comprehensive understanding of various methodologies and markets. It's not a role to take lightly, given its direct impact on judicial proceedings.

The journey is a collective effort, demanding the highest standards of professionalism and integrity. Each team member brings a unique set of skills and expertise, contributing to a thorough and impartial assessment. Special acknowledgement goes to the dedicated team members: Barry Sullivan, Anna Dighton, Katherine Brunacci, Hilary Hubberstey and Mehdi Saadian. Each member was trained by Michael Cohen, TAE and the Institute of Registered Valuers.

As we move forward, we are committed to upholding high standards as we continue to serve the demands of justice, one case at a time.

FUZZY FEELINGS

Pantone's Colour of the Year

The wait is over – for those who like to keep an eye on prevailing colour directions, Pantone has declared Peach Fuzz this year's hot hue.



Tivon Fine Jewellery



Sarah Alexander



Sarah Ho



Deakin & Francis



Augustine Jewels



Well, maybe more warm and cosy than hot. "PANTONE 13-1023 Peach Fuzz captures our desire to nurture ourselves and others. It's a velvety gentle peach tone whose all-embracing spirit enriches mind, body and soul," explains Leatrice Eiseman, executive director, Pantone Color Institute™.



London Pearl

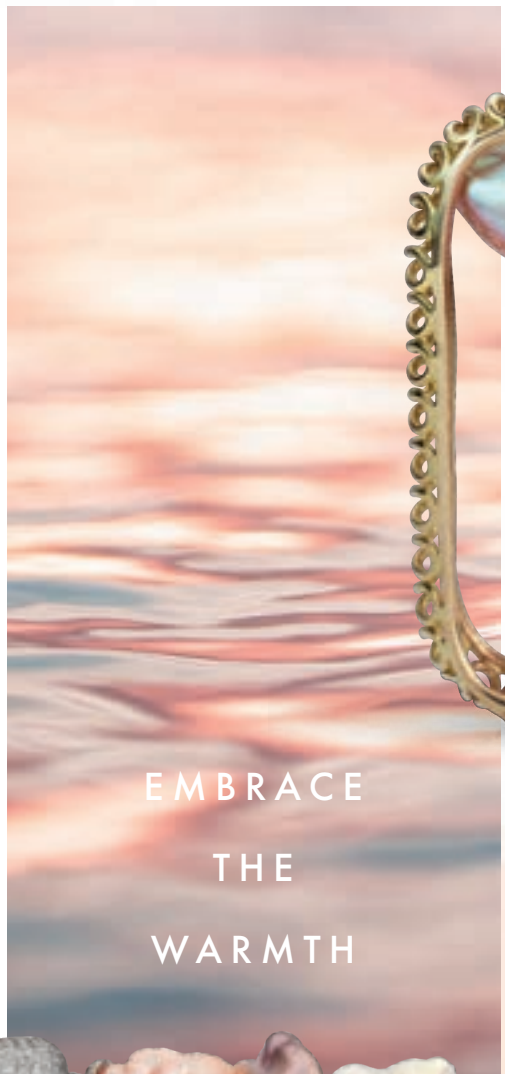


Maria Frantzi

"In seeking a hue that echoes our innate yearning for closeness and connection, we chose a colour radiant with warmth and modern elegance. A shade that resonates with compassion, offers a tactile embrace and effortlessly bridges the youthful with the timeless."

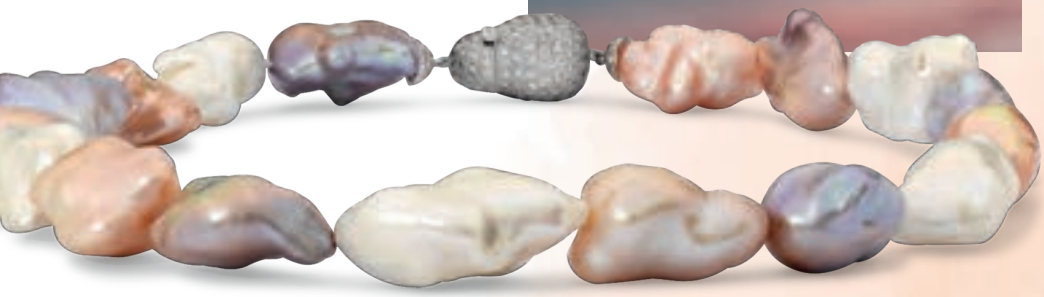
Somewhere between pink and orange, Peach Fuzz is "quietly sophisticated," "poetic and romantic... with a vintage vibe" and has "a gentle lightness and airy presence."

With all this in mind, how can we relate this colour to gems and jewellery? As ever, finding a perfect match isn't particularly easy... but nor is it essential. Let's just go with the feeling, the nuance. Here, I've gathered a selection of pieces that match the mood, having searched for peachy morganites, pearls, diamonds, tourmalines, opals, enamels, garnets and rose quartz.





Leonid Dementiev



Raw Pearls



Midhaven

"Peach Fuzz captures our desire to nurture ourselves and others."



Ifos



Prism Design

Darren Sherwood



PJ Watson

COMFORT AWAKENS OUR SENSES



Flora Bhattachary



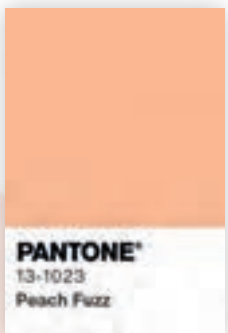
Sif Jakobs



Bring Diamonds



Ntinga



Ray & Scott's Diamond Dream

Three years ago, with the Guernsey jewellery retailer's 60th birthday fast approaching, managing director Martin Search knew the anniversary deserved a very special celebration. He explains all to Belinda Morris.



Ray & Scott, Guernsey


Martin Search

"I wanted to celebrate the company's 60 years, and I also wanted to give a present to our loyal customers and to the island," explains Martin of his boldly different initiative. Between 1st December 2020 and 31st December 2021, the Diamond Dream (conceived during a meeting with the shop's advertising agency) offered up to 20 per cent off diamond jewellery, and the customer could choose to donate that 20 per cent saving as their gift to Guernsey. Ten charities benefitted from the eventual £140,000 raised.

"Everyone loves a bargain and while I couldn't offer a discount on watches and branded jewellery, it was possible with diamonds," he says. "Of course, I could have ended up with a massive loss – my accountant certainly predicted this, and my partner and staff were sceptical. But I wanted the giving to come from the customers, not from the business. We know when those customers showed that generosity, the piece they bought became even more special to them because they'd helped the community."

Ray & Scott's customers proved very generous, most donating half – or more than half – of their saving. One young Guernsey man, living on the mainland, returned to the island to buy an engagement ring and, as he was not expecting the discount and was already making a tax saving, donated the full 20 percent.

"It was a hugely expensive gamble," admits Martin, who spent £40,000 on TV and print advertising, "but I could also see there would be an upside, and our business would increase over time, which proved to be the case," he adds. From all perspectives, the Diamond Dream was so successful it's still going today, with the same discount on engagement rings. "Guernsey has finite customers – just 60,000 people – so promotion is key to success."

Pushing the boundaries of business also saw Martin take a different approach to a fundraising ball in November of the anniversary year. Twenty tables of 10 were sold to corporates for £1,000 a table, with each guest paying £80 each for food, wine and Champagne. All the money went to charity. "I didn't want guests to spend money on the night – I wanted it to be a party," he explains. Ray & Scott contributed £20,000 to stage the event to ensure it really was a spectacular celebration.

The "heart-warming, wellbeing" element notwithstanding, the icing on the cake for the store was receiving the Guernsey Community Award in the Fundraiser of the Year category. "It's the first and only time a business, rather than a charity, has won this award, and it's a massive honour," Martin says. Since then, other island businesses have followed Ray & Scott's example, and he would like nothing more than to inspire jewellery retailers around the country to do similar, especially for significant anniversaries. "It's an easy operation and a fantastic way to get the feelgood factor while raising your profile."

Ray & Scott – a history

Ray & Scott, originally Charles Ray Jewellers, opened in 1961. To progress the growing business, Mr Ray advertised nationally for a partner. Thomas Scott, a jeweller from Glasgow, answered the call, and the name changed to Charles Ray & Scott.

As the business expanded, the store moved into its current building. Designed by the architect who drafted the town's NatWest Bank in High Street, and the States Tourist Board building, the shop has distinctive pink Cobo granite features.

Martin Search joined Ray & Scott in 1974 at 19 as the junior/trainee manager and worked his way up to store manager, first, then at 27, the owner. His boss and mentor, Mr Ray, encouraged him to take many exams and sent him to Switzerland to learn managerial skills.

In the 1980s, Martin began modernising the shop, removing the heavy wooden panelling, gold-patterned carpet and the original curtains. He painted the walls and ceiling in light colours, enhancing the shop's feeling of opulence.

With a need to expand again, in 1995 Martin took on a partner, Jeff Fox, who started his career as a trainee manager with Northern Goldsmiths and trained with all the major Swiss watch houses. Ray & Scott also has its own in-house goldsmith, Chris le Bideau.

Martin Search and Jeff Fox with Fiona Campbell and Debbie Allen from the Ray & Scott team members



A Tribute to Roy Huddlestone

On 23rd December 2023, our industry – and in particular the valuing community – lost one of its leading long-standing members.

Until he retired in 2017 at 87, after 73 years in the trade, Roy Huddlestone was a director of Hatton Garden-based Huddlestone Gemmological Consultants and UK agent for EGL.

He began his long, illustrious career in 1944 at 14 as an apprentice clock, watch and jewellery maker and repairer in Nottingham. This sparked his interest in gemstones and equipment, and he started his extensive collection. National Service in the RAF as an aircraft instruments mechanic followed, and after being demobbed, Roy worked for several jewellery retailers, rising through the ranks.

His love of precious gems took him to Hatton Garden in 1968, where he established Diamond Grading Laboratories Ltd (the first dedicated diamond certification laboratory in Europe) while also working as a director/buyer for a rough diamond company.

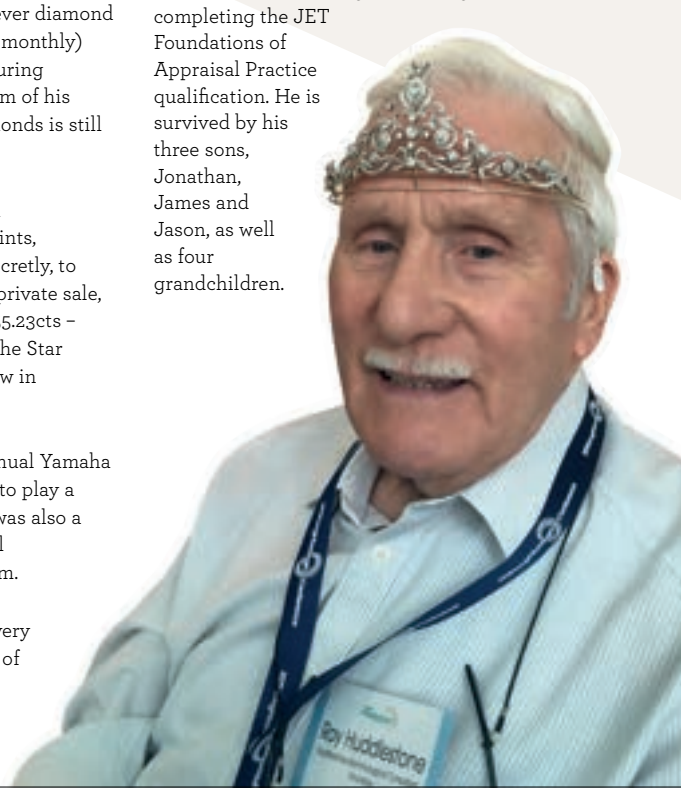
"He was the first person to identify the diamond mapping technique whereby you could recut a large diamond and still identify it as being a larger diamond, perhaps stolen!" says Barry Sullivan.

The end of the 1960s through to 1972 saw innovations and pioneering ideas emanating from his office, including the first ever diamond price matrix (which the *FT* quoted monthly) and the first diamond colour measuring spectrophotometer. A modified form of his system to grade the clarity of diamonds is still in use in the HRD lab in Antwerp.

When asked, in a 2013 interview in *The Jeweller*, about career high points, Roy said: "Being commissioned, secretly, to evaluate technically and value for private sale, two famous diamonds: the Sancy, 55.23cts – now in the Louvre Museum – and the Star of the South, 129cts from Brazil, now in private hands."

To relax, he'd play on his three-manual Yamaha electronic organ and was learning to play a Wurlitzer theatre pipe organ. Roy was also a volunteer tour guide of mechanical instruments at the Musical Museum.

Roy is remembered as a kind and very generous man. One of his last acts of generosity was to give the NAJ an exact copy of the David Wilkins Award, which he had won and will be given in his honour to future high-achieving students completing the JET Foundations of Appraisal Practice qualification. He is survived by his three sons, Jonathan, James and Jason, as well as four grandchildren.



Unique brooch to be auctioned for charity

On 20th April, David Doyle – who recently stepped down as vice president of The Benevolent Society – is hosting a sold-out charity ball to raise funds for Birmingham Children's Hospital cancer wards.

During the evening, a special auction will take place. David has collaborated with Gary Wroe at Hockley Mint to create a unique piece of jewellery, to be made by the Birmingham-based fine jewellery manufacturer.

Guests at the Grand Hotel, Birmingham, charity ball will have the opportunity to bid for a stunning platinum brooch – designed for men or women – which features a platinum teddy bear carrying a ruby-set red balloon. The special piece will carry a one-off hallmark, struck – of course – at the Birmingham Assay Office.

Birmingham Children's Hospital Charity



On 13th November 2023, we lost a dear friend and colleague when Amanda Reavell passed away. Michael Payne, former chair, pays his respects.

Remembering our own Amanda Reavell

Amanda was one of a kind. A knowledgeable and strictly controlling financial officer for many years at the National Association of Goldsmiths (NAG) and latterly with the National Association of Jewellers, she was, by all accounts, very disciplined with the finances at home!

Amanda joined the NAG in the late 1990s when it was in Luke Street in East London and her second-floor office was just outside that of the chief executive. She was his gatekeeper and had a good understanding of all that was happening in both the NAG and the trade. She held her knowledge in the strictest confidence, but also put it to good use.

Amanda had her view of how things should be done and wasn't worried about expressing it. As honorary treasurer, she made it very clear where you stood, and I, for one, respected that. However, under that strict persona, there was a heart of gold. She took great pride in her work and was a consoling and comforting friend to many.

She was also a calm influence in times of crisis. On one occasion, the annual general meeting of the NAG began with a private viewing at Tate Britain. The lunch and meeting were, however, booked at Tate Modern, a River Bus having been expected to glide everyone between the two. The only problem was the complete lack of seats on the River Bus! Amanda came to the rescue to conjure several taxis out of nowhere.

Amanda's attention to detail was also very evident in the accounts she produced and her administrative abilities. She always ensured Hamish had pride of place at the table for those NAG annual general meetings of old, even if it meant him accompanying her to the annual conference. For anyone who has not met Hamish, he is the NAG mascot, a ram's head snuff mull now serving out his retirement at Federation House in Birmingham!

In retirement from the NAG and NAJ, Amanda loved retaining her contact with the trade through both the NAJ Educational Trust and the Institute of Registered Valuers. Indeed, she was only too pleased when, each year, she helped Sandra Page, her friend and colleague of many years, to assist with the organisation of the annual IRV conference. Indeed, she also made it clear she would want to train her successor for the role of administrator for the NAJ Educational Trust, from which she herself only retired in October.

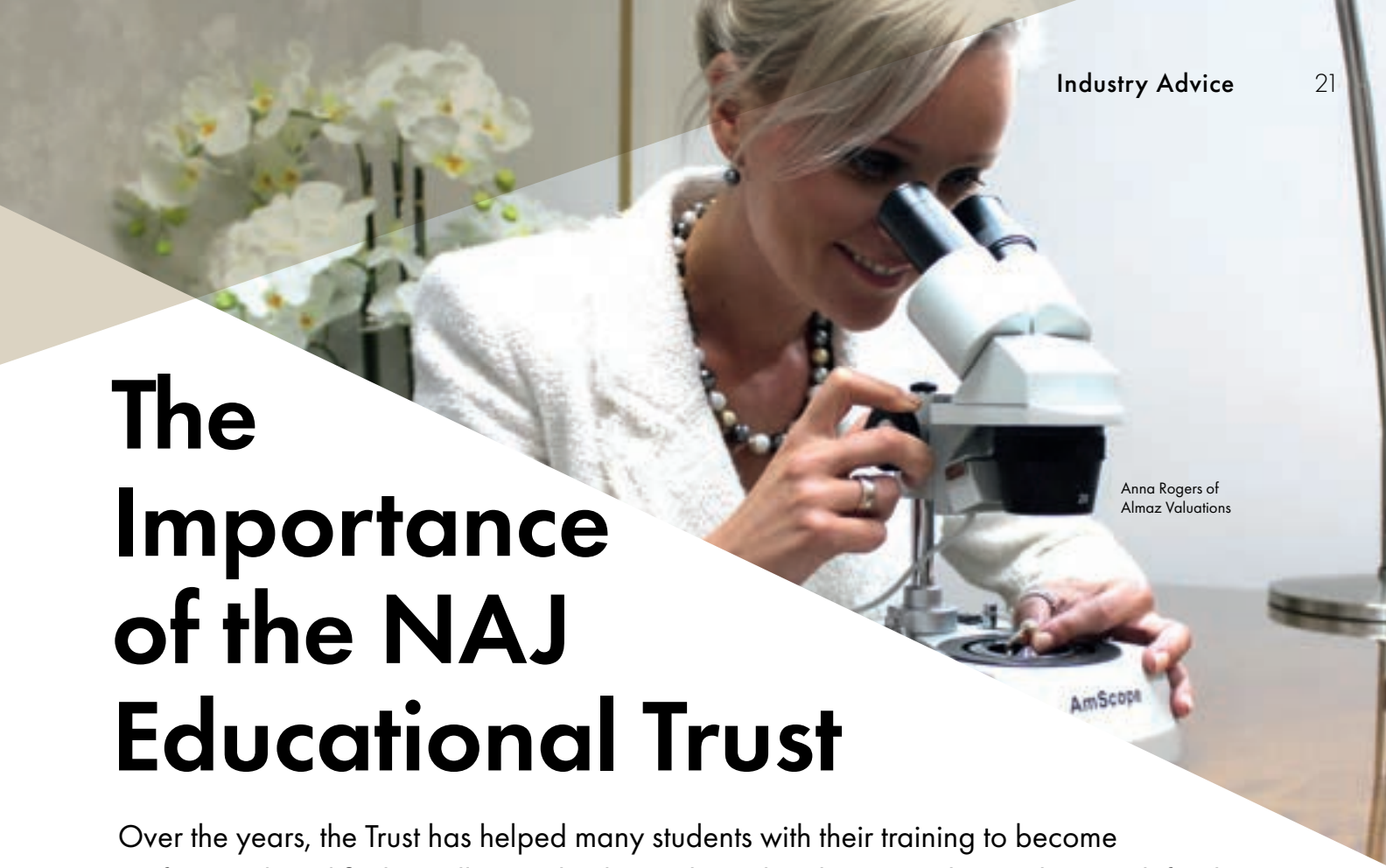
Sandra Page, former IRV administrator and current Trust secretary, worked alongside Amanda for many years and says: "Amanda was a very important part of the NAG team; looking after staff welfare as well as ensuring the Association's accounts and obligations were in order. With the forming of the NAJ, she left those roles behind but continued as Trust administrator (becoming secretary in 2020). She took great pleasure in looking after the trustees and the students the Trust supported. She also loved attending the old Loughborough Conferences and the recent NAJ Summits. I shall miss her very much, not only as an ex-colleague but also as a very dear friend."

Amanda had struggled bravely with her illness over several years, never complaining but rather more concerned she might let people down. Her equally charming husband, Graham, also suffered with his health uncomplainingly until he too sadly passed away earlier this year. Amanda took comfort in her faith and involvement in her local church, where she also acted as the treasurer for many years.

Amanda will be greatly missed by more people in the trade than she might have imagined. She was a good friend to the NAG and NAJ family, and we will all miss her. Our thoughts and prayers are with her daughter, Antonia, close family members and friends.



Sandra Page and David Callghan with Amanda Reavell



Anna Rogers of Almaz Valuations

The Importance of the NAJ Educational Trust

Over the years, the Trust has helped many students with their training to become professional qualified jewellers and valuers. Through its bursary scheme, those with funding problems can apply for financial support, many receiving 50 per cent of the course fees.

Retail company members of the NAJ are invited each year to donate to the Trust when they renew their membership. Last year, the Trust received over £14,000. As many students applying to the Trust wish to become valuers, the IRV Professional Community Group has recommended the NAJ extends the voluntary donation requested to include IRV members from 2024.

MIRV **Alexia Taylor** FGA DGA, said, "I shall be eternally grateful to the Trust for the financial support it has given me in recent years, enabling me to obtain not only my Gem-A gemmology diploma but also my diamond diploma – both enabling me to go on and gain my MIRV status.

"I've really loved developing my knowledge and skills with the Trust's assistance, and I really appreciate how these courses have furthered my career. The Trust not only supported me financially but also encouraged my passion for gemmology, which I, in turn, will pass on to others in our industry."

"Help and support while studying is important," adds FIRV **Anna Rogers** of Almaz Valuations. "Families might help you cope with studies and everyday commitments, or employers could adjust working schedules to accommodate class attendance. Financial support is also vital. Obtaining a gemmology diploma and further professional qualifications can be financially overwhelming – it's essential to know where to ask for help.

"In 2019, I was on my journey to become an IRV member, and after completing the CAT course (now FoAP), I needed to solidify my theoretical valuation knowledge by attending the NAJ's Practical Valuation Techniques (PVT) tutorial. After applying to the Trust, I was granted funds towards PVT classes, and on completing the course, I became an MIRV. Last year, having received the IRV's Professional Review results, my status is now Fellow of the Institute of Registered Valuers."

Harriot McClemont has always been passionate about jewellery. "At a young age, I bought marcasite-set Art Deco silver jewellery," she says, "and after travelling, I was employed by Ryedale Auctioneers as a junior cataloguer and valuer where I was introduced to gemmology. There was no jewellery specialist at Ryedale, so I learnt most of the basics from old catalogues and antique jewellery books in the auctions.

"After some research into gemmology, I came across Gem-A and enquired about the courses and ways to study. They suggested I contact the NAJ for help with funding as I wasn't in the position to fully self-fund my studies. I was in contact with Amanda Reavell, who was wonderful; she assisted me with my application for funding, which was granted.

"Around the start date for the foundation course with Gem-A, I became assistant valuer at Ogden of Harrogate. I love working for a wonderfully old family business and have had some fabulous experiences, including going to Vicenzaoro and seeing some exquisite antique and period pieces of jewellery, such as tiaras, a diamond set stomacher and many more. I passed my foundation exams in June '23 and started my FGA in September.

"Receiving the partial funding from the Trust was hugely significant in boosting my career in the jewellery trade. I've found my studies so far challenging and fascinating, and I can't wait to further my knowledge and understanding of the subject."

The Trust's chair, Andrew Hinds FGA, says, "The Trust knows how supportive the valuation community is towards those entering our industry and developing their skills. We're delighted the IRV Professional Community Group has recommended the NAJ extends the current voluntary donation requested from retailer members to our IRV members from 2024.

"The Trust does all it can to ensure the UK jewellery industry continues to attract dedicated, professional and qualified individuals, but to do it, we rely on donations. We hope the IRV community will see the benefit of ensuring the trade continues to attract new members to the UK's leading valuation organisation. The IRV and NAJ provide the vision of a career path, plus the education and support from peers necessary to achieve this. The Trust helps to make this affordable for all."

The renewal documents will include an amount of £30, but MIRVs and FIRVs who wish to donate more or less are most welcome to do so.

Discover financial support options to help your jewellery career.

Visit: naj.co.uk/financial-support

On Sunday 4th February, the NEC, Birmingham, will open its doors for the start of the four-day Spring Fair. *The Jeweller* takes a sneak peek.

Jewellery & Watch @ Moda, Spring Fair





Lido Pearls

"Spring Fair 2024 is all about putting the products and their creators at the heart of the show. At Jewellery & Watch, the variety of collections, from big names brands to emerging new designers, will wow visitors," says Soraya Gadelrab, the new event director for Spring and Autumn Fair. "This February, we're also raising the bar with our onsite experience across both Jewellery & Watch and Spring Fair as a whole.

"Buyers will discover a vibrant and bustling showcase of new and returning exhibitors offering the opportunity to source from British, international, sustainable and licensed brands," she adds. "Our aim is to give buyers the magic of discovery and the feel-good factor, created by delivering more inspiration, more opportunities, more education and more networking. Plus, a host of new onsite features and experiences with curated displays and trend-led showcases will inspire and assist the buying journey."

This season, Hyve is continuing its partnership with the NAJ and will showcase many NAJ members, including Hanron Jewellery, Kali Ma Designs, Leslie Donn, Midhaven, Gecko, Reeves & Reeves, Lido Pearls, Silver Jewellery Cavern Wholesale, Quaystones, Brave Designs, Linda Macdonald Jewellery, R E Morrish, Siren Silver and Scream Pretty.

As well as a catwalk of fashion and jewellery collections, there will be some further changes to the content programme for the February 2024 show. The Inspiring Retail Stage will host industry icons and fashion pioneers sharing their experiences, stories and advocacy.

While not specifically highlighting jewellery, Trend Talks, in partnership with the Future Collective, will be the stage for discovering the latest retail trends and product innovations from future forecasters and creators. Plus, the Masterclass Studio, in partnership with TikTok, will have free business solution masterclasses dedicated to helping retailers grow their business and discover TikTok's latest retail benefits. Leading agencies and consultants will present their expertise in TED-style talks on new social media skills, buying best practice, radical retail technology and conscious consumerism.

> "...more inspiration, more opportunities, more education and more networking."



Hyve directors Jackson Szabo and Soraya Gadelrab

LINDA MACDONALD

Linda MacDonald's latest collection, Autumn Dew, reflects the drops of water that appear on the colder autumnal mornings. Made in sterling silver with solid 9ct gold detail, the pieces come from the brand's workshop near Loch Lomond, Scotland. Each one arrives in beautiful branded packaging and point of sale is available. Inspired by spring colours and the confetti in the trees as the season changes, the Blossom collection celebrates spring and summer. Perfect for everyday wear, these designs are domed front and back, giving a depth to each piece.

LIDO PEARLS



The new selection of pearl pendants and earrings are set with CZ accent stones in shades of blue topaz, pink quartz, purple amethyst, lemon citrine, peridot and champagne topaz. Large baroque pearls and statement earrings also feature for the spring wedding market. Designs added to the new range of jewellery for men are in rich colours, as well as classic white, for necklaces, bracelets, rings, brooches and earrings. Lido also offers attractive PoS, packaging and limited-edition jewellery.



CAVENDISH FRENCH

This handcrafted jewellery epitomises style, quality and individuality, created by designers and workshops across the world, and supported with branded boxes, PoS and displays. In 2024, new colours join the CZ collection – softer greens and blues, orangey red garnets and designs set with a rainbow of colours. The Starlight range has sparkling replicas of fine diamond and precious gem jewellery. Launched at the show will be a collection of bold statement cocktail rings set with vibrant coloured CZs.



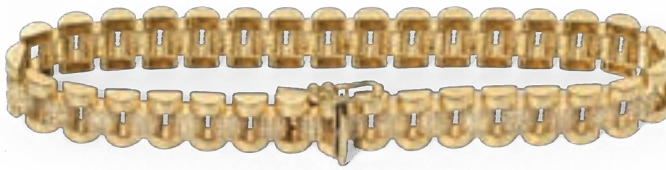
REEVES & REEVES

Reeves & Reeves continues to add fun and exciting pieces to its collections – a little nod to the cowgirl, the most adorable and detailed octopus and sparkling starfish. Also shown will be charm bangles with the company's best-selling designs and a new affordable heart collection with dotty details.



HERBERT MARX

Herbert Marx will be renewing its focus on its popular handmade chain and bangle collections in both gold and silver. A great selection of modern and classic designs, these solid chains are a huge hit with retailers across the UK and Ireland, with exceptional repeat sales and customer feedback. Additionally, this is a chance to see its industry-leading gold earrings and gemstone collections.



AUROSMITH

The Hip-Hop range from Aurosmith incorporates 9ct jewellery pieces that are bold and symbolic, mainly inspired by urban culture, music or iconic symbols. The company can create any of these designs with diamond sets too, as it works directly with the factory.



QUAYSTONES

Following a successful first showing at Spring Fair in 2023, Vanessa Priest was a finalist in the Designer of the Year category at the NAJ Awards and for Emerging Designer at the UK Jewellery Awards. This season, she will show new products in the Beach, Quayside and Strata collections, plus a new range of statement earrings, jewellery inspired by Art Nouveau artist Margaret MacDonald and, due to popular demand, items in 9ct gold and with 18ct gold plate finish.



SCREAM PRETTY

Earring and necklace collections create perfect layered looks – from single huggies, charm hoop earrings, signature and mismatched studs and a host of ear cuffs, the brand celebrates personal style and self-expression through curated ear designs. Playing with textures and colours, think smallest to largest – a stud at the top of the ear, then add a huggie, a chunky ear cuff and finally a large hoop earring. Elsewhere, chain, pendant and coin necklaces create a great neck mess. Choose from Zodiac Coins, vintage inspired Charm Collector necklaces, nostalgic motifs and chokers.



DONNS JEWELLERY

This season, Manchester-based fourth-generation family-run Donns Jewellery will showcase its new collection of 9ct gold diamond and coloured gemstone jewellery, which includes amethyst, topaz and garnets.



TRIBAL STEEL

There is an emphasis now on the men's growing market for good quality silver statement jewellery. Tribal Steel will showcase the 925 silver Symbol + Myth range of new goth, skull and animal pendants, rings and bracelets. Also being unveiled is a brand-new range of gold ion plated stainless steel – around 10 styles of necklets and bracelets.



GECKO

Gecko will introduce one of its newest brands – Reflections – an everyday collection of delicate styles featuring laboratory-grown diamonds. The jewellery uses 100 per cent recycled 9ct gold to minimise its footprint and help lessen the negative impact of metal mining, without compromising on quality or beauty. Key styles include the Octagon pendant, matching octagon hoop earrings, Asscher cut solitaire pendant and matching Asscher cut solitaire earrings.



SEA GEMS

Cornwall-based Sea Gems' Silver Origins jewellery brand features contemporary sterling silver with a handcrafted charm. Attention to detail is key, with delicately textured and polished surfaces together with gold plating or coloured gemstones. The organic designs include intricate beachcomber shells, botanical and wildlife designs as well as fun, whimsical motifs.



LBJ JEWELLERY

LBJ Jewellery will showcase its classic pearl and flower designs in time for spring, now featuring polish and matt finishes. The company will also share its Saphirim Rahav collection, with over 200 new items, as well as its unique sterling silver range with oxidised gold plated finish and silver finish.

KALI MA

Simple elegance and boho chic are central to Kali Ma Designs' new gemstone set silver collections – different shapes and forms in silver linked with all shapes of gemstones in an array of colours. Chunky hoops studded with vibrant turquoise, cool blue chalcedony or deep green agate for a bold show of colour, or a single stone for a more subtle hint of colour – all easy to wear and adaptable. Feather accents and flower prints add a vintage vibe and new spinning rings and spinning bangles give an interactive feel.











Retail Jeweller
UK Jewellery Awards 2023
WINNER





RAW PEARLS

FINE PEARL JEWELLERY

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LONDON PEARL

Alongside London Pearl's popular clearance lines will be earring stands with 10 pairs of assorted studs on silver for only £49 (same price as last year and with a display stand). Extensive Japanese Akoya necklaces and earrings ranges – which are scarce at the moment – will be available at affordable prices for the UK retail market. For those looking for this year's peach colour, all London Pearl's jewellery is made in its office, so peach freshwater pearls can be used in any design.

BREUNING

The large organic shapes of these Galvano earrings create a unique appearance. The special Galvano forming manufacturing process gives the earrings their feather-light weight, which makes it possible to wear large earrings without tiring the ear. Available in gold and silver.

DEIL JOSEPH

This fine Italian jewellery manufacturer offers handmade pieces in 18ct gold, set with only natural diamonds and fine coloured gemstones. It will also show its Flexible Collection of fine 18ct gold stretch jewellery in 18ct gold, all made in Italy.





HAZEL ATKINSON

Hazel has two new ranges for spring 2024: Festival and Jamboree. Both are bold statements of contrasting colours, oranges, blues, greens, sunshine yellow and more. All exploding in a spotty dotty, eye-catching sensation, the beautifully handcrafted anodised aluminium jewellery has proved a winner for many years. Each unique piece is individually designed, painted and finished in her Nottingham studios.

PERFECTION JEWELLERY

The UK-based manufacturer Perfection Jewellery offers thousands of styles of diamond jewellery – from simple studs and tennis bracelets to large dramatic crosses. It finds creative ways of making diamond jewellery look as awe-inspiring as possible, while providing fantastic value without sacrificing quality.

R E MORRISH

R E Morrish is ready for the new year – and at Jewellery & Watch, the company will show over 7,000 products, all made in its Birmingham workshop. Specialising in antique reproduction styles, it will also display gents rings, solid pattern and gemset and diamond ranges.



JEWELLERY & WATCH – THE FACTS

DATE: 4th to 7th February 2024
VENUE: Hall 2, NEC, Birmingham
OPEN HOURS:
Sunday, 4th February 09:00 to 18:00
Monday, 5th February 09:00 to 18:00
Tuesday, 6th February 09:00 to 18:00
Wednesday, 7th February 09:00 to 16:00

STULLER

The Beauty of a Bold Statement

Discover the perfect gemstone for every design
with 850,000+ in-stock options.



The Beauty of It All®

Stuller.com/Gemstones

Featured: Santa Maria Color Aquamarine





HERBERT MARX

Herbert Marx will have a strong focus on gemstones for retailers to build their spring collections from. With its renewed drive to ensure next day fulfilment on repeats, bulk and special orders, its industry leading bestsellers are always in stock. The company will also have its renowned gold earring collection, fine quality handmade chain, bangles and much more.

UK Jewellery Festival

The UK Jewellery Festival returns for a fourth year to provide a face-to-face buying opportunity at a pivotal time of year – 21st and 22nd March 2024.

As a premium buying event packed with networking opportunities and live content sessions, the UK Jewellery Festival is a key show in the industry's calendar. During the two days, industry leaders share their expertise, providing visitors with a deep understanding of the market's current dynamics and helping them stay ahead in the industry. Already confirmed, the JET Business Network will participate in the first afternoon's content schedule, bringing JBN Members to the Jewellery Festival to discuss a relevant business topic and share their experiences of the network.

HENRY & POWELL

This London-based manufacturer specialises in handmade fine jewellery and uses some of the finest and rarest of gems. Supporting the local industry, it makes all its jewellery in London and prides itself on employing exacting standards and workmanship.



NTINGA

The coloured gemstone fine jewellery specialist will showcase new fire opal pieces, as it saw a huge interest in these stones towards the end of last year. With many beautiful tones of orange, fire opal will appear in many of Ntinga's running lines and bespoke pieces. The Art Deco collection features bespoke gemstones, while the stacking rings, which launched last year, have recently picked up, and Ntinga now has a full range of gemstones in this collection.

SIF JAKOBS

The latest jewellery collection is a fusion of coolness and elegance – a vibrant assortment of statement pieces in vivid new colours, polished hoop styles and the introduction of freshwater pearls. The Ellera showcases new gradient-effect colours, while Ellera Ovale features oval zirconia for a fresh, unique look. The Ellisse line introduces turquoise, pink and champagne tones, and the Imperia collection expands with elegant necklaces, earrings and a bangle.



RAW PEARLS

The company's latest hardback brochure provides a comprehensive snapshot of the Raw Pearls range. It displays items at scale, and where other colours are available, it shows those colourways. References to matching items make it easier to link items into a set. Clients have given incredibly positive feedback, saying it's both comprehensive and user friendly.



COEUR DE LION

The brand will launch a spring/summer collection inspired by pure joie de vivre and summery lightness. Visitors to the show can expect to see pretty new jewellery and watch designs in delicate pastel shades, made from fine materials, and many innovative multi-wear creations. Summer looks work beautifully with matching bangles, earrings and rings in warm gold tones – the new spike design combining elegance and lightness.



HOCKLEY MINT

Hockley Mint's Halo Collection has seen huge success and continues to grow among its retailers. The range of halo engagement rings comes in a variety of stones, like princess, oval, marquise, emerald and round, with matching pendants and earrings, and stylish wedding bands that can pair perfectly for a couple. This collection is a blend of classic grace with modern finesse, appealing to those seeking a personal touch in their jewellery.





ZEDD

This fusion of modern style and timeless elegance in wedding and fashion rings is manufactured by Birmingham-based Wedds & Co. Carrying a UK hallmark, Zedd offers innovative designs and craftmanship created to show off contrasting elements. Incorporating an innovative use of black zirconium and precious metals, the bands are available in 9ct, 18ct and platinum, providing an edgy yet timeless aesthetic that has gained popularity not just for wedding rings but in everyday fashion accessories.

TOOLALLY

In 2024, Toolally adds to its collection of minimalist statement pieces in recycled silver and 18ct gold and introduces some precision layering pieces for a more considered look. Each letter in the Toolally alphabet is individually designed. Also shown are flicks and complementary loops in plain silver and 3micron18ct gold plate, as well as CZ options.



AMORE

Celebrating 25 years in business, this family brand's signature is elegant, creative high-quality classics: affordable luxury stamped with the subtle signature-branded Amore heart logo. Amore designs everything in-house, passing wisdom and expertise from father to son. The passion for coloured gemstones is evident – their vibrancy, shapes and colourful spectrum energising the team. The Amore Argento collection features silver and coloured gemstones, and Amore Oro is the way to create a bespoke gold and diamond collection.



VULCAN

Vulcan provides production and jewellery-repair solutions for the retail jeweller. The company can, at a competitive price, manufacture new ranges unique to a retail store as well as take on repair work, all under one roof. Showing how versatile the team can be, on show will be a few sample collections, including tennis bracelets, fine jewellery and fashion pieces.



THE BETTS GROUP

The Betts Group has a multifaceted approach to fostering growth and innovation. Its primary focus is the continued expansion of Single Mine Origin (SMO), with a special emphasis on cultivating deeper connections with jewellers. Recognising the importance of material provenance, it engages with its jewellery industry partners to underscore its significance. The company is also gearing up for an exciting journey in new product development across a range of services – cutting-edge solutions to meet the evolving needs of customers – and is poised for a year of advancement, collaboration and innovation.





STUDEX PIERCING SYSTEMS

An innovative brand focused on quality and delivering products to inspire, Studex will promote a new collection for spring/summer 2024, including a celestial vibe and laboratory-grown diamonds. It will also showcase its Advanced Aftercare, which further enhances the customer experience with accelerated skin recovery, allowing earrings to be changed sooner and jewellers to maximise additional sales opportunities.

WESTON BEAMOR

Weston Beamor is delighted to be exhibiting at the UK Jewellery Festival, showcasing its casting and 3D printing, CAD and manufacturing services. The knowledgeable team is excited to discuss how WB can tailor its services to meet your needs.





LAUREL JEWELLERY

Watford-based Laurel Jewellery designs innovative, on-trend gold and silver pieces manufactured in Italy, with a focus on quality.

CRYSTAL MYTHS

This Hatton Garden-based gem-cutting workshop and gemstone supplier is the only high-end workshop in Hatton Garden that follows Sri-Lankan precision-cutting techniques. The company undertakes onsite all repairing and repolishing of gemstones, custom gemstone cutting to bespoke pieces, restoring old stones, improving badly cut stones and all other work relating to coloured gemstones. It also supplies fine quality gemstones, including sapphires, rubies and any other stones mainly from Sri Lanka. All are fully mine-to-market traceable.





CURTEIS

New additions to the extensive Curteis chain range – in silver, 9ct gold and platinum – are in styles like Figaro, trace, curb and fancy links, along with new chain extenders. Gold Collections welcome feature elements of key silhouettes, embellished stones and molten-inspired designs, stars, delicate pearls and eye-catching shapes and textures. The 9ct earrings, necklaces, pendants and bracelets form a collection of desired quality and price points.

DOLLIE JEWELLERY

Dollie's main focus is the Ashes Collection. This launched in late August 2023 and is currently sold in many stockists across the UK. It will also bring a range of stacks – rings, earrings and, of course, of bracelets. All of the items are sterling silver and handmade by its Dollie makers on the Lincolnshire coast.

BRIGHT NEW GEMS

The Bright New Gems 2023 cohort returns to the Jewellery Festival with work from six Highly Commended and Ones to Watch MA and BA graduates from UK colleges and universities. Now in its 18th year, the BNG asks designers to show ingenuity and a refreshing approach to the brief in their interpretation of pieces in two categories: Responsible Thinking – Sustainable Eco-Heroes and Show Off Statement Pieces. Each designer has a unique design signature, and all show potential commercial viability. With thanks to The Benevolent Society and *Retail Jeweller* for their generous support, this is the first showing of these collections.



Wanshan Huang RCofA



Emma Hardiman
Birmingham School
of Jewellery

TH MARCH

With March Guard's Add to Basket jewellery insurance eCommerce solution, online jewellers can support customers with the option to add theft, damage and loss insurance to their shopping basket. It enables retailers to earn commission, make additional sales from repair or replacement business and offer an enhanced service to online customers. Visitors to the stand will discover how to maximise sales and profits and enhance customer experience with added protection. They will also find out how to get 20 per cent commission on all premiums paid and that TH March guarantees all repairs and replacements arranged by the retailer.

SIERRA CONSULTANCY

This jewellery CAD/CAM specialist and educator offers CAD/CAM training for goldsmiths, silversmiths and jewellery-design professionals to develop skills and enhance digital confidence. An official 3DESIGN jewellery software reseller, support provider, goldsmith and jewellery designer, it runs 3D CAD software with dedicated courses and guidance on manufacturing jewellery – and a subscription plan. Sierra Consultancy also supports the Goldsmiths' Craft & Design Council Competition and works closely with jewellery industry educational partners. Free online and one-to-one demos are available to show what CAD can do.



JEWEL ADS

Jewel Ads is a leading online trade show platform for the jewellery industry, connecting buyers and sellers from across the globe. With its innovative platform and extensive network, Jewel Ads helps retail jewellery businesses find trade suppliers, easily and conveniently, using the online service, online trade show and trade directory with lookbooks of trade-supplier products and service providers.

GIA

GIA's jewellery verification work for eBay continues to expand, with the UK now also in the programme, which builds on GIA's consumer protection mission. GIA London's education programme and activities are increasing so much that the London Career Fair has outgrown the Goldsmiths' Hall. The 2024 GIA London Career Fair will take place on Friday 28th June 2024 at **116 Pall Mall**. Learn more about Career Fair Powered by GIA at **https://www.gia.edu/career-fair**.

VIP PLATINUM PASS

The UK Jewellery Festival 2024 will debut its VIP Platinum Pass, sharing added perks with selected independent retailers and trade professionals in the *Retail Jeweller* community.

The Platinum Pass opens up a Festival retreat, with a dedicated lounge with refreshments for relaxation or private business meetings. Pass holders will be automatically approved to attend the UK Jewellery Festival once they've filled out a registration form, which each attendee must complete for security purposes.

As an added benefit, all VIP Platinum Pass holders have an invitation to attend the UK Jewellery Awards Shortlist Party on the evening of Thursday 21st March to celebrate excellence in the industry.

All businesses in the Inspiring Independents 2023, including owners, store managers, buyers and sales professionals, will receive a dedicated link to register as a VIP Platinum Pass attendee. Businesses shortlisted in all retail categories at the UK Jewellery Awards 2023 will also be eligible to attend as a VIP. The *Retail Jeweller* team will, at its discretion, extend the VIP Platinum Pass invitation to other trade professionals and senior leaders.

To apply to attend as a VIP or for more information, contact **sarah.jordan@emap.com.**

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Let Me Introduce You...



The NAJ is delighted to be gathering new members at a rate of knots – here are three that have caught our eye.

Emma Brankin – Bauble Magpie

"I was a lawyer, but in January 2021, I started an Instagram account for fun, to get me through lockdown – it was a platform to showcase my love of jewellery and to meet likeminded people. That June, I made my first sale – by accident – and was bitten by the bug. I incorporated in July.

My niche was repurposing antique wax seals into modern wearable talismans. By October, I was making more money as a jeweller than as a lawyer. I quit my legal career and went full time with Bauble Magpie in March 2022.

Jewellery making has been a steep learning curve, but my commercial background has helped. I have a symbiotic friendship with talented goldsmith Susannah King, who supports my learning of the trade and goldsmithing. In return, I support her development of business skills and commercial awareness. I'm disciplined, principled and do things by the book. That said, I've navigated my own way.



I have an impressive list of celebrity clients, was a start-up finalist in the Barclays Entrepreneur Awards 2023, my turnover now touches £1m and I'm entirely self-funded.

I live and work in West Yorkshire. I design my pieces, but I'm an entrepreneur rather than a goldsmith – everything is made, hand finished and assayed in Birmingham's Jewellery Quarter and carries my maker's mark. All our metals are recycled, my wax seals are sustainable by virtue of their antiquity. Wherever possible, we use repurposed old cut stones. Modern stones are always ethically sourced – we strive to be as sustainable as possible.

Inspiration

Inspiration can strike anytime, but typically new ideas come to me in lucid dreams. I look for ideas that branch off my wax seal offer. It has to be meaningful and talismanic. My pieces are pretty but, more importantly, they're meaningful, powerful and highly personal. I'm showcasing antiques – the stars of the show. I think of my wax seals (I have over 2,000 in stock!) as 'the emojis of yesteryear.'

For the collections, I started with repurposed antique wax seals and add new designs every month currently. I've just launched my Ouroboros ring and the Starry Skies Tribute pendant. In the last eight months, I've added Mega Big Love, Intaglio Ingots, Victorian Love Tokens, BM Chicks, Enabailers and Czech Crystals.

The driving force of the brand is somewhat feminist; my legal career was a frustratingly misogynistic experience. I'm here to show what I can do when not fettered. Having been constantly told I'm 'too much,' I'm now, at 45, showing the naysayers what my 'too much' can achieve. My intention is to gain global recognition to mirror my already global sales.

While Bauble Magpie can and should be enjoyed by anyone, those who get the most from my pieces tend to be empaths and the emotionally intelligent. My typical client is a kickass professional woman. My primary sales base is US/Canada, with rapidly growing markets in China, Japan and Singapore.

Currently, I choose not to stock stores. I prefer to grow organically, which enables me to maintain control around pricing, production and quality. But I'm keen for my intaglio ingot line to be stocked, so I'm waiting for an approach with the right offer – a stockist that understands Bauble Magpie and will champion it with a high profile; it has to be worth it for me in terms of platform and promotion."

Joining the NAJ

I think it's paramount you have a trade body in whatever career you pursue. It's a sign of professional standards, commitment, taking it seriously, being honest and trustworthy; it engenders trust from the public. If that isn't enough, the NAJ offers support, education, contacts, industry news and access to a network of trade specialists. Why wouldn't you want to demonstrate your excellence, professionalism and squeaky-clean approach? I don't know why any jeweller would not choose to be a member. It's a no-brainer.

Maya Magal London



Tell us something about Maya's industry background.

Maya comes from a long line of creatives, and after completing her art BA, apprenticing for Tony Thomson and leading as head designer at Miquella Jewellery, she embarked on the launch of her own brand. Founded in 2013, Maya Magal London has grown from a single Hatton Garden studio to having three central London stores and a headquarters in London's regenerated cultural hub, Coal Drops Yard, Kings Cross.

Do you have your own workshop and a team? Do you outsource any production?

Our HQ and jewellery-making studio are at our Kings Cross store. This is where our female-led in-house team of jewellers skilfully handcraft our collections. Our bespoke design studio is in our Islington store, where we design and make commissions and one-of-a-kind engagement rings. We're really proud that we produce 88 per cent of our new collections in our London studios.

What percentage of your business is actually bespoke?

Bespoke currently makes up a quarter of our business, but this percentage is growing year on year. It's an area we continue to invest in as we see our customers' appetite for unique creations increase.

How often do you bring out a new collection?

We intentionally do not design or release collections seasonally. Instead, we design each collection to be timeless, trendless and to last for years to come. Many of our collections are inspired by nature, drawing from natural textures and sculptural forms; this is reflected in the collection names, such as Molten, Lava and Ravine. Each collection feels different, but they are all unified by our signature organic shapes.

Tell us about working sustainably.

Working sustainably and ethically is paramount in our decision making. We're in the process of applying to become B Corp certified so our sustainable practices are not only upheld and reviewed, but they are extended beyond jewellery production to the wider business. We work exclusively with reputable suppliers in London's Hatton Garden. Our solid gold and sterling silver pieces are made using 100 per cent recycled metals, and our hand selected gemstones are certified by GIA and the Kimberley Process.

Do you have a typical customer?

Our products range from fun jewellery-making workshops to high-value bespoke commissions, which attracts a lovely mix of customers, but our leading customer type is London-based females aged between 25 and 45.

Do you sell to the trade or is your business direct to the consumer only? How do you reach your potential customers?

Our business is direct to consumer only, and we're fortunate to reach the largest portion of our customers organically, either through word of mouth or by passing one of our London stores. Digital reach is a key area of focus for us. The digital jewellery space is saturated and to reach potential customers demands investment in delivering an omni-channel experience.

What prompted you to join the NAJ?

We're focused on building an honest brand our customers can trust. As the UK's leading jewellery trade association, the NAJ offers us recognisable credibility we can share with our customers.



NearSt

NearSt turns online shoppers into in-store customers. As the world's leading local inventory feed solution, it helps retailers to show their in-store products to nearby customers on the web's biggest platforms. Founded in 2015 by Max Kreijn and Nick Brackenbury in London, NearSt is a global Google Partner and part of Meta's Commerce Acceleration programme and works with jewellers nationwide.

Kreijn came up with the idea following a literal lightbulb moment. A bulb went in his flat, so he searched online to see where he could buy a replacement. "I was shown lots of places where I could order it for delivery, but nothing came up in any shops nearby," he recalls. After visiting several local retailers, he eventually found one in a store at the end of his road. Kreijn wondered how it was so easy to get the lightbulb from a warehouse hundreds of miles away, but so difficult to find it in a store just steps from his front door.

Today, NearSt provides the infrastructure to help thousands of retailers display their live in-store stock online. Their technology can link into any inventory management or point of sales system with just a few lines of code and automatically sends the store's inventory information to places like Google, Facebook and Instagram for local shoppers to discover. The technology is now integrated into over 130 stock management systems, covering over 800,000 retail locations globally, and processes over a billion lines of stock daily.

Retailers using the technology improve their local visibility online, increase local shopper engagement and drive in-store footfall and sales. They do this by using NearSt to show their local customers exactly what they have in stock directly on places like their Google Business Profile, on Google Maps or by tagging their products in Instagram posts, which all show availability information from their local store.

The company's mission – to connect every product in every shop to the web – has attracted the backing of prominent technology investors, including Grosvenor Group, True Global and YYX Capital, and industry leaders, including former John Lewis MD Paula Nickolds, serial retail entrepreneur Will Hobhouse and former Google Campus CEO and investor Sarah Drinkwater, have endorsed it.

Customers

NearSt works with independents and retailers with hundreds of stores, including Boodles, the Anthony Nicholas group and Hirsh London jewellers.

> "I am so impressed with NearSt. It targets getting footfall back into the shops. The results have surprised me. To see the uplift it's driven was surprising – in a positive way!
>
> **Sarah Pemberton, Boodles e-commerce manager**

A new year, a new cluster of jewellery style directions. With an inspiration nod to the designer catwalks in Paris, Milan, New York and London... plus a dollop of trends-that-show-no-sign-of-disappearing-yet.

Style Edit '24



1 DRIPPING WITH DIAMONDS

Everyone's best friend... and not just for engagement rings.



Graff



Bulevardi



Berrys

Silhouette

2 ART DECO

Jewellery forms inspired by the architectural lines of the stylish 1920s.



Colormond X Fei Liu



Lucy Quartermaine



Chalk



Fleur Fairfax Jewellery



Aril Jewels



RE Morrish

3 VINTAGE LOVE AFFAIR

A feeling for antique and retro with reworked heirloom and period-inspired pieces.



Sweet Marie

4 PINKY RINGS

From traditional to glam to quirky – variations on the signet ring.



Bauble Magpie



Genevieve Schwartz



Dina Kamal

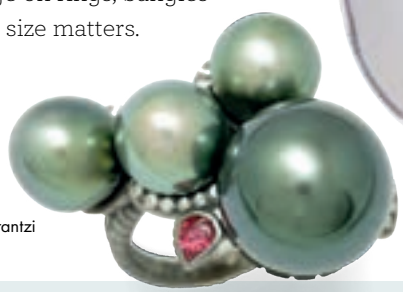
5 POWER PEARLS

Taking centre stage on rings, bangles and earrings... and size matters.



Dower & Hall

Yaa Yaa London



Maria Frantzi

6 MISMATCH EARRINGS

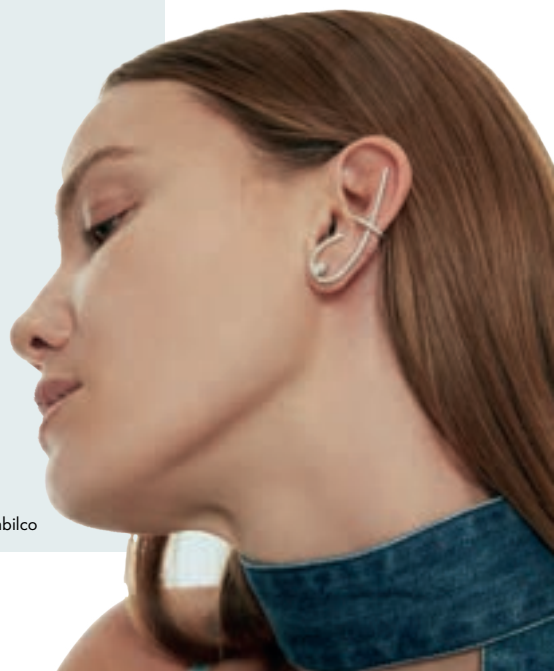
Either a single check-me-out climber or chandelier, or a subtly not-so-matching pair.



Deborah Blythe



Solange Azagury-Partridge



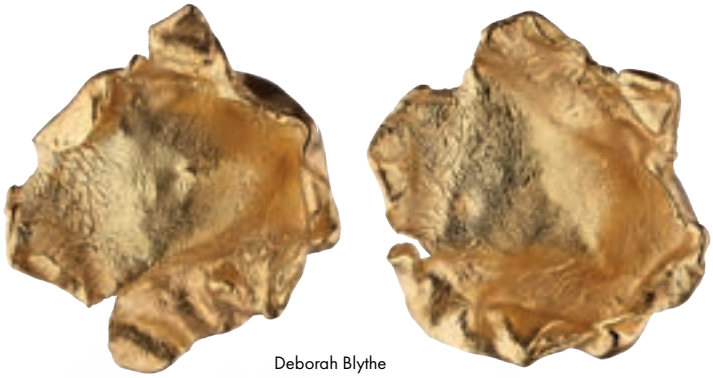
Inbilco



Francisca Onumah



Liz Crow



Deborah Blythe



Curteis

Giovanni Raspini

7 HI HO SILVER

It's never been away, of course, but the catwalks call for a fashion comeback.

The Jeweller's '24 Style Edit



Ute Decker

8 GOLD FEVER

And on the other hand, it's all about yellow gold.

9 STATEMENT RINGS

Forget sweet and delicate – think big, bold, colourful and different.



Leonid Dementiev



Alexander Davis



Taylor & Hart

Clio Saskia

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Social media posts

(But we prefer to wear our pants under our trousers).

Get in touch at **hello@waldockbuckle.co.uk** quoting 'NAJ'.



Image: Yulia Matvienko / Unsplash

waldockbuckle.co.uk

Waldock +Buckle



Merci maman



Shakti
Ellenwood



Ti Sento

10 REALLY SAYING SOMETHING

Hidden and not-so-hidden messages – jewellery with feeling.



LSD



Solange Azagury Partridge



Clioro



Dower & Hall



Coeur de Lion

The Jeweller's '24 Style Edit

11 CHAIN REACTION

No let up when it comes to link love, but look for twists on form, size and materials.

Retail Jeweller

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Retail Jeweller UK Jewellery Awards 2024

Entries close 9 February

Find out more at festival.retail-jeweller.com

Celebrating Milestones



Jonathan Seth Solomons BSc (Hons) MIRV recently became the 1,000th member of the Institute of Registered Valuers. We salute this landmark with his story, and we also hear from Rosamond Clayton FIRV... 35 years a member.

Jonathan Seth Solomons

My jewellery valuation journey started before I left school. My grandparents, who were in the jewellery trade, brought me up, and they, along with my grandfather's parents, had a pawnbrokers in Black Lion Yard, Whitechapel – back then known as the Hatton Garden of the East End. The street is no longer there as it was cleared in the late 1960s for redevelopment, but in its heyday, it had 20-plus mainly Jewish-owned jewellery businesses.

They operated a private pawnbrokers until the 1990s. From a very young age, I helped them out and saw all manner of fascinating jewels and jewellery... as well as some unconventional things people borrowed against, from ceremonial swords to a stuffed caiman. Jewellery and valuations are in my blood.

When I left school, I worked for a small Hatton Garden jeweller where I did everything from making the tea and running errands to selling fabulous pre-owned jewellery. After a couple of years, I started buying and selling jewellery to private clients across the UK, in the glorious days before the internet, when not everyone used Google and thought themselves a jewellery expert. We advertised using flyers and newspaper adverts, not AdWords, Instagram and algorithms. Those were the much-missed days of the nineties and noughties, when you could actually speak to someone without them saying "DM or WhatsApp me."

While keeping my hand in the jewellery business, I moved into property for a few years, but after the 2008 property market collapse, I opened a jewellers and pawnbrokers in North East England, travelling to the Garden most weeks to buy and sell, collect or drop off repairs and catch up with fellow traders.

Despite having what at the time I'd have called a wealth of experience (how little did I know!), I had no formal jewellery qualifications, so I took a few courses on diamond grading, etc. That's how I met Graham Tom FIRV, who taught me the finer points of diamond grading and the diamond business in general – completely different to the trading I had done.

> **"Becoming an IRV has been a great journey. It's opened up a world of new opportunities for me; in the last 12 months alone, I've worked in Israel, Switzerland, Kuwait, Dubai, Spain, Germany, Belgium and Gibraltar."**
>
> **Jonathan Seth Solomons BSc (Hons) MIRV**

It was Graham who suggested I should become a valuer, and he introduced me to the IRV. It was a natural step, but to become a valuer, I felt I needed a sound academic background. So as a very mature student of 42, I studied gemmology at Birmingham City University and started the IRV's Foundations of Appraisal Practice (FoAP) course. Fast forward a few years and I got a first-class honours degree and a distinction in my FoAP.

In 2017, I closed the pawnbrokers as I wanted to be back in London full time. Since then, I've become a member of the London Diamond Bourse, contracted for a variety of auction houses in the UK and abroad and travelled regularly, buying and selling diamonds and jewels. I now work closely with Graham, assisting him as well as owning, along with my partner, several other jewellery businesses.

Becoming an IRV has been a great journey. It's opened up a world of new opportunities for me; in the last 12 months alone, I've worked in Israel, Switzerland, Kuwait, Dubai, Spain, Germany, Belgium and Gibraltar. I very much look forward to what the future holds.

Rosamond Clayton

From books I'd read in my teenage years and conversations I'd had with people I'd met, in my naivety, I thought large and important gems and jewellery brought untold power and monetary wealth, so I had a layman's affinity to these precious items.

By today's standards, my early valuation career was totally unstructured. In Hong Kong, everything was down to chance, and various friends moved me around the chessboard.

In the 1970s, I worked in Hong Kong on a two-year contract posting. During that time, I met my late husband. A fortuitous invitation to meet a couple who had recently arrived from England was the start of my long friendship with the Lanyons. Marcia Lanyon, who many know for her UK gemstone business, had arranged to teach the FGA course for the Gemmological Association of Great Britain (later Gem-A) in Hong Kong. In my desire for a quick route to power and wealth, plus Marcia's persuasion, I signed up for her course.

When the Lanyons left Hong Kong, I was an FGA and had embarked on my DGA. There was no course in Hong Kong at the time, but I was introduced to a Chinese husband and wife running a very successful diamond business – both were qualified as GIA graduate gemmologists. I went to them a day a week to learn to grade diamonds and how to operate successfully in Hong Kong.



Marcia suggested I take over her consultancy inspecting the jewellers for the Hong Kong Tourist Association, mainly in the nomenclature used for gemstones. I also took over her agency with George Lindley selling coloured gemstones – mainly gemstones which the Chinese jewellers had never encountered, such as tourmaline and aquamarine.

Another Chinese friend, Mr S W Woo, the only DGA in Hong Kong at the time, introduced me to his tutor, Noel Deeks, at the Gemmological Association of Great Britain. Mr Woo and his cousin were the first diamond manufacturers in Hong Kong. Mr Woo took me on tours of his factory, and he explained the importance of cut – very forward thinking in the 1970s.

On our long leave from Hong Kong, I attended Sir John Cass for diamond grading with Noel. Much of the course theory derived from Eric Bruton's 'Diamonds.'

I worked initially for a Chinese business run by a lady who'd once worked for my husband. Her main interest was jadeite jade, but she employed me to work in the diamond department run by her Australian and South African diamond partners, Andrew Gutwirth and Miles Lappeman. When Andrew returned to Antwerp, a friend who was administrator of the Diamond Importers Association found me a new job working with a company called Tse Lee Yuen buying diamonds. One Friday afternoon, the boss announced that, from Monday, I would be the valuer too. He needed an English-speaking valuer as there were no typewriters with Chinese characters to type the valuations. Fortunately, four of my colleagues had taken the appraisal course at GIA, so they guided me in appraisals: Mr Lee of the jadeite department explained the jade, and I already knew diamond prices (there was no Rapaport at that time).

Two years later, a friend tipped me off and suggested I leave Tse Lee Yuen, offering me a joint venture with Sri Lankan jewellers SPH De Silva to undertake valuations. I gave in my notice, and a week later, Tse Lee Yuen went into liquidation.

"Mr Woo and his cousin were the first diamond manufacturers in Hong Kong. Mr Woo took me on tours of his factory, and he explained the importance of cut – very forward thinking in the 1970s."

Rosamond Clayton FIRV

While with the De Silvas in the early 1980s, I valued numerous companies in liquidation and receivership and started supplying reports for divorce, family division and probate. For the last few years in Hong Kong, I had my own limited company.

When we returned to the UK in 1987, it was during the formation of the NAG Registered Valuers Scheme, the brainchild of David Wilkins and Michael Norman and the predecessor of the NAJ's IRV. I attended the classes, and David Wilkins would call into John Donald's shop in Cheapside, where I rented space, to show me how to produce valuation schedules.

Around the same time, Alan Jobbins introduced me to Philip Stocker, the NAG in-house valuer, another regular visitor to Hong Kong in the 1980s. Philip asked me to work with him on a number of valuations and reports for court cases, which eventually became the bulk of my work.

The NAJ IRV is now an extremely professional valuation organisation. Many registered valuers receive requests for high-value, high-profile work. Through referrals from contacts working in the jewellery field, I have travelled considerably to supply reports or to lecture.

I'm a long-time member of the Academy of Experts, which trains those instructed as experts. A substantial amount of time is spent with the NAJ as a member of its Application and Review Panel and in updating courses for valuers.

The power and wealth never materialised but the interest in every aspect remains.

The Institute of Registered Valuers

Discover the route to becoming a registered valuer with the IRV, the UK's leading authority of jewellery, watch and silverware appraisers.

Visit: naj.co.uk/IRV



BREITLING

Breitling has added a new trio of colourways to its Chronomat South Sea Capsule Collection. With a focus on women, the new line combines tropical-inspired tones of green, blue and pink, gemstone set bezels and meticulous craftsmanship. Each comes with an alligator-print leather strap or metal rouleaux bracelet. The watches house the Breitling Caliber 10, a COSC-certified self-winding mechanical caliber, with a power reserve of around 42 hours.

Spring Watch

This season's recently launched timepieces.



STERNGLASS

The Hamburg Automatik Edition Neuwerk, limited to 1,999 pieces, is inspired by the tiny island of Neuwerk in the Heligoland Bight off Hamburg. The satin-finished dial, with its subtle curvature and grey 42mm diameter dial, references the stormy North Sea. The four orange dots, skeleton turquoise hands and signal red buoy-inspired seconds hand provide a contrast. A highlight is the new yellow nylon Field strap. Leather and steel straps are options.

ACCUTRON

Accutron's limited edition DNA collection has four new vibrant colours, building on the success of its electrostatic movement – a historical advancement in timekeeping and the first of its kind. The DNA Casino collection makes a bold statement with the introduction of blue, orange and red colourways that echo Las Vegas' neon skyline and its casino vibe. The case design gives a sportier look to the original Spaceview.



CERTINA

The DS SUPER PH1000M first appeared in 1970, and today two variants succeed it: a limited edition of 1,000 pieces featuring a bright orange dial, plus an unlimited version in black. An automatic calibre with an 80-hour power reserve and NivachronTM balance spring power the distinctive wristwatches. Both models are water resistant to 1,000 meters.



ROLEX

Three new versions of the Oyster Perpetual Day-Date 36 feature dials in decorative stone studded with diamond-set hour markers and Roman VI and IX. In 18ct Everose gold, this variant has a dial in green aventurine, a stone with a finely crystallised surface. Another in 18ct yellow gold has a carnelian dial, and the white 18ct gold model features a turquoise dial. All three have bezels set with 52 brilliant-cut diamonds.

TISSOT

Tissot continues its legacy of blending style with function and, inspired by the success of the T-Touch Connect Solar, presents the new T-Touch Sport. Available in various bezel and case colours, it marries ceramic and titanium with brushed and polished finishing. Quartz powered and recharged by the sun, the 43mm watch has workout tracking, a training-zone graph and incoming-call notifications.





SEIKO

To celebrate the brand's 100th anniversary this year, a new model from the Presage collection pays homage to the vintage character of the original watch in every detail. The Seiko letters at 12 o'clock recall the distinctive typeface of the 1920s, and the Arabic numerals incorporate both bold thick and slender lines. Just as with the 1924 original, the new watch features an enamel dial and 24-hour sub-dial.



HERBELIN

With a new case and dial, 5th Avenue returns with a model that reinterprets New York's architecture, in a criss-cross of subtly rounded lines for added femininity. The stylishly sleek hands are complemented by Roman numerals and lozenge-shaped hour markers – all standing out against a black lacquered dial, matched with a black leather strap.



ZENITH

Zenith has given its most rugged chronograph a conceptual camouflage in the Defy Extreme Mirror. The ultramodern mirror-polished, highly angular metal case reflects light and colours. In addition, the open multi-layered dial features a central element in sapphire crystal with a metallic mirrored finish, which is translucent yet reflective. The 1/100th of a second chronograph scale features satin-brushed metallic elements, keeping the dial easy to read while maintaining the fluid, all-metal theme.



CALVIN KLEIN

From Calvin Klein's ladies' collection, this 38.5mm, multifunction model features a soft square case with a minimalistic sunray dial, accented with polished and nested indices. A gold colour mesh bracelet complements the gold tone dial.



RAYMOND WEIL

The new automatic freelancer is an interpretation of the unconventional form watch. It fuses a cushion-shaped design with signature brand details – a contemporary style that combines Swiss watchmaking know-how and innovation. The edges of the stainless steel case softly arc, while the facets, lines and curves play with light. Both the men's and women's models have a choice of gradient dials and have an automatic Swiss-made movement, with a 38-hours power reserve.



LONGINES

Longines Legend diver has had a makeover. Immediately recognisable by its two crowns and internal rotating bezel, it now has a 39mm diameter, faithful to the original 1959 model from which it takes its inspiration. This authentic tool-watch is available with a black or blue dial. With a water resistance up to 30 bar/300m, the watch is also chronometer-certified by COSC. Its extremely precise self-winding mechanical movement has a power reserve of up to 72 hours.



JUNGHANS

The Junghans Meister fein Automatic Signatur's elegant design interprets traditional watchmaking in a contemporary way. This dress watch's dial features a cool light grey or delicate ice-blue hue. The filigreed three-part case allows the watch to seem thinner than it already is, with a narrow bezel surrounding the domed sapphire crystal, which is anti-reflective on both sides. The minimalistic, slightly domed dial follows the shape of the sapphire crystal.



BOSS

The 44mm, 10 bar chronograph Sport Lux model takes inspiration from the brand's ambassador, Italian tennis player Matteo Berrettini. The wide dial opening gives a contemporary feel to the watch, with the brushed Air Force blue dial with satin sub-eyes adding dimension.



TAG HEUER

From the original 1968 version to the final 1983 production model, the Skipper was once worn by professional and amateur sailors alike. Now, 40 years after leaving the TAG Heuer catalogue, it's back. The new generation Skipper derives from the recently launched, practical glassbox Carrera design. The 39mm case houses the latest TH20-06 movement with bidirectional winding, an 80-hour power reserve and a high-end resistant textile strap.

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Creating a luxury brand

The design-led East London jewellery brand, retailer and manufacturer PureJewels has launched an atelier on its premises. Belinda Morris paid a visit.

Jayant Raniga has always been passionate about preserving the fine jewellery legacy his grandfather established when he arrived in London – from India via Nairobi, East Africa. The story of PureJewels is a romantic, compelling one, and today, the Green Street business is a successful marriage of East and West crafts and cultures. Which might be enough... but CEO Jayant is nothing if not a pusher of boundaries, a man of vision. The new atelier at PureJewels, opened in November, is testament to his desire to develop the luxury brand further.

Together with PureJewels' head of design, Charlotte Garnett, his focus is on presenting jewellery as an art form, while helping to preserve heritage crafts, such as the flat wire-working technique, tarakashi, die-stamping, embossing, granulation and old chain-making methods. It's about blending old craft and modern style, quite a departure from the traditional Indian bridal adornment the many Green Street jewellers are renowned for.

"We're pioneering a focus on design-led jewellery – jewellery that's not simply an investment but that women will want to wear again because it's desirable. It's the Western way of doing things," Jayant explains. "We're changing the way people are consuming jewellery."

Which is certainly not to say heritage sensibilities are missing from the PureJewels collections Charlotte and her team are working on – symbolism and meaning are in every piece. Jayant's beloved grandfather would recognise the references to celebration in the glistening, refined Rosette collection, for instance, and the fearlessness represented in Armari's armour-like lattice-work profiles. The new Vridhi collection, which combines 22ct gold with platinum using the tarakashi craft, is about endeavour and achievement.

The refining of Lotus, PureJewels' platinum engagement ring collection, exemplifies the contemporary twist Charlotte is bringing to the brand. The minimal stylised floral mount says sophisticated luxury, underscored by the weight and comfort-fit band. Soon to join the rings will be a complementary avant-garde collection of platinum and diamond pieces, which will also combine with 22ct gold.

Jayant's grandfather would also recognise his very own workbench and his tools, which have become the centrepiece of the atelier. They took the same journey from Kenya as he did in the 1970s, along with the shelves of hundreds of die stamps and the invaluable sheet- and wire-drawing machine.

PureJewels wants to recruit freelance skilled craftspeople, including mounters, goldsmiths and setters, to work in its second-floor atelier.

"For me, this is a great opportunity to apply my experience in creative and innovative ways," says Marco Paonessa, one of the first craftspeople to join the atelier. While I'm there, he's working on a solder to use with PureJewels' new alloy of 22ct gold – "harder, subtly richer, the colour of the morning sun" – perfect for the new Phwani sound balls collection. The chime's frequency 'is in harmony with the wearer's body,' thus fostering internal positivity.

Education is an important PureJewels element. The local engineering college will have access to the atelier, so T Level students might be inspired to consider jewellery making as a career.



Rosette collection

"We have a skills shortage in this industry," says Jayant. "We need to build the future workforce, and I want to be part of that system." (For the second year, PureJewels will be a Patron Sponsor of the GCDC awards – "it underpins our continued determination to encourage and preserve jewellery crafts and skills in this country.")

So customers can see the making processes (even co-create), the atelier is a space of two halves. Separated from the workshop by a room-width glass window is a VIP room, which will also contain cabinets displaying heritage archive pieces. As well as launch events, the space will be used for diamond grading and gemstone identification tutorials.

Jayant's desire "to break down cultural barriers – and it's taken a decade to reach this point" will now extend beyond B2C. This year, PureJewels will launch as a brand at the Jewellery Show in London, and in the lead up to the September event, it will be gradually introduced to the trade.

"Our website has seen great organic growth worldwide, but we now want to push people through local doors," he explains. "All the ingredients to celebrate our journey to England and develop into a luxury brand are here."





Marco Paonessa at work

Introducing a diamond support system

The Natural Diamond Council, London Diamond Bourse and National Association of Jewellers have joined forces to produce a new guide to help jewellery retailers and diamond professionals protect their natural diamond business.





'Diamond Pipeline Integrity' is a valuable informative document that prepares your business to face current market challenges – namely, the risk of undisclosed laboratory-grown diamonds. It will help you answer difficult customer questions and produce marketing materials in full compliance with the latest terminology guidelines.

According to research, around 40 per cent of British shoppers are unaware of the existence of laboratory-grown diamonds*. When coupled with the ever-growing price differential between natural diamonds and laboratory-grown gemstones, the risk of shoppers getting swept up in fraudulent practices is an even greater threat.

We all have a shared goal to protect consumer trust. To do this effectively, you must also shield your business from risk with a consistent process of risk analysis, planning and testing. After all, how can we, as a trade, support shoppers on their buying journeys if we are not confident in our own supply chains and testing regimens?

'Diamond Pipeline Integrity' outlines the steps for putting the right processes and procedures in place. It describes the process of mapping your supply chain (internally and externally) and identifying low- and high-risk areas. It explains how to protect the integrity of your product flow (segregation and inventory management are vital), and how to be 100 per cent sure what you have is a natural diamond (implement a testing regimen using an ASSURE 2.0 Tested Diamond Verification Instrument – the guide gives the things to bear in mind).

There is guidance on how to elevate your marketing strategies. Unscrupulous sellers make all sorts of claims; your goal as a high-quality retailer should be honesty, transparency and accuracy in every social post, sales speech, blog post, product description and advert. In summary, the document advises how to "stay on the ball and not fall behind," by getting copywriting advice, fully documenting and auditing your activities and keeping your team up to date with the latest developments.

Complementing this enlightening support system for retailers is 'Diamond Facts,' a comprehensive document, created by the Natural Diamond Council, that answers common consumer questions and addresses the myths and misconceptions about the diamond industry. All potential queries are here, including: are all laboratory-grown diamonds sustainable? what is the natural diamond industry doing to reduce its carbon footprint? what are the working conditions in the natural diamond industry? and is the industry stockpiling diamonds to drive up prices?

Each of the 11 questions receives an in-depth response, including fact checks and spotlights on relevant businesses. It shares the realities and conditions of creating laboratory-grown diamonds and natural diamonds. The focus is on providing clear, accurate and reliable information so consumers can make informed choices – misinformation is harmful to all stakeholders. It leaves no stone unturned.

NAJ members can download both resources from the members area on the NAJ website – **naj.co.uk/member-documents**

To learn more, please contact:
info@naturaldiamonds.com
compliance@naj.co.uk
info@londondiamondbourse.com

* Harris Interactive, February 2023



Welcome to Better Business

To ensure we provide members with more practical advice, encompassing compliance, commercial competence and responsible practices, we have launched a new regular section in *The Jeweller* focused on delivering actionable guidance on a variety of issues.

Combining our regular NAJ features alongside guest columnists, we hope this new Better Business feature will prove both informative and indispensable, helping you remain compliant, profitable and responsible.

If you are an NAJ member, you can discover more Better Business advice on our website,
naj.co.uk/Member-Area/Better-Business
*login required

Better Business

CONTENTS

51 NAJ Member Benefits

52 Employment Law Changes for 2024

53 Affordable Ways to Run a Responsible Business

54 Anti-Money-Laundering Advice from CreditSafe

55 Making Sense of SEO

56 The Power of a Business Community

58 The Importance of Keeping an Accurate Inventory

60 Discover More about Retail Apprenticeships



Safer People. Safer Designs. SaferGems.



Three NAJ member benefits to make your life easier and your business and people safer in 2024.

Security, in all its forms, is crucial for any successful business. We kick off the new year with three important member benefits: security alerts, intellectual property protection and health and safety advice.

SAFERGEMS

Our retailer and supplier/manufacturer members will be well aware of SaferGems and its importance in keeping staff alert and business safe. The initiative, jointly funded by the NAJ and TH March, has recorded over 10,000 crimes and suspicious incidents to date. It has also circulated over 3,000 alerts to its members and assisted the police in more than 300 arrests and convictions.

SaferGems is a UK-wide network that provides timely information to members regarding potential crime and threats to jewellery retailers and suppliers, coordinated by an expert team with direct access to police intelligence.

Serving as the central point of contact, SaferGems connects the jewellery industry and law enforcement agencies. It collects information and intelligence from multiple sources, including social media research, regional police forces, jewellery businesses, NAJ members and TH March insurance brokers.

SaferGems efficiently connects businesses with law enforcement through its direct contact links with all 43 police forces nationwide. In 2023 alone, the initiative has reported nearly 300 cases of robberies, thefts, burglaries and fraud impacting the trade, at a monetary value of almost £6 million.

As part of the initiative, the intelligence team doesn't just report crime – it provides information on patterns and geographical hotspots, plus valuable advice to ensure people, property and products remain safe. Last year, SaferGems and UK law enforcement reported an increase in crimes committed by organised gangs, mainly involving sleight of hand and distraction thefts. There was also a rise in the number of travelling sales representatives targeted.

Current fraud trends include counterfeit cash, fake and laboratory-grown diamond scams, Super Fake Rolex watches, card-not-present fraud, IFC fraud, bank transfer scams and bogus traders and clients. Hole-in-the-wall and rooftop burglaries remain a significant threat to the trade.

For more information, visit **naj.co.uk/safergems**

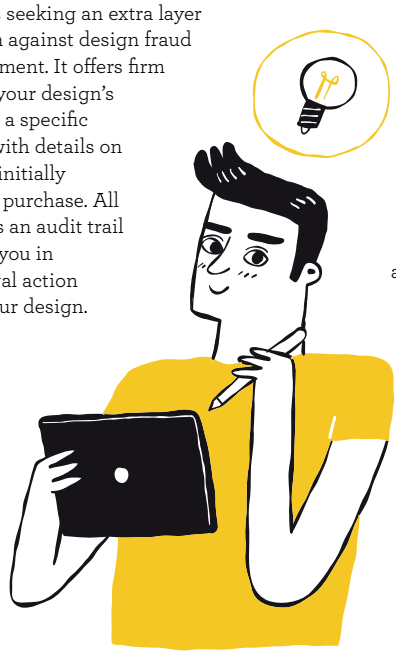
COPYWATCH

Producing jewellery requires time, money and talent, so protecting designs from copycats and unscrupulous businesses is crucial. Safeguarding your work with a paper trail is becoming increasingly important, especially when designs can be reproduced quickly overseas.

To ensure the scheme's effectiveness for members, the NAJ and partners RWK Goodman have streamlined and digitised the submission process, making it even easier to submit and secure your designs. Previously only available to designer members, the scheme is now open to all NAJ members.

With the process entirely online, there are no limits to the number of designs you can submit in a year, making it valuable protection to members who produce several collections with multiple unique items per year.

Our deposit system is the perfect tool for members seeking an extra layer of protection against design fraud and infringement. It offers firm evidence of your design's existence on a specific date, along with details on when it was initially available for purchase. All this provides an audit trail that can aid you in pursuing legal action related to your design.



The Copywatch scheme extends beyond a design deposit, with expert legal and IP advice available at a discounted rate. You can speak with a specialist Copywatch lawyer, who will evaluate your legal issues and suggest necessary actions. This initial assessment is completely free and may take up to 20 minutes. If you are a new client of RWK Goodman and need help from a Copywatch lawyer on a dispute beyond the initial assessment, you are entitled to up to three hours of work at a special discounted rate.

To submit a design and learn more about the scheme, visit our member benefits page and search 'design protection' - **www.naj.co.uk/benefits**

BETTER BUSINESS HEALTH AND SAFETY SUPPORT

The NAJ's Better Business Support Service is a firm favourite among members who have used its expert advice and resources. Managed by Quest (see page 52 for more of its guidance), the service provides unlimited access to tax, legal, HR and health and safety advice, including a telephone helpline and digital library of essential documentation to keep members' businesses compliant.

Members can access over 130 health and safety documents and checklists to ensure their business is legally compliant and staff and customers remain safe. These documents include help in developing a health and safety policy and how to manage a risk assessment and audits. The support doesn't end with health and safety advice as Quest also provides comprehensive resources and help with legal, tax and HR issues.

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

Employment Law Updates for 2024



Business owners and employment practitioners may know several employment law bills received Royal Assent in 2023 – with many of them expected to come into force in 2024. Here is what you should prepare for, explains **Quest Business Services**.

MATERNITY, ADOPTION AND SHARED PARENTAL LEAVE (AMENDMENT) REGULATIONS 2024

This legislation will extend the period of special protection from redundancy for employees on maternity, shared parental and adoption leave. It will empower the Protection from Redundancy (Pregnancy and Family Leave) Act 2023.

The new regulations come into effect when an employee informs an employer of pregnancy after 6th April 2024. The extension of the protected period will apply to the period after the maternity or adoption leave ends from 6th April 2024. It will also apply to shared parental leave.



FLEXIBLE WORKING (AMENDMENT) REGULATIONS 2023

These regulations will eliminate the need for staff members to be employed for 26 weeks before they become entitled to request a flexible working arrangement. This will become a day-one right for all employees, effective on all requests made after the 6th April 2024.

THE CARER'S LEAVE ACT 2023

This legislation will provide employees who have a dependant with long-term care requirements the right to take one week of unpaid leave per year. This right is expected to come into force in April 2024.

THE NEONATAL CARE (LEAVE AND PAY) ACT 2023

This new piece of legislation will grant the right to request up to 12 weeks of paid leave for employees who have a newborn child admitted to neonatal care. Currently, the implementation date is unknown, but it is expected to come into force before April 2025. This will enable employers and payroll services time to prepare for the change.

THE WORKER PROTECTION (AMENDMENT OF EQUALITY ACT 2010) ACT 2023

Expected to come into force in September 2024, this legislative amendment will impose a new duty on all employers to undertake reasonable steps in inhibiting sexual harassment in the workplace.

The new law will also cover an employer's vicarious liability for the actions of third parties.

THE WORKERS (PREDICTABLE TERMS AND CONDITIONS) ACT 2023

This legislation will give temporary, casual and agency workers the right to request a more standard pattern of work. It will provide these types of employees with the same rights and protection as any other employee. As part of the request, they can ask for set days, hours and start and finish times for their shifts.

This will impact employers and recruiters as they will no longer be able to rely on the current one-sided status quo and will need to create new workable business systems.

QUEST

FREE HR AND LEGAL ASSISTANCE FROM THE EXPERTS

This feature is for information only and should not be relied on as legal advice. If you require assistance with meeting your new obligations in 2024, call the free Association Advice Line on **0116 243 7627**, giving your name, company and NAJ membership number. Quest can also assist with updating your employment contracts and handbooks for further protection. Ensure your business is compliant in all areas with our member services from Quest, providing you with free HR, tax, legal and health and safety advice, as well as downloadable content, including hundreds of guides and contracts, through the NAJ Quest Portal.

What does it mean to run a sustainable business?

Sustainability consultant **Victoria Waugh** explains how to run a successful business and ensure there's no detrimental impact on future generations.

In a business context, sustainability refers to a company's strategy to improve social performance and reduce negative impact on the environment. Alongside our moral duty to do the right thing, sustainability is becoming a necessity. By 2025, an estimated 20 to 30 per cent of global jewellery sales will be influenced by sustainably minded consumers*, so it's important to embrace sustainability to retain the trust of our clients.

Changing the way we work takes time and effort, but it can have a direct positive impact on the day-to-day success of our businesses. Enhancing reputation, driving customer engagement, motivating staff, reducing risk and even saving money are benefits cited by companies that have sustainability at the forefront of their strategy.



Where to start

Improving a business's sustainability is a continuous process – a horizon to aim for rather than an end goal.

First, determine what sustainability means to your company. Map out the core areas of your business and think about the impact they have, both positive and negative, on the environment and people in your business community. For most, this will mean considering:

Products – what your pieces are made of and where they come from. Are you confident about the origin of metals and stones?

People – which communities your business has an impact on and how you support them.

Environment – how much waste you produce and where your energy comes from.

Communication – how you influence others and what role you play in industry or local conversations.

Involve your staff, suppliers and customers in the review process to find out what's important to them.

This process can start with a chat over a cup of coffee. However, if you need more structure, there are free online tools to help identify and prioritise areas of improvement. NAJ members also have access to the Better Business Health Check.

Cost effective ways to make change

REDUCE, REUSE, RECYCLE

This mantra is one of the easiest ways to make a positive change. Audit your packaging and consider whether you can reduce what you use. Could you choose reusable pouches to protect your jewellery instead of throwaway boxes?

Rachel Sweeney of Cox and Power says, "We ask clients whether they would like a bag or box. It can feel like you're going against traditional luxury branding rules, but clients are increasingly aware of packaging's impact on the world and often prefer a pared down option, which reduces waste and is cost saving for the brand."

GO GREEN IN YOUR WORKSHOP

If you produce your own collections, consider whether you could change your workshop practices. Jewellery designer-maker Saskia Shutt has replaced toxic chemicals with more environmentally friendly options: "We've swapped nitric acid for citric acid and replaced ultra sonic fluid with organic washing up liquid. They're better for the planet and more cost effective."

CALCULATE YOUR CARBON FOOTPRINT

Free online calculators, such as the one offered by the Carbon Trust, will help you work out your business's Scope 1 and 2 emissions – those linked to gas, fuel and electricity use – and advise how to reduce them. As well as the positive environmental impact, reducing energy use also saves money.

REDUCE WASTE

Carry out a waste audit. Over the course of a month, track how many bags of waste your business disposes of and what percentage you recycle versus send to landfill. What constitutes the bulk of your waste? Set yourself targets to reduce over time.

Stuart Pool, co-founder of ethical gem supplier Nineteen48, says, "Our volume of waste is small and mainly from packaging materials. Our customers are supportive of our commitment to recycling, so we always reuse padded envelopes, bubble wrap, Ziplock bags, etc., numerous times and don't dispose of them until they are beyond saving."

GET THRIFTY

From machinery to display cabinets and shop fittings, consider whether you could upcycle, salvage or buy second-hand instead of buying new. Sheffield based Flinn and Steel recently won the NAJ Award for Store Design of the Year. Its store lighting uses tree branches sourced from the owner's back garden, and its repurposed display shelving used to hold tools and dies at a stainless steel factory.

Besides helping jewellery businesses to improve their social and environmental impact, Victoria Waugh is also co-founder of Considered Jewellery, a consultancy supporting brands to design and manufacture jewellery through responsible supply chains.
www.vvcollective.com
www.consideredjewellery.com/ourservices

* McKinsey's State of Fashion – Watches and Jewellery report 2021

Ensuring AML Compliance in the UK Jewellery Industry



A focus on identity verification, courtesy of Creditsafe.

Like many other sectors, the UK jewellery industry is subject to stringent anti-money laundering (AML) guidelines to prevent illicit financial activities. Complying with these guidelines is both a legal obligation and essential for maintaining the integrity of the industry. One critical aspect of AML compliance in the jewellery sector is the thorough verification of customer identities, and incorporating biometrics or document validation plays a pivotal role in achieving this.

UNDERSTANDING AML GUIDELINES IN THE JEWELLERY INDUSTRY

The UK has established comprehensive AML regulations to combat money laundering and terrorist financing. For the jewellery industry, these guidelines involve a series of measures to identify and mitigate the risks associated with financial crimes. Details of these are in the Financial Conduct Authority (FCA) guidebook.

CUSTOMER DUE DILIGENCE (CDD) AND IDENTITY VERIFICATION

Customer due diligence is a cornerstone of AML compliance in the jewellery sector. Verifying the identity of customers ensures businesses know who they are dealing with and helps assess the risk associated with each customer. This process involves obtaining and verifying customer information, including their identity, address and business relationship with the jeweller.

IMPORTANCE OF IDENTITY VERIFICATION

Accurate identity verification is crucial for preventing criminals from exploiting the jewellery industry for money laundering. The unique characteristics of the jewellery trade, such as high-value transactions and international trade, make it particularly susceptible to illicit financial activities. Therefore, robust identity verification measures are essential to safeguard against potential risks. Creditsafe can help advise and implement measures and corresponding solutions.

LEVERAGING BIOMETRICS FOR ENHANCED SECURITY

Biometric technology has emerged as a powerful tool for identity verification. By using unique physical, such as facial, recognition, businesses in the jewellery industry can enhance the accuracy and security of identity verification processes. Biometrics are more reliable than traditional identification methods, reducing the risk of money laundering and fraud.

DOCUMENT VALIDATION AS A KEY COMPONENT

Besides biometrics, document validation plays a crucial role in the identity verification process. Authenticating official documents, such as passports, driving licences or national IDs, adds an extra layer of security. Businesses can establish a more robust and foolproof identity verification system by cross-referencing biometric data with information on these documents.

IMPLEMENTING ROBUST TECHNOLOGY SOLUTIONS

To comply with AML guidelines effectively, jewellery businesses should incorporate advanced technological solutions that facilitate seamless identity verification. Automated systems that use artificial intelligence and machine learning can analyse biometric data and validate documents swiftly, ensuring a smooth and efficient process for both customers and businesses.

TRAINING STAFF FOR AML COMPLIANCE

Ensuring AML compliance goes beyond technology requires a well-informed and vigilant workforce. Jewellery businesses should invest in training programmes to educate staff about AML regulations, the importance of identity verification and how to recognise suspicious activities. Staff members should be able to handle identity verification processes confidently and be aware of the potential risks associated with money laundering.

CONTINUOUS MONITORING AND ADAPTATION

The landscape of financial crimes is dynamic and so should be the AML measures implemented by jewellery businesses. Continuous monitoring of transactions and staying informed about emerging threats are essential. Regularly updating identity verification processes to align with the latest technologies and regulatory changes ensures businesses stay ahead in the fight against money laundering.

CONCLUSION

AML compliance is a vital aspect of operating in the UK jewellery industry. The meticulous verification of customer identities, particularly with biometrics and document validation, strengthens the industry's defences against illicit financial activities. By embracing advanced technologies and fostering a culture of AML awareness, jewellery businesses can meet regulatory requirements and contribute to the sector's overall integrity and security.

INDIVIDUAL AND BUSINESS COMPLIANCE CHECKS MADE EASY

Creditsafe will ensure your company keeps up with ever-changing AML regulations. Whether your client is a corporation or an individual, our all-in-one solutions cover every base and protect your business.

creditsafe

Members of the National Association of Jewellers can find out more information on Creditsafe by visiting, **creditsafe.com/naj** or by reaching out directly to Rachel Rowlands at **rachel.rowlands@creditsafeuk.com**



Elevate Your Business: A Concise Guide to SEO Success

In the competitive world of luxury jewellery, standing out is imperative. Search engine optimisation is a powerful tool that can help your brand do just that. Riselabs explains how to leverage SEO for your business.

1. UNDERSTANDING THE BASICS OF SEO

Search engine optimisation (SEO) is the compass guiding businesses through the digital landscape. Originating from the need to improve online visibility, SEO involves optimising website content and structure to align with users' online searches. Think of it as the online equivalent of signposts that direct potential customers to your jewellery business.

This concept didn't emerge overnight; it evolved as a response to the growing importance of being discoverable in the digital age. Now, the impact of effective SEO is profound. Websites with well-implemented SEO strategies experience a significant difference in visibility and traffic. For instance, research indicates that organic traffic, a product of solid SEO, is three times more likely to convert than paid search traffic. This statistic underscores the transformative power of SEO in steering online success for jewellery businesses.

2. WHY SEO MATTERS

SEO is the linchpin for jewellery businesses aiming to thrive online. It's not just about a visually appealing website; SEO strategically places keywords as signposts to direct potential customers to your digital storefront. This silent force propels your jewellery into the spotlight and, more importantly, converts visits into sales.

Consider this: 75 per cent of users never scroll past the first search engine results page. SEO ensures your jewellery claims a prime spot, captivating potential buyers immediately. It transforms your website into a bustling marketplace where your creations don't just sparkle – they sell. Understanding why SEO matters equips jewellery businesses to navigate and shine in the digital world.

3. LOCAL SEO FOR JEWELLERS

In a saturated market, local SEO becomes a crucial focus. By targeting local keywords and optimising content for location-based searches, jewellers can ensure they appear in results relevant to their geographical area, capturing leads and increasing sales in their community.

4. TOOLS FOR SEO SUCCESS

To gain a competitive edge, jewellers can leverage various tools. Google Keyword Planner, SEMrush and Moz are valuable for keyword research and website performance assessment. Tools like Ahrefs and Majestic also help identify and analyse backlinks, a critical factor in search engine rankings.

5. BACKLINKS AND THEIR IMPORTANCE

Backlinks play a pivotal role in SEO success. Identifying high-quality backlinks through tools like Ahrefs and Majestic is crucial. However, you should exercise caution as not all backlinks are equal. Focus on acquiring links from reputable sources to enhance your website's credibility and ranking.

6. CRAFTING SEO-FRIENDLY CONTENT

Optimising website content is essential for better rankings. Conduct thorough keyword research using tools like AnswerThePublic and Google Keyword Planner. Ensure content includes relevant keywords in titles, headings, URLs and body content. Importantly, write for people, not just search engines, to create engaging and valuable content.

7. COMPELLING COPY FOR AUTHORITY

By consistently creating relevant news and blog posts, jewellers can establish themselves as authoritative voices in the industry. This attracts a loyal audience and drives traffic to the website. Positioning your brand as a go-to source for insightful content enhances credibility, strengthens brand identity and ultimately increases website visibility and sales.

8. AI: A VALUABLE ALLY IN SEO

AI, like NeuronWriter, can be a game-changer for jewellery businesses. It helps generate SEO-friendly content, analyse user engagement and provide insights that may go unnoticed manually. When using AI, it's crucial to maintain relevance, avoid keyword stuffing and ensure consistency in writing styles.

9. STAYING AHEAD IN A DYNAMIC LANDSCAPE

The world of SEO is dynamic, with search engine algorithms evolving. Jewellers should stay informed about algorithm changes and adapt their strategies accordingly. Businesses can secure a competitive edge by consistently implementing SEO best practices and staying ahead with tools and strategies.

10. IMPLEMENTATION TIPS FOR SUCCESS

To kickstart your SEO journey, collaborate with your web developer to access metadata, create more content and enhance your website's visibility. Use research tools, consistently post on your website and social media and update metadata with relevant keywords. Align these changes with your overall marketing efforts for maximum impact.

Effective SEO is not just a traffic-driving strategy but a holistic approach to enhance visibility, capture leads and drive sales. By embracing the tips and tools outlined here, jewellers can navigate the competitive landscape and position their brand for sustained success in the digital realm.

RISELABS

Riselabs Ltd, is a user-experience-focused software development company. Elevate your website with us for SEO greatness. Our expertise extends beyond software – we're dedicated to optimising your online presence. **riselabs.co.uk**


JBNers at Retail Jewellers' Congress 2023

Find Your Community

If you do nothing else this year, please do this ONE THING – find your business community, says JBN facilitator Michael Donaldson

You may have heard the phrase "no man is an island" – it's not from Shakespeare; it's attributed to John Donne, a 17th-century poet and dean of St Paul's Cathedral. It implies no one is truly self-sufficient, and everyone must rely on the company and comfort of others to thrive.

Business owners and leaders have a responsibility to themselves, their family, their business and their employees – physically, emotionally and professionally, and if they neglect themselves, there is every chance those around them will also suffer.

THOSE IN A COMMUNITY RECEIVE ENCOURAGEMENT AND NOURISHMENT.

What's your diet like? Are you getting the necessary food for growth, health and success? Are you building your immune system to cope with pressure, uncertainty and change? Or are you eating the same food, day after day, on your own?

There are lots of communities in our industry: the NAJ, The Goldsmiths Company, buying groups, jewellery schools, The Benevolent Society, Benchpeg, trade magazines, exhibition organisers... Some are sponsored, some quite formal, some less formal, some more spontaneous, but all generally focused on supporting and encouraging those in their community.

WHAT TO LOOK FOR IN A COMMUNITY?

Well, that depends on which jewellery sector you work in and what you have identified as your reasons for joining a community. I find most people join the Jet Business Network (JBN) to improve their retail business and their personal and professional development, i.e. their own performance as retail owners and leaders.

Look for diversity, inclusion, relevance and opportunity: the size and type of businesses, age and gender, experience and expertise, to be listened to and heard, for knowledge sharing that encourages rather than brags. Seek a community where people commit the time and effort to build trusting, supportive relationships.

TEN TIPS ON MAXIMISING COMMUNITY VALUE

1. **Turn up/show up – in person/on screen**
2. **Get to know, trust and like others**
3. **Be proactive in giving**
4. **Be receptive in receiving**
5. **Take time to share and listen**
6. **Respect confidentialities**
7. **Don't always take the fish when the fishing rod is being offered (Chinese proverb)**
8. **How much better to get wisdom than gold, to get insight rather than silver (Biblical proverb)**
9. **Take selfishly, share selflessly (JBN proverb)**
10. **Do what you say you will do**

JBN JET BUSINESS NETWORK

So aside from being good for your soul (mind, emotions and will), community can also be good for your business.

If you are an independent retail jeweller looking for a business community, make sure the JET Business Network is on your short list.

The JBN has been delivering value through shared knowledge, experience and expertise since 2005. The community continues to be successful in promoting business growth for all members by providing a unique opportunity for retail owners and directors to meet with likeminded professionals in a confidential forum that fosters supportive and trusting relationships.

"It makes you realise you are not alone out there and can share and discuss any issues you may have. Everybody is so helpful and friendly; the meetings are always enthusiastic and helpful." Sophie Guess JBN member

"It's helpful to know what's going on commercially across the region, and to have a sanity check of how you're doing." Adam Jacobs JBN member

The JBN enables you to benchmark your business against other retail jewellery businesses, absorb new ideas, different ways of working and doing business, embrace new technologies, develop your own strategic thinking and ultimately accelerate your growth.

For further information
Visit **naj.co.uk/JBN**
Email **michael@thevalueinnovator.co.uk**
Call Michael Donaldson on **07817 305 122**



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TH March
Insurance Since 1887

Inventory record keeping is an essential aspect of managing any business that involves the buying and selling of goods, as jewellery insurance specialist TH March explains.

Security Wise: The Importance of Keeping an Accurate Inventory

The process of documenting all the inventory-related transactions, including purchases, sales, returns and adjustments, can have beneficial knock-on effects across many aspects of a business.

Effective inventory record keeping for your jewellery business can help you keep track of your inventory levels, reduce losses, increase efficiency and improve profitability. Depending on the number of SKUs you sell, your order volume and the size of your company, the complexity of inventory record-keeping varies. Here, we offer a few reasons that highlight why inventory record keeping makes better business sense for any jewellery business.

ACCURATE INVENTORY TRACKING

- You can easily track your inventory levels and ensure you always have stock to meet customer demand
- You can manage all your inventory, including the quantity, weight and value of each jewellery item
- You should consider online e-commerce store integration, a crucial feature if you sell jewellery online

Your inventory system should seamlessly integrate with your e-commerce platform to manage orders, payments and inventory. This can help you avoid stockouts, overstocking and other inventory-related problems that can hurt your bottom line.

IMPROVED EFFICIENCY

- By using an inventory management system to keep track of your inventory, you can automate many of the tasks in inventory management, such as stock counting, order processing and reporting
- By ensuring mobile compatibility, you can manage your inventory and sales on the go, giving you more flexibility and control over your jewellery business
- With barcode scanning, you can speed up the process, by scanning the barcodes on the jewellery and update your records in real time
- Reports and analytics provide detailed insights into your sales, inventory and customer data. These can include customer details, contact information, purchase history and preferences
- Reports and analytics can also help you to make informed decisions about marketing and pricing and save you time, so you can focus on other areas of your business

REDUCED LOSSES

If your records are not up to date, you and your team risk making important business decisions based on incorrect data. Effective inventory record keeping can help you identify any discrepancies or errors in your inventory data. It also helps you identify instances of theft, damage or other losses.

BETTER DECISION MAKING

By having accurate and up-to-date information on your inventory, you can make better decisions about when to reorder, how much to order and what to stock. It will also enable you to set reorder points.

This can optimise your sales management process and inventory management practices, track sales of individual jewellery items, locate customer details and generate invoices, which all improves profitability.

REGULATORY COMPLIANCE

Many businesses are required by law to keep accurate inventory records for tax and regulatory purposes. By maintaining good inventory record keeping practices, you can ensure compliance with all relevant regulations and avoid penalties or fines.

With electronic record keeping, you can store all the inventory data permanently or for as long as you are required to do so.

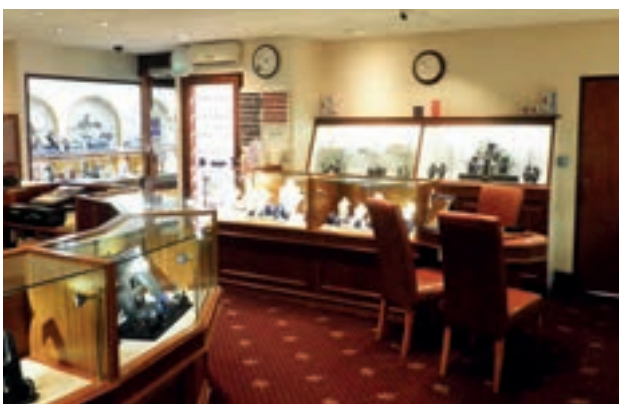
Good inventory record keeping is an essential aspect of running a successful jewellery business. By keeping accurate and up-to-date records of all your inventory-related transactions, you can improve efficiency, reduce losses and make better decisions about your inventory management practices.



FOR SALE







Lindows Jewellers

Kenneth and Jacqueline Lindow, owners of Lindows Jewellers in Ulverstone, Cumbria, are looking to retire and sell their successful business after 40 years of trading.

Lindows is situated in the small market town of Ulverston, with the Lakes on its doorstep.

Lindows is a member of the Company of Master Jewellers and the National Association of Jewellers.

The sale includes the freehold property, all the fixtures and fittings, and taking on the wonderful Lindows staff.

The business was established in 1980, and after moving premises in 1985, the store has expanded to incorporate a separate gift showroom with a dedicated repair area and private viewing room. A further complete refurbishment followed in 2006. Earlier this year, all the shop lighting was replaced with low-energy fittings.

Lindows currently stocks Ti Sento, Shaun Leane, Corum, Rotary, Citizen, Charles Green, Domino, Gecko, Ntinga and many more.

For more information on the business, please contact Kenneth Lindow directly on **Lindowsjewellers@btconnect.com** or **01229 585430.**



The Retailer's Apprentice

No longer just for craft and manufacturing trades, apprenticeships are a great way to train retail and customer-facing staff.

The National Association of Jewellers recognises the significance of education in enhancing the skills and profitability of its members. To facilitate new avenues for training in the jewellery industry, we have put in considerable effort to get end-point assessment status for apprentices.

As part of this drive for greater training in the industry, the NAJ works closely with several apprenticeship providers to help deliver hands-on education to the jewellery trade. One such provider is the highly respected London Fashion and Retail Academy (FRA), which offers two specialist jewellery retail apprenticeships ideally suited to our industry.

The jewellery retail apprenticeship fast-tracks skills development, with tailored support and training to provide the sector with the best customer service and jewellery knowledge. As part of the apprenticeship, students also complete the NAJ's industry recognised JET1 course.

The apprenticeship programme focuses on developing core retail skills and provides technical product knowledge through the JET1 certificate. Both pathways join in a single learning journey, studied simultaneously. This eliminates additional learning that would have been required to complete the JET1 certificate. The dual pathway enables apprentices to attain a nationally recognised apprenticeship standard in either L2 retailer or L3 retail team leader and the industry leading JET1 certificate. The apprenticeship fee covers student enrolment in JET1, making it a cost-effective way of training staff.

The jewellery retail apprenticeship covers understanding the customer, finance, marketing, sales and promotion as well as brand reputation, merchandising, legal and governance and much more.

Apprenticeships are a cost-effective way of training. For instance, the FRA retail apprenticeship training costs £4,000, but with 95 per cent government funding, employers only pay £200, including enrolment in the JET1 course.

The training takes up 20 per cent of the student's time. However, this includes induction, in-house training, product training, learning, mentoring activities and apprenticeship work. Apprenticeships often prove the cheapest and most comprehensive way of training staff while they work in the business.

"It has been a fantastic experience completing my apprenticeship with the FRA as well as gaining specialist knowledge from my JET certification. The support from everyone involved was second to none, and for that alone, I would recommend apprenticeships to anyone interested."

Victoria Jarrett-Kane, Signet Supervisor

The Fashion Retail Academy works with 140-plus industry brands, from luxury brands, such as Louis Vuitton and Burberry, to high street retailers H&M and Zara. It also works closely with independent jewellers and larger multiples, with several NAJ members already progressing staff through the FRA apprenticeship. In the last four years, Signet has successfully put 15 apprentices through the programme, with many going on to further training. It is an excellent example of how apprenticeships close the skills gap with targeted training, helping with employee career progression and strategic succession planning.
The FRA can help you optimise the training benefit from your apprenticeship levy and create tailored programmes to support your business needs. The FRA and NAJ's education team are happy to answer questions you and your business have about apprenticeships, whether that be by jumping on a telephone call or arranging an online meeting with you and your staff.

The L2 and L3 retail apprenticeships are available as open cohorts starting three times per year (Sept/Oct, Jan/Feb and May/June) or as a closed cohort, specifically for your organisation, if numbers allow.

Discover more:
Visit: **naj.co.uk/apprenticeships**
Email: **JET@naj.co.uk**
Call: **0121 237 1110**

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FOR JEWELLERS

Our latest JET Stars

Meet the three winners of the Clarity & Success Award, all students who submitted outstanding projects on the NAJ's JET1 course.



EMILY GARSIDE, FABRICIUS GREEN (August winner)

Relatively speaking, I haven't been working in jewellery very long at all – it was summer 2019 when I was looking for a new job after becoming disillusioned with my previous profession (food service really didn't agree with me!), and I applied for the high street jewellers Ernest Jones. I will be forever grateful to my manager there for taking a chance on me because it meant I could join an industry I have loved working in ever since. Due to COVID redundancy, I left Ernest Jones, and after that I worked for just under two years at F Hinds. However, I really wanted to work for a smaller business – so I applied for Fabricius Green in Shrewsbury, in July 2022.

My official job is sales, but we're a fairly small team, so we all do a bit of everything, from clerical work to social media photography and anything in between.

Ever since I started working in jewellery, I have heard of the JET course, as it's the standard for jewellery training courses in the industry. But in my two high-street positions, the companies used their own internal training courses, so when I arrived at Fabricius Green, we all thought it would be good for me to do the JET to round out my knowledge.

I really enjoyed the parts of the course that took me deep into research – like the scientific properties of gems and the history of diamond production, which I'd only had a passing knowledge of before. The most challenging aspect for me was looking more thoroughly into the Kimberly Process, as there is so much connection to legislation and politics. My subject choice for the final project was Georg Jensen because Fabricius Green is its Shrewsbury stockist. I had the chance to work with them up close; it's an amazing Danish brand, and I really respect its history of great craftsmanship and collaborative spirit.

I think taking JET has helped me tremendously day to day. I feel confident talking to customers in much more depth. I feel that sales only happen when you know your stuff!

I am hoping to do my JET2 in the next year; I love to learn, and I find jewellery, and the industry as a whole, endlessly fascinating. I'd love to do further courses to support my jewellery career.



LAURA BEACKON, G DAVISON (October winner)

I joined G Davison and Sons in November 2022, and worked in Renalls Jewellers, one of five established jewellers or pawnbrokers Geoffrey Davison owns in Essex. I have always been fascinated by the world of jewellery, from design to gemstones and precious metals. I was given the opportunity to join the team, and my jewellery journey began.

I have a customer-facing position. My responsibilities include serving customers and providing a high level of customer service, assisting customers and providing quotes for the repairs of their jewellery. Dressing and maintaining window displays and the shop floor and ensuring both are clean, tidy and well presented at all times are also in my duties.

As a new employee and a newcomer to the world of jewellery, I learnt of the NAJ's JET course through my company. Soon after I joined Renalls, my manager encouraged me to take the course.

I really enjoyed the JET course, but my favourite parts were creating the Pearl Presentation as well as researching and learning about the variety and the properties of the corundum family of gemstones. I found the most challenging but fascinating part of the course was in the final project on diamonds and their formation. And for my final project, I asked my area manager, Alexander Davison, if he had any suggestions – he suggested John Donald. After doing my own research, I knew he was an ideal subject of study – I am so pleased the moderator enjoyed it too.

Taking JET has given me the confidence to share my newly gained knowledge with my customers. I am very lucky to be working at Renalls Jewellers as we also provide a pawnbroking and valuation service. This means I get the opportunity to view all types of jewellery, from contemporary to period and antique pieces. I would like to do the JET2 course to deepen my knowledge of jewellery and progress my career with Renalls Jewellers.



> I think taking JET has helped me tremendously day to day. I feel confident talking to customers in much more depth. I feel that sales only happen when you know your stuff!
>
> **Emily Garside, Fabricius Green**

SINEAD O'CALLAGHAN,
BEAVERBROOKS (September winner)

I joined Beaverbrooks in 2021, and it was one of the best decisions I have ever made. Since moving from Ireland at 17, I wanted to be in that family-work environment as well as have a job with security and values. That's why I wanted to work for Beaverbrooks. I love that the company started with just three brothers – and that it has grown over the years is so rare.

To me, one of the most rewarding things in life is sharing people's journeys and lives and giving back to people. Jewellery, to me, is a symbol of a story. Whether it is a family heirloom, a baby's first silver bangle, a first Swiss watch, an engagement ring, a ruby wedding gift... each item has a story, and as a sales consultant, we get to be a part of that story. Building lasting connections and relationships with people from all walks of life is so rewarding and one of the main reasons I love my job as a sales consultant.

When I applied to Beaverbrooks, I saw that JET was an option after the initial transition stages. I asked about it in the initial interview as I was really interested and wanted to find out more.

I absolutely loved the last assignment, particularly the first question about diamonds. I enjoyed researching how they formed, the history behind them and how magical and rare they are. I found hallmarking to be one the most challenging questions as I didn't know much about it, however the book provided was very helpful – it helped me understand the importance of hallmarking.

> Jewellery, to me, is a symbol of a story. Whether it is a family heirloom, a baby's first silver bangle, a first Swiss watch, an engagement ring, a ruby wedding gift... each item has a story, and as a sales consultant, we get to be a part of that story.
>
> **Sinead O'Callaghan, Beaverbrooks**

Tiffany & Co., as a designer and manufacturer, has always intrigued me. I remember growing up watching movies that mentioned Tiffany & Co., and I always wanted to know more. I jumped at the chance to explore the iconic brand's world, and the assignment fuelled my passion even more.

Taking this course has helped me immensely. My knowledge has grown incredibly, which has helped me share information and passion about the items customers are buying.

My hope for the future is to never stop learning. Every day is a school day – one can never learn too much. I want to continue growing my knowledge and love of jewellery, so I can share it not only with customers but also with my colleagues.

Want to learn how JET qualifications can help your business?

Visit **naj.co.uk/qualifications**

Email **JET@naj.co.uk**

Call **0121 237 1110**

CLARITY & SUCCESS

Codognato, Adornment & Splendour and Rolex

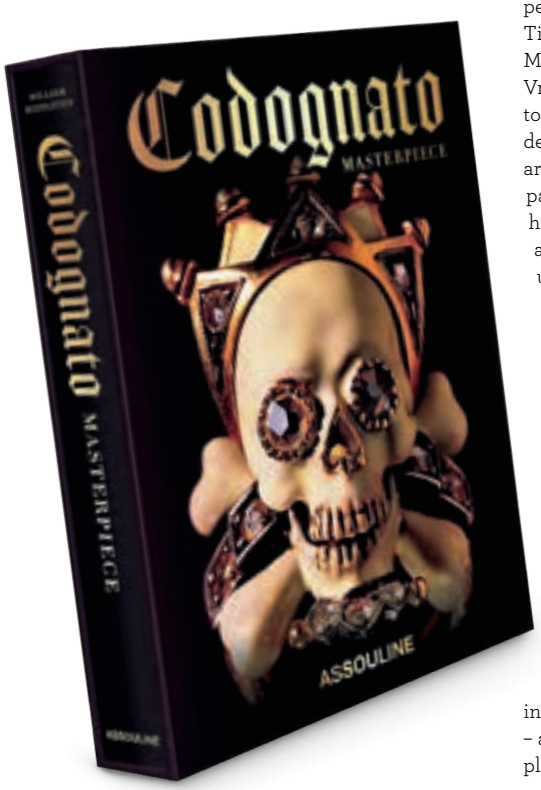
Did Father Christmas forget your book list? Then treat yourself to some coffee table candy.

Codognato Masterpiece

By William Middleton

£195. Assouline (hard cover in slipcase)

This opulent super-size volume is a celebration of a fourth-generation Venetian family business, founded in 1866 by Simeone Codognato, a dealer of art and antiques. Since 1958, his 86-year-old great grandson, Attilio Codognato, has owned and run the house, perpetuating the brand's creative evolutions, drawing on influences from the Byzantine and Roman empires to the Renaissance.



"More a precious box than a boutique, the house of Codognato is a quasi-mythical reliquary of beauty. Here, in an infinitely small space, is the very essence of the Venetian soul," is how one ardent admirer described it, giving just a flavour of the treasure trove just off the Piazza San Marco.

"Prince of darkness and light" is one apt description of Attilio himself, a collector of modern art and a man of eclectic interests, including mourning jewellery and satirical portraits. He studied jewellery making and learnt about gemstones in Hatton Garden.

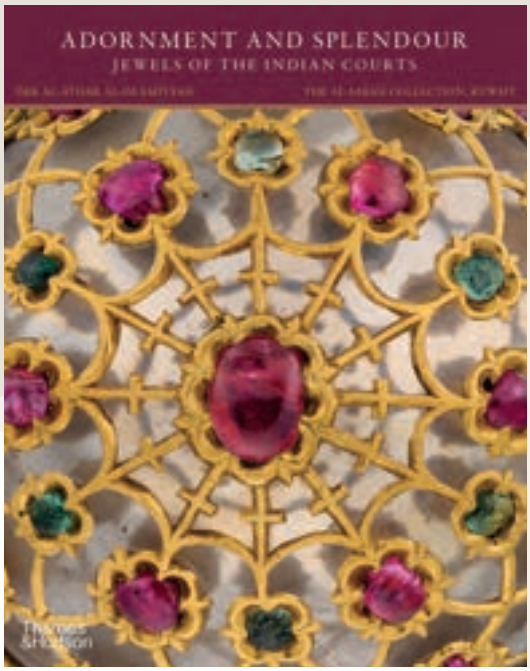
Attracting clients from the worlds of art, performance and fashion (Liz Taylor, Tilda Swinton, Elton John, John Galliano, Maria Callas, Tom Ford, Grace Kelly, Diana Vreeland, Andy Warhol and Gabrielle Chanel to name just a few), his fantastical jewelled designs reflect the culture, history, art and architecture of Venice as well as Attilio's own passions. Skulls, snakes, medusas, kings, hearts, clasped hands and salamanders appear in combinations of precious and unexpected materials (18ct gold and carved bone set with diamonds for a skull ring, for instance). These designs as sophisticated as they are savage. Occasionally difficult pieces, the jewels "are not for the faint of heart," as one collector puts it.

Beautifully illustrated, the book gives the history of Codognato, along with enlightening quotes from aficionados of the work and their close connection with Attilio (who lunches at the same table in Harry's Bar in Venice every day). The book has a wealth of beautiful, detailed glossy photographs – of current and archive pieces as well as inspirational paintings, art treasures, portraits – all of which will surely prompt the reader to plan a visit to the floating city.




Attilio Codognato





Adornment and Splendour: Jewels of the Indian Courts

By Salam Kaoukji

£60. Thames & Hudson

This book is the definitive catalogue of an incredible collection of Indian jewellery and jewelled luxury objects made at the height of the Mughal Empire and Deccan Sultanates in the 16th and 17th centuries. The collection, considered one of the finest of its kind in the world, was assembled by Sheikh Nasser and Sheikha Hussa al-Sabah for the al-Sabah Collection, now in the Kuwait National Museum. It demonstrates the beauty, sophistication and diversity of Indian jewelled arts.

As a native of the Gulf region, the Sheikh felt a natural affinity with India and Indian art. A familiarity and connection between the two regions goes back to ancient times, added to which, India was an important destination for Gulf pearls, which have featured heavily in Indian jewellery over the centuries. The spectacular variety of pieces shown in this weighty volume (there are 405 illustrations) paints a comprehensive and vivid picture of the artistic output of the region as well as the refinement of the collectors' selection process.



After a chapter giving a useful historical overview explaining how communities were exposed to a variety of cultures, which was reflected in the arts, the study of jewels begins with Inscriptions on Royal Gemstones. Initially, agates were engraved with the names of their owners, then spinel took over thanks to a royal traditional of kingship being associated with spinel, followed by emerald. Close-up, detailed photography of these stones makes the inscriptions easy to read and identify.

From ancient times, master jewellers developed techniques to create the most sophisticated jewels. A chapter on lapidary, showing beads, jewellery centrepieces and pendants follows another on the variety of forms and settings, like the kundan technique in gold, the inlaying of stones into prepared depressions or cells; ajour, large stones set without backing; and talab, large fields of colour using relatively small stones. Champlevé enamel was a technique imported from Europe and also much used.

The collection includes a great many pieces that demonstrate the variety of Indian jewellery. Flowers, birds, animals, mythical beasts and humans (such as Krishna) give added symbolic meaning to finger and toe rings, anklets, chokers, pendants, lockets, bracelets, forehead and turban ornaments and belts.

This is a gorgeous and enlightening book that raises awareness of the artistic creativity and mastery of Indian craft.

Rolex – The Story Behind the Style

(Unofficial and Unauthorised)

By Rachael Taylor

£12.99. Studio Press at Bonnier Books

Hot on the heels of Rachael Taylor's first two books (on jewellery houses Cartier and Tiffany & Co.) comes another bite-size, readable dip into the world of a globally renowned brand. Rolex, as her introduction states, has become shorthand for luxury, an instantly recognised status symbol – the invented name made up by its founder.

And that makes its beginnings all the more fascinating – one Hans Wilsdorf, orphaned at 12, arrived at watchmaking via an apprenticeship with pearl exporters, then a job with watch exporters in the Jura mountains. Hours spent manually winding hundreds of watches every day led to his obsessive quest to create a self-winding watch movement. In 1903, he joined a London watchmaker, and two years later set up his own business in Hatton Garden, placing Swiss-made movements in English-made cases. With pocket watches the norm, his challenge was to make wristwatches more popular by changing their image.

Photography and images cover the company's history, from the ground-breaking designs and technology to iconic movie appearances and the major moments in history graced by the presence of a Rolex watch. The book describes all key iconic timepieces – including those highly collectible Holy Grail pieces from earlier decades – along with the evolution of the crown emblem. One of many interesting facts: Rolex is owned and controlled by a charity, the not-for-profit Hans Wilsdorf Foundation, which Wilsdorf set up in 1945. He transferred his 100 per cent ownership stake to the Foundation when he died in 1960. Much of its income goes to charitable and good causes.



The last word goes to...

Barry Sullivan FIRV



Managing director of Jewellery Advisory Services, and Chair of the NAJ's IRV Community Group and the Professional and Technical Standards Group.

Who has been the biggest influence on your working life?

That has to be my first employer, a Kensington retail jeweller, who took me in as a fully indentured apprentice watch- and clockmaker. I was the general dog's body in a busy upstairs workshop, which had artisans from each sector of our wonderful industry, and I became involved in all aspects of jewellery, silver, watches and clocks.

If something needed cleaning or polishing, it was my job before continuing my own work. Early in my employment, I serviced clocks and eventually made parts no longer available for antique clocks and watches. From the start, I learnt to investigate why mechanisms stopped working. It taught me diligence and a psychological persistence to find the answers. I still use these traits in my daily investigative work.

Apart from clocks, we handled and made expensive jewellery and remodelled and repaired unused important pieces. The whole thing was exciting and engaging.

How did your career progress? There are many aspects to your work now – do you have a favourite?

I later worked in Swan & Edgar, Piccadilly, repairing watches, before moving to the workshops of a small multiple jewellers. In the late 1960s, I worked for Goldsmiths' award-winning designer Roger King (also the Russian polished diamond supplier for Europe). Many of the gold watches we made in the factory had multicoloured stone dials and diamond and precious stone embellishments.

I've never stopped learning; it was a natural progression with each new challenge. I later sold manufactured watches across the UK, including to Bond Street jewellers and the late John Donald.

My favourite aspects came very late in my career with the IRV: passing on my knowledge. I've been an NAJ Education tutor for several years – I love giving something back to this wonderful trade.

What three words describe you best?

Dependable. Diligent. Enthusiastic.

Looking back at your career, what one thing would you do differently if you had your time over?

My first thought: nothing. But perhaps better time management with my wife and three now-adult children when they were growing up.

What in your view are the main issues/ challenges facing valuers?

The jewellery trade is always evolving; the technology and learning necessary for young valuers is changing faster than ever before. They are all better trained professionals... but expensively trained. Maintaining our CPD is mandatory, but regardless, we're recruiting more young, confident, professional career valuers.

We have additional responsibilities in our professional work, higher costs of much-needed, up-to-date instruments and equipment – particularly given the flood of synthetic laboratory grown diamonds.

If you could sit down for a cuppa with anyone in our industry (past or present), who would it be and what would you talk about?

It would be good to sit down with David Wilkins and Michael Norman, the inspiration of our valuers today. I could tell them how their conception of valuation protocol has progressed since the NAG valuation courses they started in Leicester Square in the late 1980s.

We were ahead of our time then, and our IRV valuers are still ahead of the time, setting the protocol standards for valuation students internationally.

Tell us about the Professional and Technical Standards Steering Group – why this is an important subject?

Today's Team NAJ is young and enthusiastic, one of the best I've seen. Along with many other things, it provides our various trade codes of practice. Our committee members come from within the wider trade communities – all are established professionals who assist in maintaining the highest industry standards.

We invite guests – established and new businesses – to NAJ committees to observe some of the complex issues we need to discuss, and sometimes turn them into trade codes of practice. We also deal with complaints between members, plus trading standards problems to set the highest standards of Honesty, Integrity and Professionalism.

In addition, we reach out to non-NAJ members who fall short of the industry standards and offer assistance to help them become legally compliant. This keeps them safe, and we hope they see the benefits of NAJ membership.

Tell us something not many people know about you.

I currently work with a small team of IRVs who are all Academy of Expert trained. Together, we've been undertaking jewellery forensics, litigation, specialised auditing and post-loss assessment work.

What might your alternative career have been?

My school careers master asked me what I would like to do; I said I'd like to work for the BBC, creating artistic plaster scenery. He told me you need to be tall, and I'd have to start as a regular plasterer. I'm too short to plaster ceilings. He gave me a list of other work, and I chose watch- and clock maker.

What keeps you awake at night?

High-profile, high-value assignments – they get the adrenaline going. You end up thinking everything through.

VULCAN

DIAMONDS & MOUNTS



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