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NEWS · REVIEWS · EVENTS · TRENDS

SPRING 2019 #54

The Company of Master Jewellers Magazine

GETTING A FACELIFT

*Members renovate and
relocate to retain their
position on the
high street*

BOOSTING BRIDAL

*How suppliers are helping
retailers stay ahead
of the game*

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Happy New Year!



So Christmas is over for another year, and I'd like to wish all of our retail members and approved suppliers a Happy New Year from me and all of the team at CMJ.

Reports in the media – and our own post-Christmas survey results, which you can read more about on page 21 – suggest that in the main it was a better-than-expected festive season. As one retailer commented on the CMJ Forum

“there wasn't much Christmas spirit around, but the industry did hold its own”.

But it's now time to look ahead to 2019, and to get the year properly started it is our Spring Trade Event on 17 and 18 February. Every CMJ retail member is being given a free hotel room at the event, so I trust we will see more visitors than ever at the show.

I hope that we can inspire you all to start the year by taking a fresh look at how you view and interact with your customers, whether your customers are consumers or retailers. So I am looking forward to welcoming an inspirational speaker who is joining us for our Sunday evening event.

David Meade is a renowned public speaker who is set to entertain and electrify the room, as well as give us all some tips we can all use to improve our businesses. Please do book to attend the evening event and secure your place to hear from him – I am certain it will be a presentation that will be talked about for years to come.

I look forward to seeing you there.

Terry

Terry Boot

CMJ Chief Executive Officer

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Inspiring retailing

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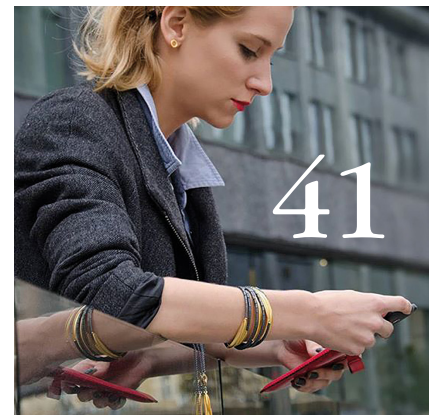
Design Waldoock+Buckle - 07825 07775

Published by The Company of Master Jewellers Ltd



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“Electrifying” speaker confirmed for Trade Event

International speaker, broadcaster, mind reader and entertainer David Meade has been confirmed as the keynote speaker at the CMJ Spring Trade Event in February.

Fast becoming one of Europe’s leading speakers, Meade has cut himself a niche in the corporate market with his “boundless” energy and “electrifying” delivery on aspects from what makes consumers tick to the psychology behind how they think, feel and act.

Terry Boot, CEO of CMJ, said: “Our events are a great opportunity for our members to network, meet with suppliers and share knowledge. Likewise, it gives us a better understanding of the daily challenges and aspirations they have.

“However, it’s important for all of us to take a step back every now and then, and look outside of our own environments and comfort zones. David will give us exactly that.

“His understanding of how consumers make decisions, coupled with his academic research and unquestionable ability to captivate a crowd, is something to behold. I’d encourage members and suppliers not to miss this.”

Register online for the evening dinner event on Sunday 17 February.

“His understanding of how consumers make decisions, coupled with his academic research and unquestionable ability to captivate a crowd, is something to behold”

TERRY BOOT, CHIEF EXECUTIVE OFFICER, CMJ

Praise for David Meade

“A standing ovation that seemed to last forever. I have never seen so many open mouths. Over three months later the staff are still talking about David.”

Apple Inc.

“A very enjoyable session that was motivating and inspiring. Really insightful and encouraging whilst being entertaining, plus great that it was still possible to do exercises despite it being a large group. This was the best external speaker I’ve ever seen.”

IBM

“The event was fantastic. As always, David’s style is very engaging and he keeps you on the edge of your seat. He brings the subject to life and his real-world examples make it easy to apply learning back in the workplace.”

Citibank

“From the moment he stepped on stage, David’s high-energy motivational speech generated an amazing buzz for the entire session. Attendees came with no expectation and left highly motivated and engaged, and are still talking about David’s session with high praise four weeks later.”

Facebook



EXCLUSIVE Trade Event Offers

CMJ retail members visiting the Spring Trade Event should look out for the Exclusive Members Offers leaflet, which outlines offers from suppliers that will be exclusively available to retailers attending the show. These will range from discounts and product launches to extended terms, free product and even free gifts.



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First Suppliers Network Meeting hailed a success

CMJ brought together approved suppliers for its first ever Suppliers Network Meetings on 14 and 15 January. The aim of the events was to encourage a partnership working ethos between suppliers and members, gathering feedback in order to inform the future CMJ supplier strategy for the next five years.

Delegates were updated on the significant progress made in the last 12 months, including the necessary introduction of more corporate governance and improved financial rigour. The focus on “getting back to core basics” was reinforced through confirmation that operating costs are down and cash-flow in CMJ is significantly up on the previous year.

Acknowledging that communication was a key area of improvement for CMJ, the team updated suppliers on the new and improved supplier and member support. This includes the implementation of customer relationship management software, which will play a critical role in assisting the CMJ team with understanding supplier and retailer engagement, as well as managing basic administration such as identifying incorrect email addresses.

Marketing agency Cognition is behind the new CMJ website, which will have a series of features added to it over the next 12 months, including an event booking and management area, dashboard overview, live updates, access to useful “How To” guides and resources, and secure, interactive supplier and member forums.

Lively discussions on the quality and quantity of both approved suppliers and retail members and CMJ’s “Support the High Street” campaign were tempered with the sharing of some analysis of ranking across the group. More analysis will be undertaken in the coming months, with a focus on recruiting more quality retailers to CMJ, driven primarily through the creation of a membership development manager role.

Notes, comments and questions were taken away by the team to review, collate

and document. The key hot topics at both sessions centred around how CMJ can increase engagement for the benefit of both suppliers and retailers and add more value to its core services for the benefit of all stakeholders.

All delegates agreed that this Supplier Network Meeting had been beneficial, enjoyable and thought-provoking, and they welcomed more meetings to enable similar discussions around key CMJ issues and successes in the future.



Network Meetings set FOR A RETURN IN 2019

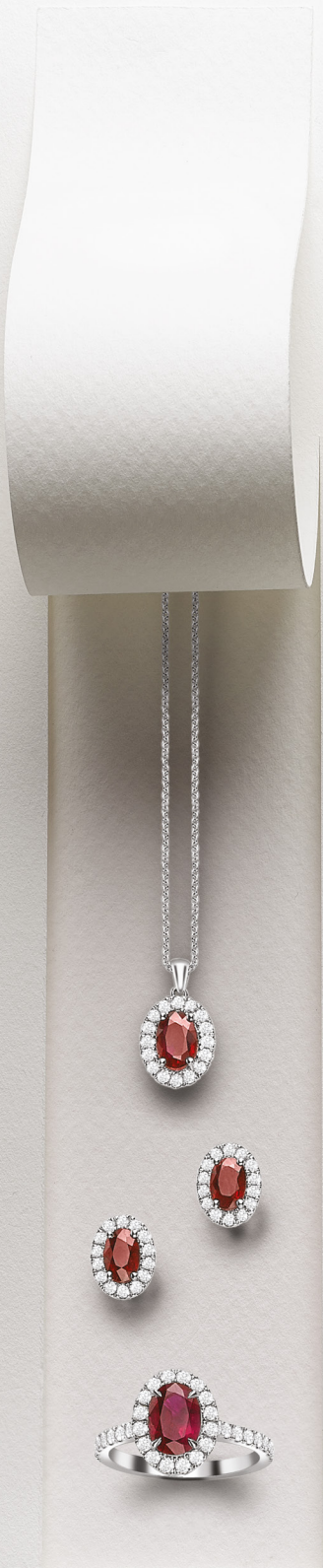
CMJ’s 2019 business network meetings for retail members will be taking place once a month in locations across the UK starting from March. They will include town tours, seminars and opportunities to network and learn best practice from jewellery and non-jewellery businesses.

The meetings, which all members will be free to attend, are being up-scaled from previous meetings and are designed to inspire members. More information will be available at the CMJ Spring Trade Event and on the CMJ Members Area of the website.

“The networking opportunities CMJ offers its members and suppliers are a key factor in their success. We plan to increase the opportunities we offer all of our partners to get together, meet, network and learn from each other in 2019”

TERRY BOOT, CHIEF EXECUTIVE OFFICER, CMJ

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Bramwells wins at Durham Retail Awards

Bramwells scooped the prize for Independent Retailer of the Year at the prestigious Durham Retail Awards ceremony at Ramside Hall Hotel on 22 November.

The awards, which were organised in partnership with Prince Bishops Shopping Centre, invited members of the public to nominate their favourite shops and highlight those staff that really make a difference.

The shortlisted businesses were then visited by mystery shoppers, who were sent to the

top six retailers in each category. The overall winner was the retailer who received the most points from the mystery shoppers.

Cllr Carl Marshall said: "Retailers play a vital role in keeping our city thriving and establishing Durham as a unique, exciting place to live and visit. The awards are really dedicated to celebrating the hard work of the wonderful staff who provide customers with great retail experiences. Congratulations to all winners."

Widnes welcomes new giftware store

Cheshire-based retailer Neil & Barker has opened a gift-focused store called ON: The High Street, which offers personalised gifting to shoppers in Widnes.

Located in Green Oaks shopping centre, close to Neil & Barker's existing jewellery store, the new shop opened on 31 October 2018.

The store sells a range of giftware items, many of which can be personalised for customers, including photo cushions, mugs and cards. The customer is involved in the personalisation process from start to finish, which can be completed in store via a laser engraving machine.



Jacobs smashes FUNDRAISING TARGET

Reading retailer Jacobs the Jewellers has raised more than £93,500 for the Royal Berkshire Hospital Charity. The family-owned independent jeweller in Reading far exceeded its £70,000 target to mark 70 years in the community. To celebrate the business' 70th anniversary of trading in Reading in 2018, Jacobs the Jewellers pledged to raise money for local charity. A series of events, which took place throughout the year, helped the Jacobs team raise funds for a new Surface Guided Radiotherapy Machine in the Berkshire Cancer Centre, part of the Royal Berkshire Hospital NHS Foundation Trust.

The cheque was presented by Adam, Adrienne and Ian Jacobs, owners of Jacobs the Jewellers, at a reception in the Royal Berkshire

Hospital. The family was joined by enthusiastic supporters and friends for the evening as well as representatives from the Royal Berkshire Hospital.

The Jacobs family said "We're absolutely amazed by this amount and so happy about it. When we set out to raise £70,000 for our 70th, we thought it was a big challenge. It wasn't easy and we're truly grateful to all the customers, businesses – an enormous number who are local to Reading – and to our team. Everyone was extraordinarily generous with donations, both financially and with time to help raise the funds for this really loved local cause. It's guaranteed that this will change lives for the better."

Jacobs the Jewellers raised the



funds with a series of initiatives over the year, including a skydive, local business raffle, special 70th

jewellery designs, a gala black tie ball, speaking engagements and a Christmas social party.



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Rivoli dazzles customers at Sunseeker event

Jersey retailer Rivoli Jewellers was invited to take part in the Sunseeker Channel Islands Night of Luxury event in December.

The event, overlooking Elizabeth Marina and sponsored by Shawbrook International, was a night of festivities where guests were invited to an evening of festive merriment and to sample the decadent Sunseeker lifestyle.

Guests were greeted at the entrance by the Aston Martin DB11 and Porsche 911, while inside displays included an array of Jo Malone's Christmas range and the

latest clothing collections from Clements & Church and Lucan.

As well as a display of Lalique sculptures and vases, Rivoli brought along a working silversmith, who made personalised fingerprint keyrings in front of the guests. Jonathan Room from CMJ supplier Bass Premier was also on hand at the event with a selection of diamond jewellery and investment diamonds.

Guests enjoyed a champagne reception whilst being entertained by a variety of festive classics from pianist Georgina Sutton.



CMJ members escape to Malaysia WITH ROYAL SELANGOR

Tony Doubleday of Pearce & Sons, Melton Mowbray, and Amy Fulford of Bensons of Ludlow were the lucky winners of Royal Selangor's prize draw, which they entered at the CMJ Autumn Trade Event in August 2018.

The two retailers won a VIP all-expenses paid trip to Malaysia in November, where they spent a day at the Royal Selangor Visitor Centre before two days of sightseeing. They also visited Royal Selangor's flagship store in Kuala Lumpur's

Pavilion Shopping Centre.

Fulford said of the trip: "The first day with Royal Selangor was incredibly fascinating. The Visitor Centre is a very popular tourist attraction for anyone visiting Kuala Lumpur and is a very slick, state-of-the-art experience. At the end of the tour you are shown around the factory where a team of skilled craftspeople continue the long tradition of hand finishing all the Royal Selangor products. I had a go at creating a hammered finish on a tankard (much harder than it looks), writing my name in molten pewter (no resemblance to 'Amy' at all) and creating a small dish from a flat piece of pewter in the School of Hard Knocks (hitting the pewter as hard as you could was surprisingly therapeutic!)"

"We also had tea with the grand-daughter of the founder of Royal Selangor, Chen Mun Kuen, a very sprightly elderly lady with impeccable English. Royal Selangor was founded in 1885 when her grandfather, Yong Koon Seong, a skilled pewtersmith arrived from China in search of tin.

"The two days of sightseeing were also incredible. The first day was Diwali, a public holiday, so we employed a guide to show us around. He took us to many different places that we would never have known about or ventured inside without him – the Hindu temples high up in the limestone batu caves outside Kuala Lumpur, a Hindu temple, a Chinese Temple, a mosque, an Indian restaurant where you ate food from a banana leaf with your hands... On the second day, we had time to ourselves but we still crammed a huge amount in, visiting the iconic Petronas Twin Towers, a few acres of rainforest within the city itself and the absolutely incredible street markets with amazing food and souvenirs.

"This prize was obviously a marketing activity to promote Royal Selangor but as such – for me – it was very successful. It was amazing to get an insight into just how important this company is within Malaysia. The products are beautifully made and of exceptional quality. This is still a family-owned

company and the passion and dedication of the family to the business is obvious. More than 500 people work for Royal Selangor and they are very skilled, dedicated and loyal employees. It reminded me of many of the CMJ members I know – businesses which have been run by the same family for generations with a passion for service and quality and with a loyal team of employees."

Royal Selangor will be exhibiting at the CMJ Spring Trade Event on 17 and 18 February 2019.



"The Visitor Centre is a very popular tourist attraction... and is a very slick, state-of-the-art experience"

AMY FULFORD, BENSONS OF LUDLOW

Domino launches new wedding band range

Domino Jewellery has launched its 2019 wedding rings collection, featuring new styles within plain bands, diamond set, shaped, decorative, finishing touches and signet rings.

The new collection features three new delicate diamond-set styles, five new plain profiles, 22 new shaped and decorative designs, 12 new finishing-touch styles and three new signet rings, aimed at both men and women. All rings across the range are available in 9ct white, yellow or rose gold, extending price points and choice for end consumers.

Choice has also been increased within the diamond-set ranges

– 40%, 50%, 60% and 100% coverages are available as standard, with the ability to request any bespoke diamond coverage to suit consumers' requirements.

All profiles across Domino's plain wedding rings are now available in all depths: light, medium and heavy. Domino has also increased its stock holding, with all items available within 24-48 hours, to ensure that retailers have the best possible access across the collection.

Domino's creative director Naomi Newton-Sherlock said: "We anticipate strong sales for



our customers from this new wedding rings range.

"The changes that we have made internally, not just to the ranges, but also to the way that we work are starting to really add value to our customers' experience. The new stronger link between the creative and marketing team has meant that we have really focused on how we help retailers tell and sell the story of these beautiful pieces."

"We anticipate strong sales for our customers from this new wedding rings range"

**NAOMI NEWTON-SHERLOCK,
CREATIVE DIRECTOR,
DOMINO JEWELLERY**



Citizen celebrates at WatchPro Awards

Citizen Watch UK won the prize for Sales Team of the Year at the WatchPro Awards 2018, which took place on 6 November at 8 Northumberland Avenue in central London.

"We were delighted to receive the Sales Team of the Year award at the event," said Mark Robinson, Group Managing Director of Citizen Watch UK. "This is important for all our brands. Since the integration of

the group brands it's been a very positive start, ensuring all the newly integrated brands are supported and developed whilst we continue to increase distribution and work closely with our established partners."

This marks the end of a successful year for Citizen, which also won the coveted Watch Brand of the Year award at the Retail Jeweller UK Jewellery Awards 2018.

Left: Nick Hickey from Luxe Watches presents the award to Stuart Peacock, chief sales officer, and Simon Bates, sales director at Citizen Watch UK

Affordable luxury proves

POPULAR FOR SIF JAKOBS JEWELLERY

Sif Jakobs Jewellery put colour into its Christmas sales with the November launch of its new luxury-for-less Ellera collection. With 60 products retailing at less than £79, Ellera comprises rhodium-plated sterling silver and 18ct yellow gold options, set with white and coloured CZ.

Ellera adds to the brand's highly successful Rainbow Crush ensemble collections featuring coloured and white cubic zirconia, which launched earlier in 2018.

The brand was awarded Personalised Jewellery Collection of the Year by *Professional*

Jeweller in December 2018 for its Zodiaco range, inspired by astrological signs.

Sif Jakobs Jewellery's spring/summer 2019 collections, which will be on show at the CMJ Trade Event, will add to the winning formula of rhodium-plated sterling silver and 18ct-plated



yellow gold with coloured zirconia, plus keen retail pricing on four new sterling silver and white CZ collections.



Pearl supplier recognised for Armed Forces support

Samuel Jones Pearls was presented with a Silver Award from the Defence Employer Recognition Scheme (ERS) at the National Memorial Arboretum in November. The scheme encourages employers to support defence and inspire other organisations to do so.

Samuel Jones Pearls was recognised as a Forces-Friendly Company through its current employment of Armed Forces

personnel and its stance on employment; it actively recruits veterans and reservists and makes allowances so that their commitments to the Forces can be fulfilled.

In 2017, the company was awarded the Bronze Award and has built upon this, so was delighted to be recognised by the ERS and will continue to proudly work with the Armed Forces community.



Recruiter celebrates website shortlisting

Jewellery and watch specialist recruitment agency Jolyon Marshall has been shortlisted in the RAD Awards 2019 for the Best Website category.

For the past 29 years, the RAD Awards have championed the very best of recruitment communications and employer branding.

Sally Winfield, CEO of integrated digital marketing agency Accord, who designed the site, said: "We are delighted to see that the revamped website that we delivered for Jolyon Marshall

has been recognised at the most prestigious awards ceremony in the recruitment sector. Through dedication, ingenuity and client collaboration, we created a new site that not only taps into Jolyon Marshall's unique brand identity, but also provides an excellent user experience. We are very proud that our hard work paid off and will be keeping our fingers crossed for the awards night."

Winners were announced at a glamorous ceremony held at London's Grosvenor Hotel on 31 January 2019.



Birmingham Assay Office ANNOUNCES NEW CHAIRMAN

Birmingham Assay Office has appointed a new chairman, Carol Brady MBE. Brady succeeds Kate Hartigan following her retirement in October, after 14 years as Guardian and six years as Chair of the Assay Office.

Hartigan said: "There have been some very great changes during this time, including the move of the entire business to new, purpose-built premises and the launch of an off-shore hallmarking sub-office in India. It has been an honour to be involved in such significant changes. I would like to thank all of my colleagues,

including no less than three Assay Masters for their commitment, hard work and dogged determination during these turbulent times. It is good to know that with Carol, the Office has a very worthy and experienced new chairman. She will now work with the Assay Master to develop strategies that will ensure future success and sustainability."

Brady has extensive and broad experience in consumer and regulatory policy and currently runs her own business providing support and advice to others on such matters. She was previously the Chair of the Board of the Chartered Trading Standards Institute and is currently the

non-executive Chair of the board of the Claims Management Regulation Unit for the Ministry of Justice. She is also an Independent Advisory Member for the Commission for Local Administration in England (Local Government and Social Care Ombudsman) and a Commissioner for the Gambling Commission.

Brady said: "I'm delighted to have been elected Chair of the Assay Office and will have a hard act to follow after Kate. The Office is steeped in history, particularly regarding matters of consumer protection. The hallmarking of precious metals is something I can easily identify with given my background in trading standards.

I would like to extend my sincere thanks to Kate for all her hard work and dedication to the Office during her time as Chair. Kate has seen many changes at the Office during her time, not just in the business but also within the jewellery industry. I know that she has helped build a firm foundation from which we can continue to grow. The business will continue to diversify and that will keep it at the heart of the industry and protect consumers."

Brady was awarded an MBE in June 2016 in recognition of her services to consumers and better regulation. She is a Fellow of the Chartered Trading Standards Institute, an honour bestowed on her by her peers in 2009.



ELEMENTS

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17 - 18

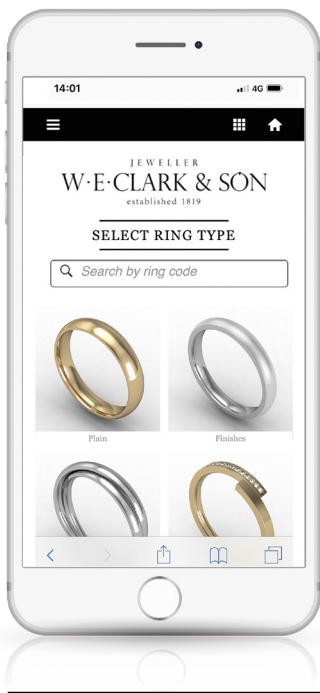
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Ring design app seeks TO DRIVE FOOTFALL IN STORE

Stubbs & Co.'s new integrated bespoke ConfigureRing add-on solution has been launched with the promise of helping to drive consumers from CMJ members' websites into their store.

Several CMJ members already use Stubbs & Co.'s ConfigureRing app. When launched in 2010, it ushered virtual sales support, allowing retailers to supplement their stock of bridal rings with more than 50,000 personalisation options. These were presented to their in-store customers in a virtual form on a desktop, laptop or tablet.

A consumer selects a base ring from the member's stock or sample case and then, using the simple and intuitive app, creates a bespoke ring to their own design. It is accomplished with real-time imaging and instant retail pricing.

A customised add-on version of the ConfigureRing tool, which has been piloted in autumn, now integrates seamlessly with the retailer's website so their customers can use it anywhere. As 63% of consumer web browsing now takes place on mobile devices rather than on desktops or laptops, the application is also mobile friendly.

Philip Glass, Stubbs & Co.'s sales manager, claims that the new ConfigureRing App has several new benefits for users: "First and foremost, it establishes a retailer's authority as a serious bridal destination. By featuring the tool on their websites,

members can differentiate their business by highlighting the scope of the possibilities and flexibility offered by ConfigureRing.

"It saves time for them and their staff. No one should be committing to a bespoke ring purchase without being guided through a sales presentation where they can view actual samples. However, used before the meeting, this tool enables their customers to narrow down their selections and understand the cost impact of various embellishments.

"Members remain in control of their brand and pricing. Like our standard in-store version, the bespoke ConfigureRing add-on solution for members' websites features their branding and their own pricing. Depending on GDPR consents, members can capture data about their customer's needs before they visit their shops."

"First and foremost, [the bespoke ConfigureRing add-on solution] establishes a retailer's authority as a serious bridal destination"

PHILIP GLASS, SALES MANAGER, STUBBS & CO.

Suppliers unveil new and improved websites

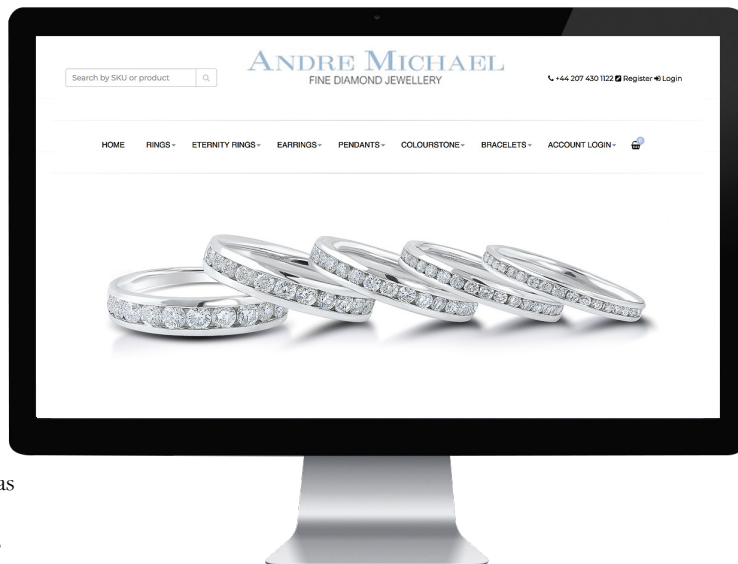
Hatton Garden-based Andre Michael and jewellery importer and distributor Marjo have both recently launched new websites to reach out to retailers in the UK and Ireland.

Andre Michael's new site offers a wide variety of diamond jewellery set in precious metals, featuring exquisite designs.

"This new website is a tool for the trade in the UK and Ireland. As well as enabling retailers to order diamond jewellery stock online, we would encourage them to phone us as well so that we can establish even stronger

contacts," said director Himanshu Shah. "The website is presented very simply. It is as neat and clean as possible."

Meanwhile, Marjo's website, which showcases the three brands under the Marjo label, will allow retail customers and consumers to get in touch with Marjo and buy any products with ease. The site introduces a slicker design and numerous search filters to make it easier for visitors to search for exact products from its more than 1,000 products. Retail customers can also make use of a bulk



order functionality, which makes placing an order simple and hassle free.

At the same time, Marjo has implemented innovative social media marketing strategies to attract more retailers and consumers to the site, updating its blog section and social media profiles in line with its overall business strategy.

"The website is presented very simply. It is as neat and clean as possible"

HIMANSHU SHAH, DIRECTOR, ANDRE MICHAEL

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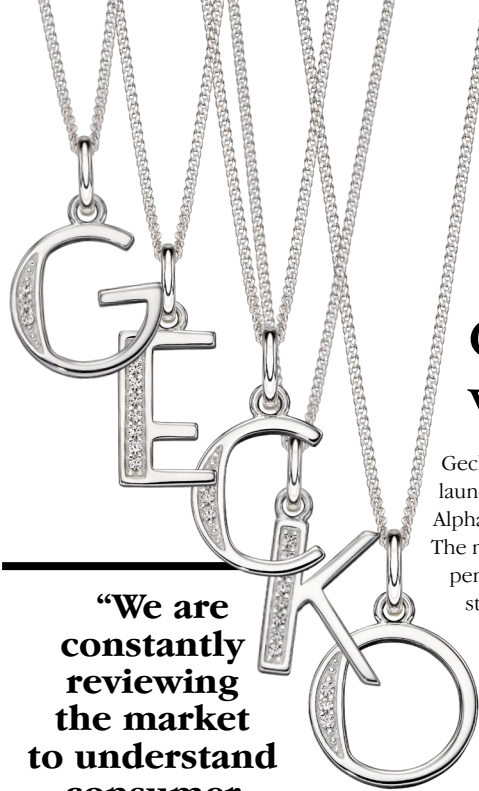
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“We are constantly reviewing the market to understand consumer demand and appetite”

**DESIREE PRINGLE,
CREATIVE DIRECTOR, GECKO**

Gecko embraces personalisation with new jewellery range

Gecko Jewellery will launch a new range, Alphabet, this spring. The new range of pendants comes in sterling silver with cubic zirconia accents and features the 26 letters of the alphabet. The range will be sold to retailers at a kit

price of £190 wholesale, which includes all 26 pendants on sterling silver chains 41–46cm/16–18in, and a point of sale display unit.

Alphabet was created in

response to the continuing personalisation trend and follows the huge success of Gecko's Birthstones range. The pendant collection features unique Art Deco style lettering, accented with delicate pavé CZ stones, and was designed in house by the Gecko design team.

Gecko's creative director Desiree Pringle said: "Alphabet responds to the continuing consumer demand for personalisation, providing retailers with an easy option that also complements our existing, popular Birthstones range. We have created a very compelling product package with all 26

beautiful Art Deco letters available in a contemporary point-of-sale unit, at a very low price point.

"This is a range that has been designed to sell quickly and easily. We want to provide retailers with as much confidence as possible that the ranges they buy into are going to sell. We are constantly reviewing the market to understand consumer demand and appetite. We've seen the resurgence in popularity of initials and, coupled with low retail price points and considered styling, we're confident this range will join our existing best sellers."



Power of pearls provides boost for Claudia Bradby

Pearl jewellery designer Claudia Bradby has kicked off 2019 with the launch of a rebrand, introducing the slogan "Pearl Power" to the brand.

Bradby won Jewellery Designer of the Year at the NAJ Awards 2018 in December, which topped off a hugely successful year that saw her open with a US retailer in Nordstrom as a result of her wearing her Cirque

collection to Prince Harry's wedding to Meghan Markle and the resulting profile in *The People* magazine.

New for spring/summer 2019, her Seascape collection pays home to her love of the sea, inspired by the mesmerising, reflective quality of the sea and its natural, regenerative power.

Bradby said: "We have seen the trend for earrings grow this year, so SS19 is very focused on beautiful and interesting earring designs, with an earring bar launching in late spring. I have hammered elegant swoops of earrings with wonderfully baroque, mismatched pearl drops to give a sense of the originality of nature, and the current desire for more unusual pearls.

"Added to this I have created delicate, shimmering discs, dotted with sweet 'pearls of the sea' accents to represent tiny shells and treasures of the sea. Simple sophistication and desirability are at the heart of this collection, which I designed to a Van Morrison soundtrack on loop (the sea quote comes from his *Into the Mystic* song)."



Silver shines for Lucy Quartermaine

Award-winning jewellery designer and entrepreneur Lucy Quartermaine has launched a new capsule collection for spring 2019.

Taking inspiration from her signature Drop collection, Petal captures the essence of the ever-popular Drop but mixes it with a lighter hand. The sterling silver pieces echo the shape of their parent collection but feature open fretwork rather than solid forms and are reminiscent of a flower's delicate petals.

The designer is also extending existing collections by adding new pieces to her successful Waterfall, Drop and Elements ranges this spring.

“Simple sophistication and desirability are at the heart of this collection”

CLAUDIA BRADBY

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CMJ Christmas 2018 Survey Results

CMJ surveyed all of its members and suppliers in the days following Christmas 2018 to form a picture of how the festive season had performed for retail jewellers and suppliers of watches and jewellery. We report back on the results

*Was it
a Happy
Christmas?*



The average purchase price was in the £100-£250 range.

According to the British Retail Consortium (BRC), retail sales in general were flat in December, with UK businesses experiencing “their worst Christmas in a decade”. Total retail sales showed 0% year-on-year growth during the month, the worst December performance since 2008. Meanwhile, a separate report from Barclaycard in January 2019 said consumer spending grew 1.8% year-on-year in December, the lowest rate of growth seen since March 2016.



On Black Friday, 42% of retailers took part in external promotion campaigns.



The story for retailers

For CMJ retail members, the results for Christmas 2018 were very similar to the previous year, with most retailers experiencing a last-minute rush in the week leading up to Christmas. While there is no denying that the British high street suffered in 2018, a number of retailers reported that their business remained stronger than that of retailers of other products because customers still valued personal service, especially within their core customer base of 30–60 year olds.

Success of pre-Christmas sales for 2018 trading versus December 2017 appeared to split the members, with the same percentage of retailers (41%) reporting that sales were up as the number that said they were down. Meanwhile, 18% of retailers saw pre-Christmas sales remain the same.

When it came to Christmas marketing and promotion, social media and online marketing were the most used, with 42% of retailers using this method, followed by advertising (31%) and in-store events (23%). When asked which marketing method proved most effective, social media once again dominated with 40% of the votes, followed by advertising (20%) and in-store events (17%).

On Black Friday, 42% of retailers took part in external promotion campaigns, but only 38% noted that Black Friday actually impacted upon their pre-Christmas sales.

Jewellery brands that performed well for retailers were Clogau, Coeur de Lion, Hot Diamonds, Kit Heath, Nomination, Pandora and Swarovski. The average purchase price was in the £100–£250 range, followed by £50–£100 and £250–£500.

In terms of the type of jewellery customers bought, there was a noticeable percentage of retailers commenting that brands in general were slower to sell as consumers sought retailers’ own-brand fine jewellery. One member said: “We were 3% down for the year and 6% down for the month of December. Profit, however, for the year was 3.5% up on last year as we sold more generic higher margin lines as opposed to lower margin branded jewellery and watches.”

However despite this, some 48% of retailers surveyed still reported that sales of “big ticket” items were also down for them this year, which suggests that sales across the board were more challenging in reality.

As a result of a late rush of Christmas sales, several members stated that they would take a different approach to their business in 2019. One said: “We now know not to expect the levels of footfall that we have experienced in the past at Christmas. We will concentrate on building our year-round trade and still try and make Christmas a special time for the customers we do get.”



Clogau, Coeur de Lion, Hot Diamonds, Kit Heath, Nomination, Pandora and Swarovski performed well.



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According to our retail members, the most popular items of jewellery sold during the Christmas period were:

- 1 Earrings*
- 2 Necklaces*
- 3 Rings*
- 4 Bracelets*
- 5 Watches*

Christmas for suppliers

Of the CMJ suppliers who responded to CMJ's survey, 77% said sales were up year-on-year in December 2018, 13% said sales were down and 10% stated that sales were the same.

More than three-quarters (78%) of suppliers reported that pre-Christmas orders from retailers were mainly made between September and November, with 11% reporting that orders were being placed as early as July. One supplier stated that their approach in 2018 has worked well and would be repeated this year: "We will target trade earlier with ranges we have excess stock of. We had lots of re-ordering from retailers when we offered immediate delivery – the trade is being very last minute because of budget restraints so this approach worked well for us."

Black Friday is not relevant to all suppliers, especially those who are purely trade-focused, and 77% of suppliers reported that they did not partake this year. The event appears to divide suppliers, with

one designer-maker saying, "I personally dislike the concept/idea of black Friday and think it has a negative impact", while another brand remarked, "we will probably be more active in multi-channel Black Friday promoting next year as we tried to keep things clean this year."

When asked which channel delivered the greatest sales, "retail outlets" was the most popular response (73%) of suppliers, with direct sales second (20%) and online third (7%).

When it came to marketing and promotion used in the run up to the festive season, advertising was the most popular with 33%, followed by direct mailing, PR and then point of sale. In terms of success rates, direct mailing proved most the most effective for suppliers (41%), followed by advertising (24%) then PR and point of sale.

Gold, silver and pearl jewellery products were named top of the list for Christmas sales.



Happy New Year!

Of the suppliers who responded, 77% said sales were up year-on-year in December 2018, 13% said sales were down and 10% stated that sales were the same.

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M&M JEWELLERS HAS MOVED ACROSS TOWN

STAND OUT FROM THE CROWD

When retail is tough, being noticed on the high street is more important than ever. These CMJ members have made the decision to invest back into their businesses to retain their space on the high street, and here they share the results with Frances Hopes

Sometimes a change is as good as a rest – and when it comes to retailing, a refresh or a relocation of a store can make all the difference to a business's success. Those CMJ members who have relocated, refurbished or refreshed over the past 12 months or so are reaping the benefits of investing in their bricks and mortar to attract new customers.

One of the most recent of those to make a move is M&M Jewellers in Rugby, who chose to relocate just across town from Sheep Street to Regent Street to ensure that the business remained at the heart of the main shopping area, which had shifted over the years. Opening its new store in December 2018, the new shop offers a more contemporary, spacious layout in a higher footfall area, and the team celebrated the launch with a customer event and raffle.

Second-generation family business David Mellor Jewellers in Andover, Hampshire, had different reasons for its move – largely security related. Marketing and business development manager Amy Mellor said of the previous site: "The premises we had been in were quite secluded and we'd been the victim of two smash and grab robberies. The vulnerability of our location was beginning to dictate what stock we carried and that was no way to run a business, although is unfortunately very common in our industry today."

As well as wanting to make the store's staff and stock safer, David Mellor Jewellers had naturally outgrown the space and required a

larger head office and showroom on site. A space became available in The Chantry Centre, a busy and modern shopping centre in Andover, and the new store opened in November 2017.

Having now completed just over a year – and two Christmas trading seasons – in the new premises, the store has revolutionised customers' in-store shopping experiences, with

a larger space for browsing, a consultation room for more private or high-end sales, and a first-floor office that accommodates the head office for all three of the business' stores.

"Our new location provides a more prominent position in the town, inside the shopping centre and parallel to a very busy Waitrose. The increase in passing trade has, of course, been beneficial and as such, we're meeting many new faces that





ABOVE & RIGHT: THE NEW STRANGE THE JEWELLERS STORE OFFERS THREE TIMES THE PREVIOUS RETAIL SPACE

weren't aware of our 30+ year presence in the town, which is somewhat baffling when we look at our advertising budget," adds Mellor.

Also benefiting from a move just across the town centre is Strange the Jewellers in Wokingham, Berkshire. While the town was undergoing a major regeneration, the business was given the option of remaining in the current site but with scaffolding outside for 12

months, or to move to larger premises that was destined to become a main thoroughfare between the market place and a new open-air shopping plaza.

The new location offers three times the previous retail space with lots of window space and plenty of natural light.

Managing director of Strange the Jewellers, Jason Hughes, says: "The move also gave us a



"The move also gave us a great opportunity to look at our brands and decide what worked well and would move with us and which ones just didn't perform and would be cleared before the move"

DAVID MELLOR JEWELLERS HELD A VIP EVENT TO LAUNCH THE NEW STORE



THE ELEGANT SPROULES
STORE FEATURES AN
EYE-CATCHING CHANDELIER

great opportunity to look at our brands and decide what worked well and would move with us and which ones just didn't perform and would be cleared before the move. The store has evolved tremendously and we have added many more brands along the way.

"We have made a conscious effort this year to try and only offer customers branded products that have a uniqueness in design while all generic products are sold under our own brand. We have also found that the new store is far more inviting to customers and encourages browsing, so our bespoke and bridal sales have also increased as a result."

On the other hand, rather than move premises, Londonderry-based Sproules in Northern Ireland chose to reinvigorate its existing store when the opportunity arose, opening an extensively refurbished and expanded shop on 1 December. The retailer, which previously spanned two adjoining units on the city's Carlisle Road, acquired a third adjacent unit in 2017, presenting the business with the opportunity to knock into that building and combine all three units, as well as then being able to open a second floor of retail space across all three upstairs.

The new store features a dedicated bridal area, a bespoke consultation space and a champagne bar, with the focal point being a double-height ceiling featuring an impressive chandelier light fitting.

Of course, store moves and building works aren't without their challenges. While some, such as Sproules, moved to temporary premises for the duration of the building work, others were able to continue trading from both sites for a short time, or closed for a short time while the move was completed. Informing customers of the relocation can be one of the most significant considerations.

Hughes reports: "We were lucky enough to have access to the new unit in October so we



put graphics on all the windows to advertise that we would be opening there in February, and we kept customers updated on the progress of the refurb via social media. When we left the old unit we also had the opportunity to put graphics on the windows to advise of the new location. In fact, there is still a banner on the scaffolding today (20 months on)!"

David Mellor Jewellers took a similar approach to advertising the move, promoting it heavily on social media channels and also on local radio. Mellor says: "We contacted all customers with on-going repairs or orders that we were relocating and also sent emails out to our mailing list. We had a soft opening for a week or so and then held an invite-only VIP opening event where we invited our regular customers to come and see the new store, with some canapes and a glass (or two) of champagne in hand."

As with any move, things rarely go quite to plan, as Mellor shares: "Due to the revamped new look, we of course changed how we displayed all of our jewellery, and trying to ensure we had the correct amount/format/size of point of sale was the most challenging aspect. We closed for a week to accommodate the move but it wasn't until we had all the jewellery in place that we knew what we needed and how we wanted it to look. Thankfully, TJDC [our shopfitters] were really

helpful and saved us a few grey hairs with our jewellery window display."

So was it worth it? Mellor's response is a resounding yes, with average transaction value up by more than 50%. "One of the great aspects of being in a prime location is that we're still meeting new customers on a daily basis and continuing our rapport with existing customers in the town." And plans for the future? "Going forward, we plan to hold more shopping and Meet the Designer events, now that we have the room to do so!"

"One of the great aspects of being in a prime location is that we're still meeting new customers on a daily basis and continuing our rapport with existing customers in the town"



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AT YOUR *service*

Bridal jewellery remains at the heart of many retail jewellery stores. Frances Hopes examines how suppliers are helping retailers stay ahead of their online competitors by ensuring that they can offer the widest range of diamond jewellery options to appeal to even the most demanding customers

Despite the rise and rise of online retailing, bridal jewellery remains primarily an in-store purchase. Buying an engagement ring is an emotional and unique experience, so customers not only want to feel special but also want to receive expert knowledge and advice on what is likely to be one of the biggest purchases they have made. Websites can't offer that service, but a local retail jeweller can.

In July 2018, CMJ commissioned a survey of more than 2,000 UK consumers to analyse shopping trends, and in particular, that of high street jewellery and watches against a backdrop of increased competition from online retail competitors. The results were encouraging for retail jewellers; not only did they demonstrate that there is a cut-off point of £366 at which shoppers would rather visit bricks and mortar to "try

before they buy", but also that customer service and the "in-store experience" hold value over and above the risks associated with an online purchase.

But it's no secret that the high street remains a challenge, and dealing with a customer who has done research online and thus can have a misguided concept of quality and price can be time consuming and frustrating, so having the tools to enable retail jewellers to compete with online retailers in some way can give them back the upper hand.

With 27 years in the jewellery trade behind him, this is exactly what Howard Levine says was behind his decision to found Diamnet. Diamnet's comprehensive diamond list, which is free for registered retailers to use, enables stores to quickly and easily compare thousands of diamonds from suppliers in the UK as well as Israel, Antwerp and India. In addition to loose stones, branded

mounts from some of the trade's most respected manufacturers and designers are also available, so that the retailer can create a ring online with a customer and then order the whole package at the click of a button, while continuing to offer consumers that invaluable in-store experience when the finished item arrives.

"Most diamond listing services were created by the diamond industry to move more diamonds around the trade. The Diamnet service has been created from a retailer's perspective, with the sole purpose of helping the independent jeweller compete [with online retailers] in 2019," says Levine. "Retailers who are embracing our diamond list are finding it an incredible advantage. The ability to see so many diamonds at the same time, with only one point of contact, gives a competitive advantage that is a massive help. Most people have told me that it is a 'no-brainer'."



NEW CONTEMPORARY
IMAGERY FROM DOMINO

There is a cut-off point of £366 at which shoppers would rather visit bricks and mortar to "try before they buy"... and customer service and the "in-store experience" hold value over and above the risks associated with an online purchase

CMJ CONSUMER SURVEY, JULY 2018

Opening up to online

Launching at the CMJ Spring Trade Event in February 2019, Diamnet's next step in its mission to support retailers against their online competitors is its white label website offer, which provides a site for consumers to use to compare and create diamond jewellery according to their tastes and budget – all branded under the retailer's own name. Levine says: "The retailer white label sites have been the goal from the very start and will change a retailer's ability to seduce their customer and offer the service that their customer is looking for. The white label site will run in parallel with a retailer's existing site – think of it as taking over the shop next door and turning it into a diamond boutique."

The white label site will be branded as the main shop, which will ensure easy integration into the retailer's existing website and will result in minimal set-up costs – and the service will be available for a fraction of the cost needed if a retailer were to set it up on their own because resources can be shared by all Diamnet's members.

Meanwhile, British manufacturers are also getting behind retailers to facilitate their access to high-quality fine jewellery, so that they can

continue to offer an enticing selection of diamond and bridal jewellery to shoppers.

Domino has developed a range of marketing support designed to both appeal to customers and increase bridal jewellery sales. Its new contemporary wedding ring sample box contains best-selling designs and profiles, while its website provides a range of retail-focused tools that are designed to work in conjunction with this. Functions include a Quick Price Checker to view and compare prices easily and a Mark Up tool to enable retailers to show prices to customers at a pre-set margin.

Domino's 2019 wedding rings collection has introduced newness not only across its product range, but to its retailer support, too. The new collection is supported by a luxurious tabbed brochure with improvements including "Diamond sets – At a Glance", a dedicated page detailing all styles clearly on one page, to make it easier to explain to end consumers. All data tables have been reviewed and simplified, with clear guides on the Domino coding system to aid ordering.

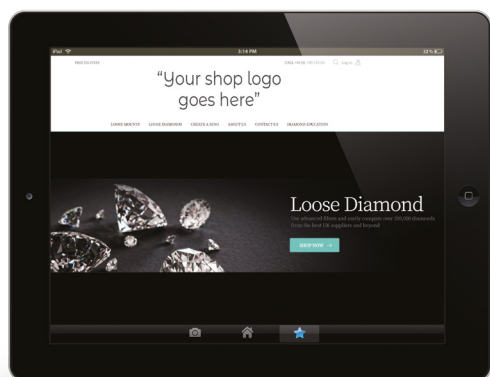
Consideration has also been given to the feature shots used within the brochure and online for



ABOVE: NEW DOMINO MARKETING MATERIALS
LEFT: DIAMNET'S WHITE LABEL RETAILER SITE

"The retailer white label sites have been the goal from the very start and will change a retailer's ability to seduce their customer and offer the service that their customer is looking for"

HOWARD LEVINE, DIRECTOR, DIAMNET



the groom, bride and the happy couple. The new contemporary imagery is available for Domino customers to use on their own print materials, online and in store. Retailers can also access special point-of-sale merchandising units and tailor the Domino website to feature their own branding.

Commenting on the new range, Domino sales director Andrew Sollitt says: "We canvassed a wide selection of retailers, listening to what we could do to support their sales and how we could help them generate additional growth.

"Our main objective with our

wedding ring range is to ensure that we provide retailers with a full-service offering. Retailers can come to us for not only a wide variety of design-led products, but for services such as engraving, retailer-branded marketing support and employee training. We strongly believe that flexibility is key in providing a strong wedding ring collection, so we have developed our range to provide more availability across alloys and diamond coverage. Our new website also works seamlessly alongside our wedding ring box to make life as easy as possible for retailers."

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**THE MAGNIFICENT SEVEN
WEDDING RING COLLECTION
BY HOCKLEY MINT**

Magnificent manufacturing

Fellow Birmingham manufacturer Hockley Mint has also introduced a host of initiatives to support its retail partners and offer more choice, having focused very much on its bridal offering at trade shows in 2018. Its latest diamond-set wedding ring collection, called Magnificent Seven, was rolled out to retailers in time for Christmas. Made up of seven different setting styles, all available in two widths and a range of carat weights, the collection has been offered to select retailers, along with supporting material including free bespoke PoS and a deluxe package of silver and cubic zirconia samples, to help market the products in store.

Poppy Elder, creative manager at Hockley Mint, says of the new range: "The bridal jewellery market remains strong at the moment, as does the trend for diamond-set wedding bands. This new collection seeks to support retailers by giving them the tools to make selling easier and more hands on. The response from retailers who have received the range so far has been fantastic."

Hockley Mint, which won Member of the Year at the NAJ Awards 2018, also recently made the move to offer any of its mounts

fully finished for the first time. In response to feedback from retailers, its mounts can now be ordered with a GIA-certified G/VS clarity diamond as standard, although other qualities and more unusual stones can also be sourced on request. Alternatively, mounts can

especially millennials. Also important to these customers is the provenance of product they are buying. In CMJ's consumer survey, 44% of respondents said they would consider whether a piece of jewellery or a watch had been made ethically when making a purchase,

Hockley Mint's decision to offer its ethical Arctic Circle diamonds as loose stones in September 2018 has opened up the ability for designers and retailers to expand their sustainability credentials through ethically created jewellery.

Arctic Circle diamonds are mined to the highest environmental standards and then cut, polished and graded in northwest Canada before arriving in the UK. Each stone is engraved with its own serial number to ensure full traceability. Offering these diamonds as loose stones opens up the responsible jewellery market to any customer looking to create something bespoke but where the ethical aspect is non-negotiable.

Online retailing is here to stay, but customers will always value the personal touch when it comes to bridal jewellery, so embracing the support offered by suppliers to make the sales process easier can help retailers stay ahead of the game. Levine summarises: "We all see the convenience of buying online because we all buy online ourselves... It's time for the independent retailer to fight back."

In CMJ's consumer survey, 44% of respondents said they would consider whether a piece of jewellery or a watch had been made ethically when making a purchase, and would be willing to spend an additional 11% to ensure that it was

CMJ CONSUMER SURVEY, JULY 2018

– as ever – be set with a customer's own stones if they prefer.

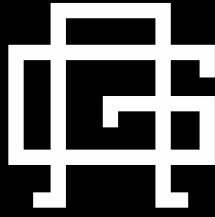
As the trend for personalisation remains strong, the ability to create a bespoke piece of jewellery – especially for an engagement ring – remains popular with customers,

and would be willing to spend an additional 11% to ensure that it was. However, the 16–24 age group would be willing to pay the most for this – at 20% – while those over 65 would only pay an additional 3%.

For these millennial customers,



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BROWN & NEWIRTH

This spring, and exclusively for branded retailers, Brown & Newirth will be launching a design-led, vintage-inspired collection comprising five engagement rings and four complementary diamond set bands, which can either be worn as wedding rings or as stacking rings for a more eclectic look. Each piece features delicate millgrain edges and details inspired by the romantic eras. **HALL 3 ▲**



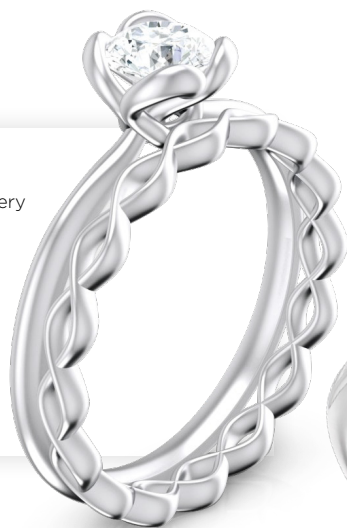
MIREYA

Following the success of Mireya's Chiffon Wedding Bands Box, it will be introducing its Chiffon Engagement Rings Box at the CMJ Spring Trade Event. Guaranteed to cover 90% of a retailer's engagement ring business, the box includes 28 styles available in over 196 variations with two-week delivery. **HALL 3 ▲**

HOCKLEY MINT

Award-winning British fine jewellery manufacturer Hockley Mint plans to release a collection of mainly single-stone mounts for spring/summer 2019. The focus of the collection is hitting commercial price points and keeping styles classic with a modern twist.

HALL 3 ►

**GEMEX**

Gemex has been working on new Trilogy collections for 2019. CMJ retailers can access Gemex's website and select a suitable certified diamond from over 2,000 stones in stock, and many new styles will be on view at the CMJ Trade Event. Gemex also pulled off a double victory recently, winning Professional Jeweller's Bridal Collection of the Year category in addition to Fine Jewellery Brand of the Year at the Professional Jeweller Awards 2018. HALL 3 ◀

**WEDDS & CO.**

The CMJ Spring Trade Event will see the launch of the new Wedds & Co. website. Members will be able to personalise the website with their own logo to promote their own brand, ultimately widening their in-store offer without the need for vast investment. Also available is a new millennials collection of engagement rings with the option of mix and match plains, diamonds and wedding/eternity bands for the 2019 bridal season. All Wedds & Co. rings are manufactured in its Birmingham factory. HALL 3 ▲

**STUBBS & CO.**

Stubbs & Co. will be launching four new ring ranges at the CMJ Spring Trade Event: signet rings, ribbon rings, tri-stone engagement rings and elegant variations on Russian wedding bands. All these rings are made or finished in its London workshop and all are featured in the ConfigureRing app, which is now available for use embedded in retailers' websites. ConfigureRing is also now completely mobile and tablet friendly. HALL 3 ▲

**CORONA**

New bridal styles in Corona's Premier Maple Leaf Diamonds collection will be launched at the CMJ Trade Event. Each diamond is laser inscribed with a unique tracking number, so is ethically sourced and fully traceable. Corona will also showcase new Chi Chi designs in its stackable ring collection. All pieces are stamped with the Certified Canadian Gold symbol, are fully traceable and have been since 2008. HALL 3 ▲

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CLOCKS



VISIT US AT THE
CMJ TRADE EVENT



SIF JAKOBS JEWELLERY

A new customisation service will be introduced with Sif Jakobs Jewellery's spring/summer 2019 collection, offering customers the opportunity to have the brand's stylish designs engraved for the first time. The primary collection in the new range is Follina, a simple and elegant set of stylish necklaces, rings, bracelets and earrings, in sterling silver and gold-plated silver. **HALL 2 ▲**



BYBIEHL

byBiehl is sophisticated, feminine and personal jewellery that gives a woman an opportunity to tell her own story. At the CMJ Spring Trade Event, byBiehl will launch the Unlock collection, which includes eight keys – Unlock Love, Unlock Strength, Unlock Happiness, Unlock Miracles and Unlock your Adventurer, Unlock Direction, Unlock Dreams and Unlock Power – and a lock. **HALL 2 ▲**

HENRYKA

British nature-inspired jewellery brand Henryka has seen its Blue Lace Agate jewellery collection soar in popularity, prompting an expansion of the range. What started as a small facet of the best-selling Natural Stones collection has now been expanded into a 14-piece range, featuring earrings, bracelets, a ring and a variety of pendants. **HALL 2 ►**



GOLDMAJOR

Goldmajor has launched a Polish designer range of jewellery. This stylish, quirky contemporary range is supplied by a varied selection of specialist individual Polish artisans who use silver combined with other metals, and has allowed Goldmajor to offer a completely new exciting product to its current customers as well as introducing new retailers to the brand. **HALL 2 ▲►**

TI SENTO MILANO

Ti Sento Milano will launch the Hidden Treasures collection in spring/summer 2019, linking memories to jewellery. Indigo Impressions combines captivating, poolside vivid blues with 18ct yellow gold plating. Poolside Reflections is inspired by sunshine, with yellows, turquoises and lapis blue tones. Shimmering Lights introduces paisley shapes, mother-of-pearl, 18ct rose-gold plating and cubic zirconia pavé with stylish rose-wheel shapes. **HALL 2 ▲**



LES GEORGETTES

Add a touch of colour to your look this season with new chain bracelets from Les Georgettes. These delicate, fine bracelets feature iconic designs from its Les Essentielles range and make the perfect gift for minimalist jewellery lovers. Bracelets, rings, necklaces and earrings can be customised with its new designs, to match any outfit with a wide range of coloured bands. **HALL 2 ▼**



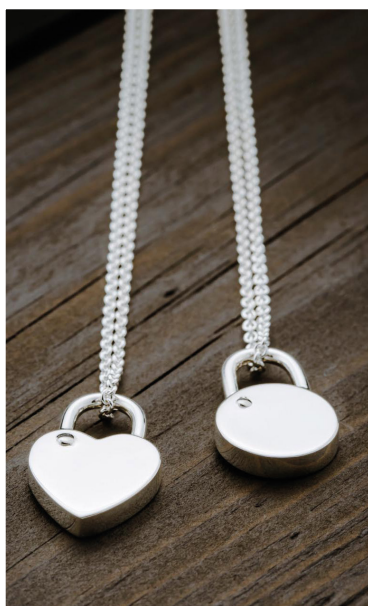
CURTEIS

At the CMJ Spring Trade Event, Curteis will be showcasing its new Heritage silver range, a contemporary slant on the Curteis classics. Stylised padlocks and T-bars adorn handmade bracelets, necklaces and bangles, accompanied by earrings, lockets and pendants. The padlock-style pendants are stylish and have enough space for an engraved initial, to create a truly personalised piece. There will be other new pieces available to view, along with Curteis' best-selling lines. **HALL 3 ►**



EMOZIONI

Emozioni, from the Hot Diamonds Boutique collection of brands, is showcasing some fabulous new collections this spring. Emozioni is the UK's leading interchangeable coin collection brand; it is now five years old and still going strong. As with Hot Diamonds, Emozioni offers a selection of initiatives that support the high street jeweller in the face of tough competition from online marketplaces. **HALL 2 ▲**



ANAIIS PARIS

An elegant collectible brand from Hot Diamonds Boutique, Anais Paris celebrates sentimentality in a new and fresh way. Silver charms and semi-precious gems are collected within silver and diamond see-through lockets, which showcase the jewels inside to perfection. Always genuine, always precious, Anais Paris makes a wonderful addition to any retailer's brand portfolio. **HALL 2 ▼**

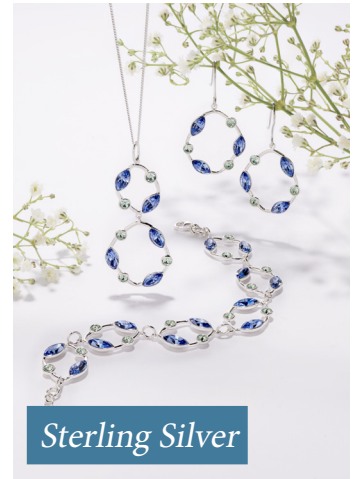
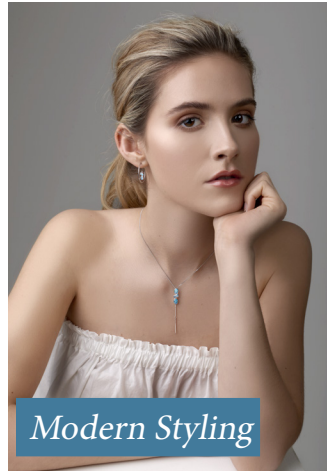


HOT DIAMONDS

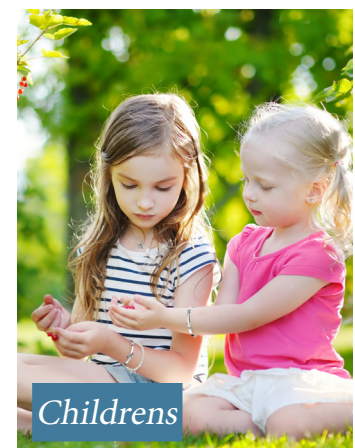
Hot Diamonds has developed some fabulous spring/summer collections for 2019 as well as some beautiful creative campaigns to keep displays fresh throughout the season. The leading silver brand has also developed a set of "Support the High Street" initiatives in conjunction with CMJ so that retailers stocking the brand can be sure they don't lose out to large online marketplaces. **HALL 2 ◀**

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GECKO

For spring 2019, Gecko's focus is on building on the successes it saw in 2018. Among the new product on display at the CMJ Trade Event will be everyday gold in its Elements Gold range, a spectrum of Swarovski colour in Elements Silver, and disc profiling and hammered finishes in Fiorelli. Gecko is also delighted to be launching its new Alphabet collection of letter pendants, which layer up nicely with its existing birthstones range. **HALL 2 ▲**

E ALEXANDER

Launching at the CMJ Spring Trade Event, E Alexander's Tranquillity collection is a range of 9ct gold lifestyle pendants set with diamonds, giving the wearer the opportunity to express life, love and feelings. Trade prices start from £68 +VAT. **HALL 3 ►**



HOT DIAMONDS GOLD COLLECTION

Hot Diamonds Gold Collection was launched in winter 2018 and is stocked in 80 prestigious retail outlets. The collection comprises 9ct gold, pavé-set with diamonds. After a highly successful launch, new spring lines have been added to the collection and it is set to continue its impressive growth throughout summer 2019. As with all Hot Diamonds Boutique brands, retailers are protected from online market place competition. **HALL 2 ▲**

HOUSE OF LOR

House of Lor's new collections have sought inspiration from Ireland's wealth of culture, beautiful landscapes and heritage. The overriding objective in creating the brand's new collections was to create something new that is both sophisticated and contemporary. The collection is made in sterling silver with Irish gold in every design. **HALL 2 ◀**



CLOGAU

Clogau's iconic Tree of Life collection is a metaphor describing the relationship of all life on earth. A combination of berries, leaves and vines represent new life forms that intertwine and evolve from the old, creating ever more beautiful designs with an elegant and organic style. **HALL 2 ◀**



SHAUN LEANE

New from award-winning jewellery house Shaun Leane are the No1 earrings, which are part of the successful Sabre collection. The pieces are available in silver with a retail price of £775 or in yellow or rose vermeil and silver at a retail price £875. All are accentuated by diamonds on the caps. **HALL 2 ▲**



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ELLIOT BROWN

Elliot Brown is the first British watch company in 13 years to receive a commission to develop and supply a new "issued" dive watch for special forces complete with NATO stock number, The Holton Professional. The watch is issued to serving military personnel and cements Elliot Brown into a very select group of watch businesses who can boast such an accolade. **HALL 2 ▲**

VICTORINOX

Inspired by the firefighting universe and its symbolic yellow and red color code, the Inox Carbon Limited Edition collection is designed for resistance and high visibility. A red Swiss Army Knife strap tool, an interchangeable black watch strap and a black bumper round off the collection. **HALL 2 ►**



MORELLATO

New to the Morellato sport collection, Flyboard straps are made in a functional combination of pierced calf leather and with rubber back and edging. These straps are water resistant but soft and flexible. Available in five vibrant colour variations and in widths of 20-22mm. **HALL 2 ▲**



KRONABY

The Apex 41mm hybrid-smartwatch from Kronaby is inspired by traditional watchmaking, packed full of smart tech and made with only the most premium materials such as double domed sapphire crystal and super lumina numbers. **HALL 2 ▲**



PULSAR

2019 is an exciting year for Pulsar - with new collections and hero models focusing on the successful M-Sport Ford Rally team partnership through limited editions and exclusive independent models. The main 2019 Pulsar range centres around chronograph and solar technology, supported by classic day-date waterproof designs. **HALL 2 ▲**



CITIZEN

New for 2019, Citizen introduces the Satellite Wave GPS. With coverage across 40 of the existing UTC standard time zones, the Satellite Wave GPS guarantees the most accurate time of any conventional watch. Receiving a satellite signal in as little as three seconds, the Satellite Wave GPS has the world's fastest signal reception speed from GPS satellites and adjusts to a new time zone with amazing speed and ease. **HALL 2 ▲**



MICHEL HERBELIN

2019 sees the re-launch of the classic Newport Royale. The evolution of the line has produced a superbly tactile and fluid bracelet-to-case connection that is so beautifully engineered that it is hard to see where one ends and the other begins. With rounded cases and options including sapphire blue and real mother-of-pearl dials, the Swiss ETA movement makes this timepiece as reliable as it is desirable.

HALL 2 ▲

BULOVA

Bulova introduces the Progressive Sport CURV Bracelet, powered by Bulova's proprietary CURV quartz chronograph movement with 262 kHz vibrational frequency for extraordinary precision. A marvel of technical engineering, it features a sleek ergonomic case design with an exceptionally thin profile for a chronograph, anti-reflective curved sapphire crystal, exhibition caseback and screw-back case, and is water resistant to 30m.

HALL 2 ►



MASERATI

Sophisticated design for the Royale collection, these new models are inspired by the world of polo, conceived for men with refined tastes who appreciate tradition but are also in search of intense, exclusive experiences. The limited-edition model dedicated to the Maserati Polo Tour 2019 features a 45mm case and nylon strap made in the team's iconic colours. Made in 2019 numbered pieces, it is sold in a special pack with an additional leather strap.



SEIKO CLOCKS

Seiko's passion for excellence remains apparent in every Seiko clock – since 1892 when Seiko opened its first clock factory. At the CMJ Spring Trade Event, Seiko will showcase 24 new clock models, including additions to the Novak Djokovic range, Melody in Motion and Coca-Cola clocks. HALL 2 ▲

FREDERIQUE CONSTANT

Frederique Constant brings back a more delicate and elegant model with the Art Deco, which draws inspiration from the lavish 1940s. A balanced combination of modern materials and vintage aesthetics turns this timepiece into a unique fashion accessory. The delicate oval shape of the case emphasises the intense details of the guilloché decoration, the elegant printed Roman numerals, and the Breguet-style hands.



CALVIN KLEIN

A timeless and iconic design for those that live a modern lifestyle, the Calvin Klein City watch features stamped horizontal lines in a silver, black or blue dial with a polished stainless steel circular case. The new mid-size case is available in polished stainless steel matching a silver, cool grey dial on a stainless steel bracelet or in stainless steel or pink gold PVD paired with a black or brown cowhide embossed alligator leather strap.

HALL 2 ▲



ROYAL SELANGOR

Savannah - Style In The Wild - from Royal Selangor evokes the world of khakis and lavish tented camps of early 20th century luxury travel, with a romantic Art Deco interpretation of the continent's fauna. Meanwhile to celebrate the 90th anniversary of Mickey Mouse's commercial screen debut, Royal Selangor's Disney-licensed collection presents Mickey Mouse in an array of collectibles.

HALL 2 ►





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ANDRE MICHAEL

Andre Michael has launched a transactional website to reach out to retailers in the UK and Ireland, offering a variety of diamond jewellery featuring exquisite designs. Andre Michael has also boosted stocks of its classically designed certified diamond studs, offering bezel-set earrings in brilliant round and princess cuts in four- and six-claw designs weighing 50pts to 10pts and set in 9ct or 18ct gold. **HALL 3 ▲**



CONTINENTAL

Continental will be using the CMJ Trade Event to showcase the recently merged Lawrence Blunt and Continental ranges. It has an exciting range of 9ct and 18ct at price points to suit all retailer needs as well as a large selection of new bridal rings and diamond-set earrings and pendants. Continental also has new designs in earrings, pendants and rings that incorporate its popular illusion setting. **HALL 3 ▲**



EMDICO

Emdico will be showcasing some exciting new additions to its diamond jewellery offering, which include a selection of competitively priced commercial quality fancy and round cut diamond rings from 1ct and upwards. It will also be showcasing its core collections including its award-winning platinum range and diamond bracelets. As ever, Emdico will be offering stunning one-off pieces and its ever-popular pre-owned margin scheme items. **HALL 3 ◀**

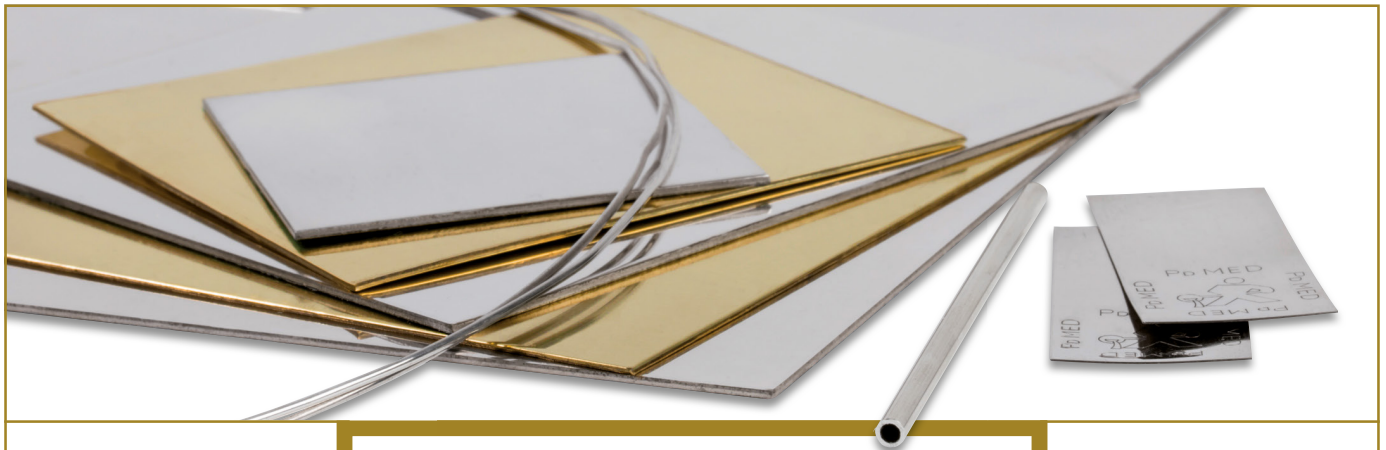


ANDREW GEOGHEGAN

With the Satellite Brilliant becoming one of Andrew Geoghegan's most sought after pieces, the ring was subsequently developed to feature emerald and princess cuts. The delightful pear version is the most recent member of the Satellite family and adds a quirky edge to the collection with the satellite pears in reverse. **HALL 2 ▲**

FLEXILINK

The FlexiLink Collection of diamond set bracelets and necklaces, established almost 15 years ago, is renowned for its smooth, tactile finish and superb flexibility. Each of the bracelets is manufactured using three different qualities of diamonds and in four different precious metals: platinum or 18ct white, rose or yellow gold. The collection now consists of seven bracelet designs and four necklaces, earrings and pendants. **HALL 3 ▲**



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GREENSPARK

Greenspark will launch bangles and bracelets into its popular Octavia collection, featuring baguette-cut and round brilliant-cut diamonds. It is also launching its new Hugs and Kisses diamond-set Heart and Circle pendant collection for 2019, with trade prices starting at just £350. Meanwhile, its Bubble Ring collection will also be expanded to include new pendants, earrings and bangles. **HALL 3 ▲**



VIXI JEWELLERY

Launching in spring 2019 are the new fine jewellery ranges of Vixi Diamonds, comprising three collections of 18ct gold and diamond pieces with RRP's starting from £495. Vixi Jewellery will also be launching additional pieces in sterling silver and cubic zirconia in its Lace collection, which was first shown at IJL in September 2018.

DESIGNER-MAKER AREA ▲



HERBERT MARX

Visit Herbert Marx to see its new ranges of 9ct and 18ct earrings, diamond and coloured stone jewellery. Special discounts are available on orders made at the show.

HALL 3 ◀



IDJC

Diamonds for Today has increased its collection of diamond and coloured gem-set half and full-set eternity rings with over 500 models offered in three different certificated gemstone qualities. All of the rings can be purchased in platinum or 18ct yellow, rose or white gold, with bespoke commissions for those very special occasions. **HALL 3 ▲**

FERRETTI GIOIELLI

Ferretti is an Italian jewellery manufacturer of high-end classic diamond jewellery. Romano Ferretti has more than 40 years in the industry as a top independent retailer, diamond dealer and jewellery manufacturer. Throughout the years, the company has specialised in the production of top quality tennis bracelets with extremely competitive prices. Ferretti is a family-managed company, operating with the highest ethical standards, and all jewellery is made in Italy. **HALL 3 ◀**

emdico

LONDON



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PJ WATSON

PJ Watson will be launching new one-of-a-kind items featuring top-quality coloured gems. It has noticed a growing demand for higher-end pieces with fine quality gems so has increased its holding of items such as this emerald ring with a loupe clean 2ct round emerald and GIA D IF rounds on either side. **HALL 3** ◀



NTINGA

Ntinga continues to travel the globe in search of new and unusual gemstones, growing its collection of coloured stones. The team has been sourcing bi-colour stones, which have proved popular, as well as unique stones to add some exciting colour. Ntinga is also launching a brand new passport at the Trade Event, showcasing a stunning selection of this new jewellery. **HALL 3** ▲◀



RITONE

Ritone is a UK wholesaler that specialises in 18ct fine diamonds and semi-precious gemstone jewellery, including rings, earrings and pendants. Ritone is based in the heart of Birmingham's Jewellery Quarter and always strives to provide excellence services to all of its retailers in the UK, Ireland and EU. **HALL 3** ▲



UNGAR & UNGAR

The name Ungar has been synonymous with the jewellery trade for five generations. Its collections are unique, and reminiscent of style and quality from a bygone age. Crafted by artisans, the styling encompasses the time-honoured tradition of hand mill-graining - a painstaking process that imprints every piece with an exquisite pattern and elevates the jewellery into the couture realm of wearable art. **HALL 3** ▲



LONDON PEARL

London Pearl will have a large collection of new 18ct jewellery at the upcoming Trade Event. It will also be showing its new Tahitian pearl collection, which will be offered at prices never seen before in the UK. Examples include Tahitian bracelets with 18ct clasps at only £170 and 18ct Tahitian earrings from under £50. **HALL 3** ▲◀



SHELDON BLOOMFIELD

Sheldon Bloomfield has introduced over 40 new designs in time for the February Trade Event. There are many new pieces featuring fancy sapphires, coloured gemstones and all diamond products in rings, earrings, pendants, bangles and bracelets. Its website now showcases nearly 1,000 pieces and it offers a speedy appro service for all retailer enquiries. **HALL 3** ◀

PICCHIOTTI

Picchiotti is a specialist in the finest precious gemstone and diamond jewellery. The latest design in the Xpandable collection from Picchiotti is a radiant bracelet, three-dimensionally set in emerald-cut, baguette and round diamonds. The design creates a stunning look and offers comfortable, durable wear guaranteed by the strength of the Xpandable patent-pending technology, which allows rings and bracelets to expand with ease. **HALL 3** ▲

SAMUEL JONES PEARLS

In its 103rd year of trading, Samuel Jones Pearls will launch brand new jewellery collections and resurrect some classic lines to refresh shop windows for 2019. With over a century of supplying the finest quality pearls and pearl jewellery to UK retailers, Samuel Jones' jewellery range is almost entirely handmade in the UK, with each pearl individually selected. Samuel Jones Pearls also offers unbeatable training, restringing, matching and general repair services. **HALL 2** ◀

XSJ LONDON

Specialising in vibrant high-quality gemstones and silver jewellery, XSJ London blends elegant, minimalist design with its love for colour and natural materials. From its playful sterling silver range to its striking 18ct solid gold collection, XSJ London creates pieces to be mixed and matched to carry the wearer from day to night.

DESIGNER-MAKER AREA ▲

K&R JEWELLERY

K&R Jewellery product lines consist of earrings, pendants, rings, necklaces, bangles and pearls. It includes classic pairs of stud earrings to multi-stone items using different gemstone and diamonds, which are made available in 9ct or 18ct white, yellow or rose gold. **HALL 3** ▶



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ORTAK

Everyone has an iconic skyline in their area. With Ortak's new Skyline range, you could see this made into a jewellery range specific to your home town. Come along to meet the Ortak team and find out how the team can make your skyline. **HALL 2 ►**



TH MARCH

The TH March Club initiative offers great benefits and improved insurance cover for CMJ members. Retailers can benefit in many different ways, not least of which is the opportunity to earn enhanced commission payments via a free March Insurance Solutions referral agency. **HALL 1**



HS WALSH

HS Walsh will be unveiling the latest Orion welding technologies with the ZLR100 Laser Welder and 150sV2 Pulse Arc (Tig) Welder at the CMJ Trade Event. New and updated software with a simple and easy to use interface, the Orion Welding range makes difficult jobs easy. **HALL 1 ◀**



The National Association of Jewellers

NAJ

The NAJ will launch an exclusive education deal at the CMJ Spring Trade Event, offering CMJ members a discount on the JET Certificate and JET Diploma price. Students can now enrol directly on the NAJ website and receive the discount by entering an exclusive code. Visit the NAJ stand to find out more. **HALL 1**



AXIOM

Founded on a love of retail and great design, Axiom was formed in 1995. With over 20 years' experience working with some of the best-known brands on the British high street, Axiom approaches all briefs with the high enthusiasm and attention to detail for which it has become known. It specialises in complete store re-fits, POS, 3D design, print, unitary manufacture and installation. **HALL 1 ▲**



HELEN DIMMICK

An experienced jewellery consultant specialising in training innovation and business transformation, Helen Dimmick provides bespoke, tailor-made solutions focused on delivering proven results. **HALL 3 ◀**



JOLYON MARSHALL

Jolyon Marshall has a best-in-class website to attract interest in careers within the watch and jewellery trade. Jolyon Marshall gives great service - for clients it underwrites their entire recruitment advertising costs and for candidates it can offer unparalleled consultancy guidance. **HALL 1**

CONNOISSEURS

Connoisseurs has added a range of products formulated for watch care: a Watch Cloth and Quick Cleanser. Using the same two-ply cleaning system as its Jewellery Beauty Buffs range, the Connoisseurs watch cloth has been created at a travel-friendly size, with a high-quality formula for watch cleaning. The Quick Cleanser is a viscous gel, designed to dissolve dirt in hard-to-reach areas, such as between links. **HALL 2 ►**



DIAMNET

The internet may have taken diamond sales away from the high street but, love it or loathe it, it is not going away. But you can compete. Your shop, staff and reputation give you an advantage that internet-only retailers can only dream of. Diamnet makes it simple and affordable to get online. **HALL 3**



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“I strive to stay ahead of the game by constantly innovating and reacting to trends, offering modern, unique jewellery to independent jewellers”



That's *Amore*

With a wealth of experience in jewellery design and making, Barry Mislin, director of Amore, is set to celebrate the brand's 20th anniversary in 2019. He tells Frances Hopes how his business continues to stay ahead of the game



BARRY MISLIN, DIRECTOR OF AMORE

Barry Mislin entered the jewellery trade 40 years ago, aged 18, when he was instantly enchanted by London's Hatton Garden, watching the diamond dealers exchanging packets on street corners.

After completing a three-year apprenticeship as a diamond setter, he established a series of successful businesses, before Amore was born 20 years ago – a company that, Mislin says, allowed him to express his passion for designing and creating contemporary silver and gold jewellery and incorporate the skills he had acquired over many years.

How would you describe Amore's style and inspiration?

We live in a fast-moving world with ever-changing styles, and I find myself observing my surroundings, constantly looking at detail, colours, textures and shapes that might influence the next creation. Many pieces are inspired by “classic and

timeless” jewellery that I believe is often too complicated or ornate for the British taste. I love recreating them as modern styles with the Amore twist, often developing the concept into a matching suite of jewellery.

You launched as a gold jewellery specialist, but then launched silver collections a few years ago – what was the reason behind this and how much of your business does this now account for?

For 20 years Amore has supplied independent retailers with gold, diamond and gemstone pieces, all designed in house, and I could never imagine a time when I would produce silver jewellery. However, when the global crash saw the gold price go through the roof, like many others in the trade I took a commercial decision to safeguard my future and introduce Amore Argento ~ Love Silver.

After analysing the high-street retailer, I realised I couldn't compete head on with the emerging silver fashion brands but it was



evident to me that there was a gap in the market for a collection of silver gemstone jewellery based on the Amore styling. Amore Argento was launched in 2011, with a USP to incorporate cubic zirconia with vibrant “real” gemstones with affordability, uniqueness and craftsmanship at the heart of each design.

Amore Argento now accounts for about 35% of our turnover. Interestingly, even though gold sales have been strong this year, I am still developing and adding new lines for Amore Argento for our 20th year. Retailers are generally seeing a decline in branded silver but because our designs look like fine jewellery at affordable prices, we are not seeing the decline.

What new collections will you be launching for spring/summer 2019?

Amore has a double celebration this year: I have been designing jewellery for 40 years and the company is 20 years old. To commemorate this fabulous milestone, I have designed

and created a celebratory diamond jewellery collection called 20.Fourty.

Every unique piece, styled with the Amore twist, contains G VS diamonds with a total of 20pts to celebrate the 20 years in business. With strong sales in plain gold jewellery last year, I have created matching earrings and pendants, all available to order in 9ct or 18ct yellow, white or rose gold.

What do you see as the biggest challenge currently in the jewellery industry – and what do you think the solution is?

The biggest challenge nowadays is staying ahead of the game. Business has changed – you can’t sit back for a minute and as a result we must all respond quickly to market changes. The never-ending demand for change makes it more and more challenging to keep pace with fashion.

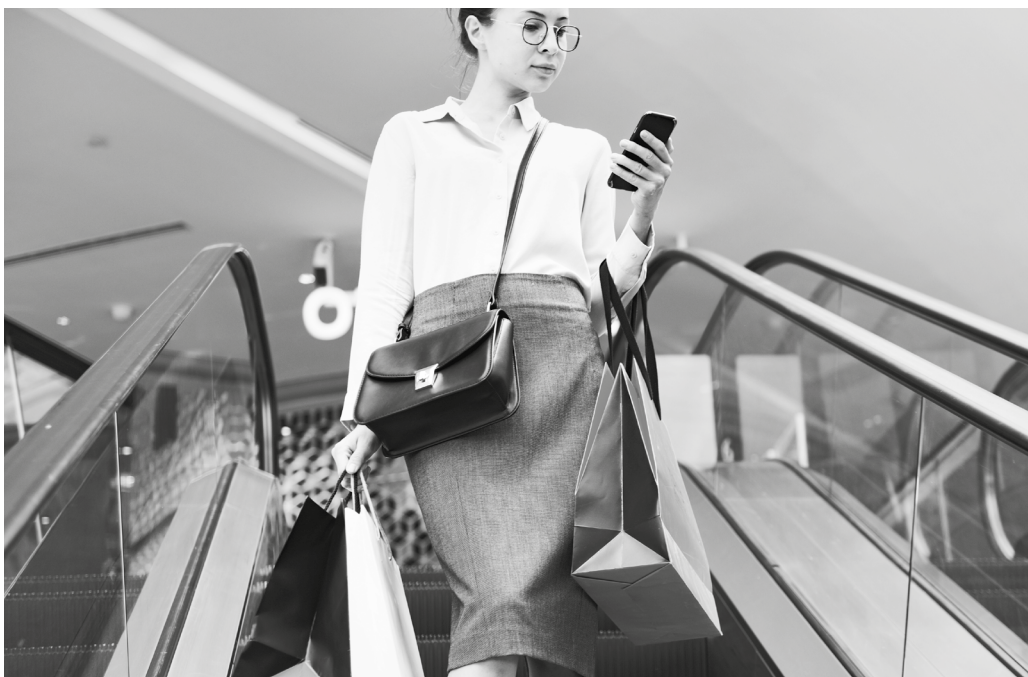
I strive to stay ahead of the game by constantly innovating and reacting to trends, offering modern, unique jewellery to independent jewellers. My focus is offering retailers beautiful jewellery that allows them to compete and set themselves apart from the internet and multiples. Too many well-known names in the trade have disappeared because they held too much stock and couldn’t react quickly enough to changes in fashion.

What sort of retailers are you looking to open with this year?

The focus this year is opening accounts with well-established, forward-thinking retailers that are moving away from brands and investing back into their gold core lines. We opened a lot of new accounts last year because the price points we offer are making a strong comeback and we can fill the gaps required for gold and precious gemstone jewellery.



“Too many well-known names in the trade have disappeared because they held too much stock and couldn’t react quickly enough to changes in fashion”



Fostering success through new experiences

Industry trainer and consultant Jo Henderson offers some top tips on how to adapt your business to appeal to today's demanding shoppers



The good, the bad, or the average? Christmas 2018 is now behind us. I'm hopeful it happened for you, however late. Brexit is also looming and has undoubtedly changed its

form numerous times in the short time since I wrote this piece so I will leave well alone – except to say that Brexit fall-out is still a big unknown and is largely out of our control at this early stage.

So, what can we control and how do we move forward with positivity and some degree of certainty and energy? The high street as we know it, or rather knew it, is certainly in a period of change and flux, predominantly due to online retail, social media, brand proliferation and the reduced need for a physical presence.

That said, it is not all doom and gloom for physical bricks and mortar presence but it is changing... and fast! Jewellery is, I believe, as relevant today and in years to come as it always was, but the customer of today shops very differently, and has different priorities and values.

Experiential retail will be the only way to thrive, succeed and grow in the years ahead. Luckily, jewellery and watch retail lends itself beautifully to this – whether offering an elevated ambiance of luxury and exclusivity or an ability to personalise a piece with the customer creating something bespoke for a loved one. Technology will play a greater role

Market your authenticity, provenance, heritage and genuine care for your customer and the love you have for the precious pieces you sell

in this, both in store and online.

Jewellery and watches, unlike many other products, are secured and therefore your sales staff have a need to directly engage with your customers. Think of them more as jewellery and watch experts, specialists, personal shoppers or stylists and train and encourage them accordingly. Help them to see the importance of their role via incentives, praise and a motivational atmosphere. They genuinely can make a difference to a sale being

closed, the value of that sale and customer loyalty long term.

A clarity of offer both in product and service and the communication of this will also become more fundamental in our relevance to our customer. Mono-brand stores inside our industry – Graff, Monica Vinader, Daniella Draper and Clogau – do this very well. Also look beyond jewellery – Nespresso, Hotel Chocolat, Lush, Smiggle – go and look at what is happening out there and take inspiration!

Jewellery is not only a financial investment for the customer but, as if not more importantly, an emotional investment. Jewellery is bought and presented to signify moments in people's lives and relationships. With this in mind, think about their emotional connection to your environment and the experiences they have with you.

Relationships and trust will become more important in a world where we can literally buy anything from anywhere and without seeing a single person. Market your authenticity, provenance, heritage and genuine care for your customer and the love you have for the precious pieces you sell. You can also achieve this by educating your customers – knowledge and understanding of what and where something is made and originates from will become more important and will ultimately give you authenticity and encourage customer engagement.



are you ready for digital VAT submissions?

From April, you will need to submit your VAT return digitally

You will have to keep your VAT records digitally and submit your VAT returns electronically. You will no longer be able to manually enter your VAT returns.

You may have left it to your accountant to handle.

You might have all your sales and purchases in a form that can be imported into an accounts package.

But does it create all the information you need?

Information such as....

- Calculating VAT correctly on Deposits (especially if changed mid-purchase)
- Calculating VAT correctly on Credit Notes
- Calculating VAT correctly on Second-hand processes, such as assembled items, repairs and margin-scheme
- Calculating VAT correctly on Antiques
- Calculating VAT correctly on Private Treaty
- Catering for EU purchasers
- Producing Intrastat reports for HMRC

If the answer to any of these is no, then talk to us about an integrated solution for your stock management and accounts, with a digital interface to the HMRC Making Tax Digital portal.

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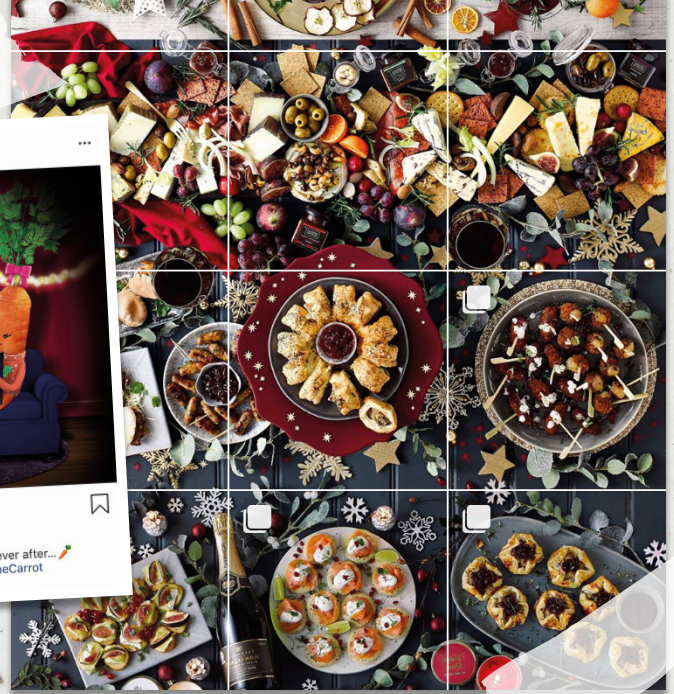


SOCIAL NETWORKING

Aldi's Instagram is a joy to behold. And while it looks stylish, it is also effective – in 2017 the discount supermarket group performed better than John Lewis, Marks & Spencer and Coca Cola in terms of engagement and follower growth on the social media platform, according to data analysed by Instagram scheduling tool Hooper HQ. Last year is set to be no different.

The retailer has taken a novel "mosaic layout" approach to its account, which makes the most of the platform's different views. The feed also married perfectly with its offline and in-store Christmas campaign featuring Kevin the Carrot. Instagram at its best.

Check out www.instagram.com/aldiuk.



Creative genius

We share some of the most eye-catching retailer campaigns and merchandising we have seen of late, designed to stop customers in their tracks. Can you use their best practice to inspire within your own business?

PUNCHY ADVERTISING

Online retail jeweller Taylor & Hart launched a provocative outdoor advertising campaign in the run up to Christmas, with the aim of capturing commuters' attention at London underground locations and train stations.

With one short question – "Are you wearing someone else's engagement ring?" – the bespoke-focused jeweller said it "hopes to capture the imagination of lovers across the globe, who, like us, think jewellery should be a personal reflection of themselves". Taylor & Hart reported a 50% increase in web traffic in the first weeks after the campaign's launch.



PAINTING A PRETTY PICTURE

Can a paint shop really be inspiring? Yes it can. A Farrow & Ball window display has captured the attention of shoppers with its imaginative and colourful concept. The quirky display features bright, hand-painted cups suspended within the shop window to create a striking focal point for passers-by and was designed and created by retail display expert Kessler.

Look to different sectors to find ideas for your store...

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