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AUTUMN 2019
#56

The Company of Master Jewellers Magazine

THE NEXT ACT

CMJ AUGUST TRADE EVENT PREVIEW

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WELCOME

Dear Members, I am delighted to report that Helen Dimmick joined us in May as a consultant and has taken the reins as head of business while we search for a new business leader. Helen has been given a clear directive to look at the operational side of our business and

guide our head office team as we ensure our Retail Members and Approved Suppliers receive the best possible support.

Helen is also working closely with our finance team to ensure we are operating with due diligence and within set parameters. Trade has been difficult over the past few months and at HQ we have been looking at ways we can help. Our regional meetings have been a huge success and having looked at some of the feedback, it is clear talking to like-minded retailers is one of the things you find most valuable.

This is one of the many reasons I am looking forward to the CMJ August Trade Event, which will offer even more opportunities to network. For the first time, short bite-sized training sessions will be available for your teams to attend. I hope you will embrace these opportunities and send a member of your team to represent your business. CMJ business development executive, Amber Saunders, has been actively connecting with potential new members and has also been calling on existing members to ensure you have everything you need from us. Do get in touch with her directly should you wish to share your thoughts, feedback or ideas.

These are exciting times for the CMJ and with Brexit hopefully reaching a conclusion, confidence should start to return to the High Street.

Michael

Michael Aldridge, CMJ Chairman



Contents

CMJ NEWS

5 Great News

News from across the CMJ membership

12 UK Jewellery Awards

The big winners from a sparkling evening

14 Retail World

What's new and happening

50 Clark Diamonds

Meet a CMJ Approved Supplier putting innovation first

60 Growth & Learning

Snapshots from the latest CMJ Growth & Learning Network events across the country

BUSINESS & PLANNING

16 Christmas Windows

Transform your windows with some top advice

20 Insider Trends

Examining the future of retail with the experts

23 Crisis Management

Be prepared for when things go wrong with Inverroy Crisis Management

26 Trade Show Preview

Highlights from the CMJ Approved Suppliers exhibiting at the CMJ August Trade Event

SALES & MARKETING ADVICE

52 Instagram Ideas

Overhaul your business' Instagram profile today

56 Luxury Copywriting

Top tips to maximise your fine jewellery online sales

58 UX Design

What does it mean and why is it important for your business' website?

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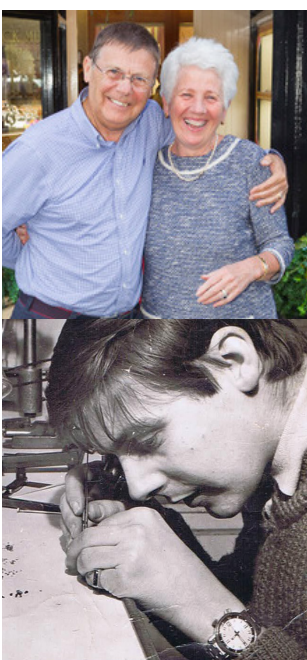
Neil & Barker owner, Allison Aldridge, prepares to tee off. Inset: The brands and businesses that took part in the Neil & Barker charity Golf Day 2019.

Golfing for Good

Neil & Barker hosted its annual charity Golf Day on May 16, raising £7,200 for local hospice, Halton Haven. The popular event saw 17 teams comprised of local business owners, jewellery suppliers and CMJ Members don their finest golfing attire and head to the Delamere Forest Golf Club for a day of sport, networking and fundraising. Congratulations to the Neil & Barker team and to everyone who took part for this very worthwhile cause.



Congratulations to the winning team from WNJ Accountants.



Jack Murphy sourcing diamonds in his youth and today with his wife Pat. They will have been married for 50 years in 2020.

LIFETIME ACHIEVERS

Two members of the CMJ community have recently secured 'Lifetime Achievement' awards in their local areas.

The first is Jack Murphy, owner of Jack Murphy Jewellers in Newry, Northern Ireland, who was presented with the Lifetime Achievement Award at the Local Women Magazine Awards 2019, hosted at the Europa Hotel in Belfast on April 13. Jack was praised for his 60 years of experience in the jewellery trade, including time as the president of the Ulster Jewellers Association, president of the Retail Jewellers of Ireland and President of the Newry Rotary Club. Although semi-retired, Jack continues to play a role in the



Chris Ellis (second from right) with his team.

Movie Stars

The team at Dipple & Son (commonly referred to as Dipples) in Norwich enjoyed an evening at the cinema recently, courtesy of giftware specialist and CMJ Approved Supplier, Royal Selangor. After entering a 'Night at the Movies' competition hosted at the CMJ February Trade

Event, Dipples owner Chris Ellis and his team were named the winners and gathered together for an evening of good old-fashioned entertainment in June. If you would like to host a competition at the CMJ August Trade Event, please contact info@masterjewellers.co.uk

John Hirshman accepting his accolade at the Plymouth Business Awards 2019.



business and leads by example, always following the mantra 'you can buy advertising, but you earn reputation'.

Elsewhere, Plymouth based CMJ Retail Member, Drakes, is celebrating its managing director, John Hirshman, who was presented with a Lifetime Achievement award at the Plymouth Business Awards on May 17. William Telford, the business editor of local newspaper, Plymouth Herald, said: "John Hirshman is a true veteran of the Plymouth business scene and a worthy recipient of

the Lifetime Achievement Award. He has steered one of Plymouth's best known, and best-loved, independent retailers, Drakes, through various economic cycles for decades. John joined the firm, started by his father Harry Hirshman when he was just 15 years old, and took control of the business in 1975, seamlessly handing the reins to his children Monique and Andrew Hirshman." Congratulations to both Jack and John on their much-deserved awards.

A toast to success

Dorset based CMJ Retail Member, Forum Jewellers, collaborated with CMJ Approved Supplier, Claudia Bradby on a well attended 'Pearls and Prosecco' event for its customers on June 10. Claudia shared her personal story as a jewellery designer with 81 invited guests, who also learned about the significance of pearls, how they are cultivated and the iconic women who have worn them throughout history. Claudia commented: "Thank you to Helen and her team for organising the most amazing evening. It was

really lovely to meet so many people who were so strongly attached to Forum Jewellers and there was a great community spirit. They understood so much about pearls and were interested and engaged in my talk. The evening was a fabulous success!"



Forum Jewellers director; Helen Molloy, with jewellery designer Claudia Bradby. Guests enjoying the Claudia Bradby Pearls & Prosecco event hosted by Forum Jewellers.



A refreshed CMJ TRADE EVENT

Driven by the "Lead, Engage, Enhance" motto, the team at CMJ HQ are excited to present a refreshed and revised Trade Show concept in August. Facets magazine breaks down what to expect from August 4-5 2019

GET YOUR ROCKS ON

Modelled on the 'speed dating' concept, this new Trade Event feature has been designed to pair CMJ Approved Suppliers with CMJ Retail Members. Those who commit to meeting the most people and getting to know the CMJ Suppliers will be rewarded with prizes. For the first time ever, all CMJ Approved Suppliers in attendance will be asked to name three CMJ Retail Members they would like to meet. Retailers will be informed and given recommendations for

five new suppliers – some in a category in which they already spend, but others who may be totally new to them.

INSPIRATION AND INNOVATION

Look out for a new area, the Hall of Inspiration and Innovation, designed to present new ideas and host learning workshops for the entire CMJ membership.

FOLLOW THE SIGNS

In another first, the CMJ August Trade Event will feature a signposted trail around the halls

so attendees can easily find their way to any Supplier who offers bespoke and personalisation services.

SALES SKILLS

On Monday, August 5, sales staff will be given the opportunity to attend a training workshop on selling diamonds, gemstones, watches and pearls. This hands-on training will benefit from real stock – lent by suppliers – enabling them to gain in-depth, technical knowledge across a wide range of product.

National Networking

Have you attended one of the CMJ Growth & Learning Network events yet? Here's what to expect from September onwards...

September 17 – Birmingham

Join the CMJ and your fellow independent retailers for a day in Birmingham starting with breakfast networking at the Birmingham Assay Office. You'll then be taken on a tour of suppliers including Deakin & Francis, Hockley Mint and Cookson Gold.

October 15 – Dublin

Keep this date free in your calendar for a day of inspirational guest speakers and a networking dinner, designed to offer insights and networking opportunities for CMJ Retail Members in Ireland and from further afield.

November (TBC) – London

Join your fellow CMJ Retail Members and representatives of CMJ Approved Suppliers in London for a day of guest talks and a networking dinner. Further details about this event are expected to be announced in due course.

Please keep checking masterjewellers.co.uk for further details.

To find out more and to attend, please contact info@masterjewellers.co.uk

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What's New at... Yoko London

Yoko London, established in 1973, is a luxury pearl jewellery brand, specialising in beautiful and contemporary pieces for a distinguished clientele. The brand has evolved over 41-years with three generations of the Hakimian family and is a CMJ Approved Supplier.

What's new for AW19?

The brand new Raindrop collection, which uses small, high quality Akoya pearls reminiscent of delicate raindrops, seamlessly embedded into modern, diamond encrusted designs.

What makes these pieces special?

Due to the small size of the

pearls, a great degree of skill and expertise is required to perfectly match them in size, colour and lustre. Each pearl is carefully hand selected and set in the brand's London workshop.

What is the highlight of the collection?

Although all pieces are beautiful, Facets magazine particularly loves the earrings in the

Raindrop collection, including this fan-shaped pair (QYE2158-701 – pictured left) with 3.5-5mm Akoya pearls and 1.938 carats of diamonds in 18k white gold (RRP £7,000), and this floral-inspired pair (QYE2159-701 – pictured right) with 3.5-5mm Akoya pearls and 1.972 carats of diamonds in 18k white gold (RRP £8,000).



Onwards and upwards for SIF JAKOBS

Now in its 10th year of trading in Europe and sixth year in the UK and Ireland, Sif Jakobs Jewellery has announced the appointment of Stefan Mayr as CEO and co-managing director together with the brand's eponymous founder. According to a media release, the brand has secured significant funding to target new international markets and consolidate and grow existing markets. Sales director, Mark Riddle, will continue to lead and manage the fast-growing UK and Ireland markets through his team of area sales managers and agents.

All hail *coloured* gems...

According to the Knight Frank Luxury Investment Index: Coloured Gemstones Special 2019, coloured gemstones "continue to outperform the wider jewellery market" and look set to continue growing in popularity and value over the coming years. Sean Gilbertson, CEO of Gemfields is quoted in the report as saying: "The swing toward precious coloured gemstones is overwhelming, with robust demand prompting double-digit growth in many countries. The past decade has seen the

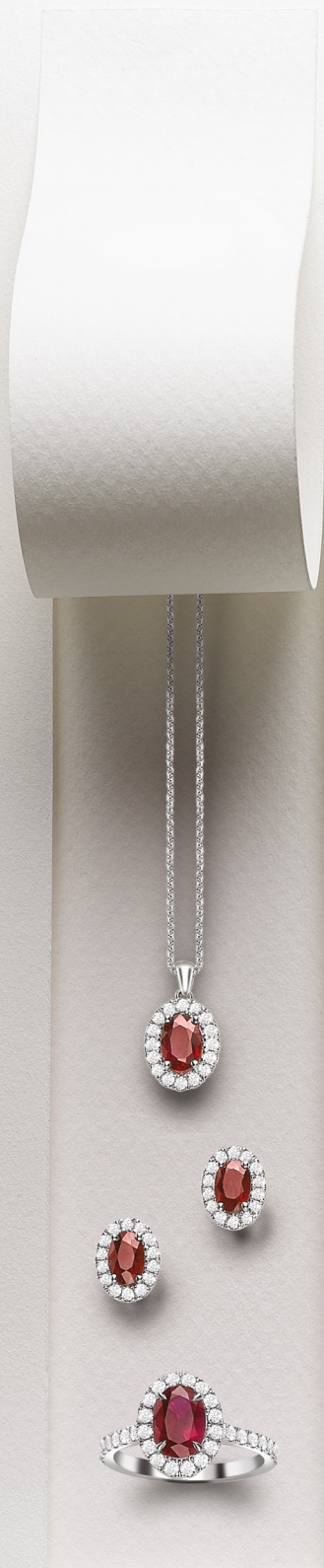
world record prices for an emerald and a ruby surpass that of a colourless diamond on a per carat basis. It surely can't be long before sapphires overtake diamonds too."

DID YOU KNOW?

Hatton Garden-based fine diamond jewellery supplier **Andre Michael** has launched a new white label website for retailers that enables real-time transactions across its bridal offer. Retailers can work directly with customers, by offering different specifications on products, with the retail price shown on the screen.



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CMJ Collaborations

Great things happen when CMJ Approved Suppliers work together! Axiom Design Resource and Brown & Newirth have collaborated to produce the latter's new exhibition stand for the CMJ August Trade Event. Here, Facets magazine hands over to Rachel Alexander, marketing communications manager at Brown & Newirth to explain more...



"It is vitally important when exhibiting at trade events that we design striking and impactful trade stands to deliver our brand message to retailers: "Enhance the consumer experience with a Brown & Newirth Boutique or Premium Branded display solution." We created a replica of our in-store bridal boutique to exhibit at CMJ, which was greatly received and voted 'best in show' at its first two outings. After three successful years of exhibiting our shop-in-shop boutique concept we decided it was time for a new trade stand, this time one that would showcase beautifully our new premium branded offer – a

concept that offers retailers the opportunity to create a dedicated bridal area in a compact format.

We needed a design to showcase this concept to retailers, along with our marketing assets and the latest graphics, whilst allowing the flexibility to transport the showcase to trade shows, national bridal events and, the ability to use it as a pop-up store. So quite the challenge! We approached several suppliers with a design brief, one of whom was Axiom. We had seen their sponsorship of the lounge area at a previous CMJ event and really liked their social media

activity. Axiom's proposal really stood out to us; they perfectly captured the message we wanted to deliver. Over the next few months we met regularly with Paul, Sarah, and the team at their design offices in Leicester and at our workshop in Hertfordshire.

A trade stand design is a true labour of love, refinement, compromise, development, and problem solving. Axiom did a fantastic job in directing us, listening to our concerns, and refining the design through stunning imagery and material sampling. Axiom have created a bright, modern, user-friendly, and attractive display for us to showcase the 'expressions of

love' that is our handcrafted bridal jewellery. We're very excited to unveil the new stand to our retailers at the CMJ August Trade Event.

Sarah Whyment, account manager at Axiom Design Resource says: "We were delighted when Brown & Newirth got in touch and asked us to work with them on the design of their event stand. Working with Rachel and Gareth (Thomas, Brown & Newirth head of brand) was a great experience. Their strong vision whilst letting us fully explore our creative process was what really drove the project to success."

"A trade stand design is a true labour of love, refinement, compromise, development, and problem solving."



TREND WATCH

A quick round-up of the biggest trends, surprises and colours that emerged from the recent JCK Las Vegas trade show...

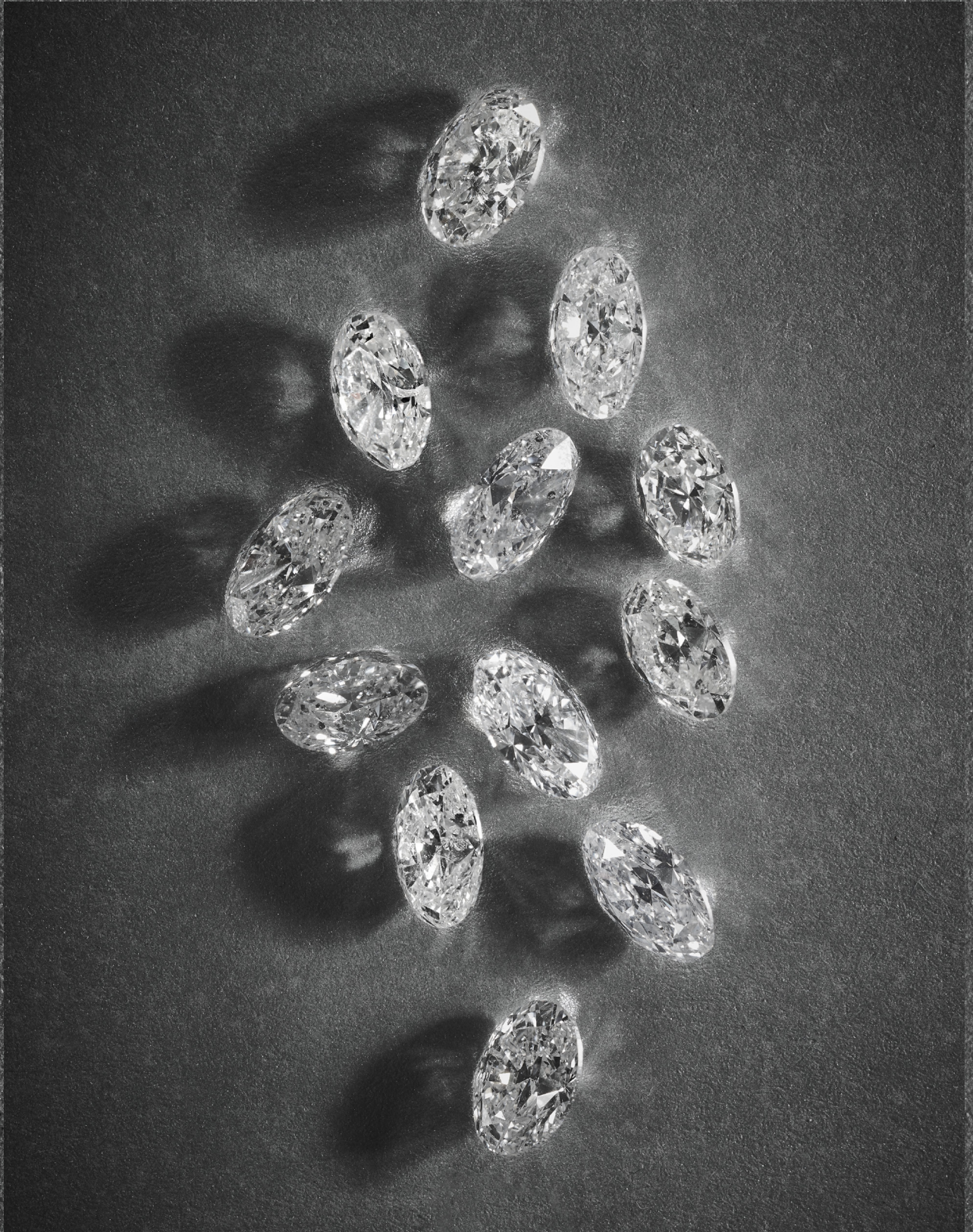
This year's Las Vegas-based trade events, including JCK, Luxury and Couture, highlighted some interesting trends, not just across jewellery and high jewellery, but packaging and display too. Velvet point of sale displays in shades of blue and slate grey will be the hit of the winter, according to instoremag.com, as will bold pops of colour

as the backdrop to fine jewellery merchandising. The magazine also points to a resurgence of interest in jewellery boxes, especially vintage leather ring boxes that are small, but pack a stylish punch. Jewel-toned leathers and velvets are likely to hit the mark.

US-based trade magazine, JCK, points to oversized, chunky

chains and Cuban-link chains (worn alone or with a pendant) as a trend to watch, as well as rainbow gemstone designs and multi-sapphire pieces. At Couture, heart-shaped designs were having a moment, with pendants and charms reminiscent of the chunky Tiffany & Co. aesthetic of the late 1990s and early 2000s.

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Oh, what a night!

The UK Jewellery Awards 2019 took place on July 3, welcoming more than 600 industry professionals for a night of prize-giving, fairground rides and networking. Here we reveal the big winners and surprise highlights from a fantastic evening...



The UK Jewellery Awards is undoubtedly one of the highlights of the year for our industry, bringing together retailers, suppliers, sales associates, store managers, press, software providers and technology specialists for a night of relaxed and informal networking. The event is hosted and organised by the team at Retail Jeweller magazine, who must be commended for pulling off yet another fantastic event full of fun, food and champagne, as well as a fun-fair and dance floor.

This year's UK Jewellery Awards was hosted at The Artillery Gardens at the HAC, in London. Step inside and you are met by an open plan bar and networking area, followed by a large marquee-type space packed with round tables. This is where everyone gathers to hear who has won the coveted awards. Keeping the jewellery crowd under control this year was none other than Larry Lamb, the English actor and radio presenter perhaps best-known for his role in the TV series, *Gavin & Stacey*. Lamb was a natural host, entertaining the crowd with anecdotes before inviting the next award's presenter to the stage.

From Best Multichannel Retail Offer to Jewellery Brand of the Year and Service Supplier of the Year, the UK Jewellery Awards took attendees on a whistle stop tour of the best of our sector, giving





hard-working businesses the chance to shine on stage. Among some of the big winners on the night were CMJ Approved Suppliers, Swarovski, Ntinga, Domino Jewellery, Clogau, Parify and Rotary, as well as CMJ Retail Members Sproules, Rivoli Jewellers, Jacobs the Jewellers and Mococo. Overall, 20 awards were presented on the night, supported by a variety of sponsors, such as International Jewellery London, Jewellery & Watch, Hockley Mint, Unode50, TH March, Citizen, Barclays and, of course, the CMJ.

Chairman Michael Aldridge took to the stage to proudly present the award for Store Design of the Year on behalf of the CMJ. Despite stiff competition from the likes of Harriet Kelsall Bespoke Jewellery, Peter Jackson the Jeweller and Sheila Fleet Gallery, it was Londonderry-based Sproules Jewellers who walked away with the top prize. In close second was MD Jewellers, who secured a highly commended accolade for proving that even a modest investment can transform a retail space. We would recommend looking back on the Summer 2019 edition of Facets magazine to see pictures of all the winning and shortlisted entries in this UK Jewellery Awards category.

With the awards presented and the winners celebrating with plenty of champagne, it was time to enjoy a three-course meal, some music and the outdoor fun fair, which never fails to impress. If you looked closely, it was possible to see heads of industry on the bumper cars or whizzing around the carousel... certainly not something you see every day!

The UK Jewellery Awards are always a night to remember and this year was certainly no exception. Be sure to nominate your brand or business for next year's awards when the competition opens for entries this winter.

SPECIAL RECOGNITION AWARD

In a change to previous years, there wasn't one individual presented with an Outstanding Contribution to the Industry accolade at this year's UK Jewellery Awards. Instead, the Retail Jeweller team created the very first Special Recognition Award in honour, not of an individual, but of the contribution made to our industry by an entire business. That business was Beaverbrooks.

2019 marks the company's 100th anniversary and you could say that this special achievement is the icing on the cake. The 71-store retailer is renowned for its incredible contribution to charitable causes (having given in excess of £13 million to more than 750 organisations), as well as its inspiring status as one of the Sunday Times' 100 Best Companies to Work For – a list it has secured a place in for the past 16 years.

On stage, Retail Jeweller editor Ruth Faulkner praised Beaverbrooks' dedication to the jewellery industry and its commitment to the NAJ's Jewellery Education & Training (JET) programmes. We congratulate Beaverbrooks on what is a richly deserved recognition of its 100-year success story.



UK JEWELLERY AWARDS 2019 WINNERS

Best Multichannel Retail Offer:
DANIELLA DRAPER

Best Retail Customer Event of the Year:
JACOBS THE JEWELLERS

Bridal Jewellery Retailer of the Year:
RIVOLI JEWELLERS

Highly Commended:
BOND JEWELLERY & DIAMONDS

Employer of the Year:
BEAVERBROOKS THE JEWELLERS

Highly Commended:
WESTON BEAMOR GROUP

Ethical Jewellery Business of the year:
EC ONE

Jewellery Brand of the Year: SWAROVSKI

Jewellery/Watch Supplier of the Year:
NTINGA

Highly Commended: DOMINO JEWELLERY

Marketing Campaign of the Year:
TAYLOR & HART

Mono-Brand Retailer of the Year: CLOGAU

Highly Commended: DANIELLA DRAPER

Multi-Brand/Fashion Jewellery
Retailer of the Year: MOCOCO

One to Watch: BYBIEHL

Retail Sales Team of the Year:
PETER JACKSON THE JEWELLER

Retailer of the Year (five stores or fewer):
SPOULES JEWELLERS

Retailer of the Year (six stores or more):
MAPPIN & WEBB

Service Supplier of the Year: PARIFY

Store Design of the Year:
SPOULES JEWELLERS

Highly Commended: MD JEWELLERS

Watch Brand of the Year: ROTARY

Watch Retailer of the Year: BURRELLS

Young Jewellery Designer of the Year:
JULIEN RIAD SAHYOUN

IN THE NEWS...

A round-up of the jewellery, watch and retail news from around the UK



Leading retail bodies wrote to the Government in June to demand action against rising levels of violence and abuse directed towards shop workers. The letter, signed by retailers and groups including the Association of Convenience Stores (ACS), the **British Retail Consortium (BRC)**, Asda, Marks & Spencer, John Lewis, WH Smith and Boots, calls for “meaningful change that will reduce levels of violence and abuse”. There were an estimated 10,000 incidents of violence and abuse across the retail sector in 2018, with the biggest trigger being shop theft, according to an ACS crime report. BRC chief executive Helen Dickinson said: “These are not victimless crimes: they impact upon the skilled, passionate, committed individuals who make the industry so vibrant, as well as their families and loved ones.”

Clarity & Success Software acquired Bransom Retail Systems in June, leading to questions about what will happen for existing Bransom customers in the future. Clarity and Success Software managing director Karen Russel said: “After almost 30 years of Bransom Retail Systems, company owner and managing director Chris Garland will step down for a well-earned retirement and thus pave the way for new things.”

Health and beauty chain **Boots** – a mainstay on the British High Street – announced plans to close 200 stores in yet another blow to the retail sector. Closures are expected to take place over the next 18-months

although exactly which stores are being shut had not been announced at the time of writing. The figure reflects just under 10% of Boots’ UK standalone outlets.

A poll by **Which?** Rated **WH Smith** the worst retailer on the UK High Street in May – a claim that was fiercely argued by the retailer as “neither statistically relevant nor meaningful relative to our loyal customer base”. Businesses that ranked highly include John Lewis, Richer Sounds, Smyths and Lush.

The **Confederation of British Industry (CBI)** advised retailers not to panic in June as retail sales plunged at their fastest annual pace in 10 years. The CBI’s monthly retail sales balance fell to -42 from -27 in May, despite optimistic estimates that predicted a -10 outcome. However, insiders said that June 2018 was a particularly successful month because of the men’s football world cup, which makes comparing it with June 2019 unfair. In addition, June 2019 was blighted by poor, wet weather.

CBI chief economy, Alpesh Paleja, said: “This month’s drop in sales should be taken with a pinch of salt, given the backdrop of last June’s heatwave and the start of the World Cup. But even accounting for both factors, underlying conditions on the High Street remain challenging. The new Prime Minister must help support retailers by reducing the high cumulative burden of costs they face. This should start by urgently reviewing the dire business rates system, which is unfairly impacting UK high streets and

detering much needed investment.”

The price of **gold** hit a six year high at the tail-end of June 2019, rising to \$1,426 per ounce for the first time since 2013. Analysts believe this price will continue to climb, including Naeem Aslam of Think Markets who predicts \$1,550 per ounce as tensions between the US and Iran continue.

The **Duchess of Sussex Meghan Markle** is believed to have altered the engagement ring created for her by Prince Harry. The Duchess has been pictured wearing the same trilogy of diamonds, but with a thinner, diamond-set gold band instead of the thicker, plain band

offered by the original design. As the Duchess is known to set buying trends, this may prove significant in the lead up to the Christmas sales period.

Police launched a manhunt at the end of June after a sales agent for US fine jewellery brand **Le Vian** was viciously attacked and robbed at the Elmsleigh Centre car park in Staines, Surrey. The thieves are believed to have struck between 7.30am and 8.30am as the agent was exiting his vehicle. More than £4.1 million worth of goods were stolen, including pieces owned by the victim personally. Police arrested two men but are still appealing for information.

THE HIGHLIGHTS IN HEADLINES

The best of the rest from a season dominated by tit-for-tat exchanges between No.10 hopefuls

- Primark opened a Friends themed Central Perk café in its Manchester store, which follows the opening of a Disney café in its Birmingham flagship.
- Clothing giant Asos has launched a ‘responsible edit’ of recycled and sustainable clothing in an attempt to woo ethical shoppers. Net-a-Porter and Farfetch have similar initiatives.
- Olivia Burton is transitioning into a complete lifestyle brand with the launch of a new signature scent. Owners the Movado Group have already enjoyed success with small gifts,

including branded mirrors and gift sets.

- Swiss watch exports rose in May by 11% to CHF 2.04 billion, boosted by increased demand for high-end and traditional automatic timepieces.
- Royal Asscher launched two new patented diamond cuts to celebrate the brand’s 165th anniversary. The Royal Asscher Oval and the Royal Asscher Cushion now sit alongside the business’ other two cuts, the Royal Asscher Round Brilliant and the Royal Asscher. The latter should not be confused with the generic Asscher cut.



CMJ
Retail
Member



What's new and *what's selling?*

If you're caught between catwalks and don't know what the fashionistas are 'loving right now,' we are here to help! From what CMJ Retail Members are actually selling to the opinions of accessories editors, here's what you need to know for AW19...

Helen Molloy, director of Forum Jewellers in Poole, Dorset, shares with Facets magazine what has performed well in her store in recent months.

Q: How is branded fashion and silver jewellery performing for you right now?

We are delighted to be selling all our brands. This has been noticeable since losing Pandora a year ago; instead of just selling Pandora we now have interest in all our brands. Nomination, Clogau and Coeur de Lion are our top three brands. Nomination is due to returning customers. With Clogau, I think [the success] is down to the new collections having colour, while

Coeur de Lion is thanks to the vibrant colours attracting passing customers.

Q: Are there any particular items or styles that customers seem to be drawn to?

The 'tree of life' is a popular design across all the brands we stock. The Together collection from byBiehl has also been very strong.

Q: Have any brands impressed you with their recent merchandising, point of sale or marketing materials?

Claudia Bradby has impressed me with her marketing support. Clogau are extremely professional, and their recent 'Envelope' Campaign proved a success.

What do the style tastemakers say?

Women's consumer media has had its say on the top jewellery trends to watch for AW19. Here's a quick breakdown of what the trend-setters will be wearing in the winter months...

BRITISH VOGUE

- Statement, oversized and long-length earrings
- Asymmetrical earring pairs
- Ear stacking and layering
- Heart shapes and hoops
- Chokers, collar necklaces and exaggerated gold link chains

"Go big or go home. That is the message for jewellery on the autumn/winter 2019 catwalks. Big earrings continue to be the first order of the day with Alessandro Michele [Gucci] giving them a new twist with giant ear-shaped, ear-covering gold sculptures bedecked with jewels. From long-stalked flowers at Prada to handkerchief-waving drops at Jacquemus, earrings have been shoulder-grazing and colourful in every city," vogue.co.uk

ELLE

- Seashells for summer moving into baroque pearls for winter
- Chunky gold chains and hardware-esque pieces
- Abstract shapes and forms

"Net-A-Porter have seen a search increase of 130 per cent for the term 'chain necklace' since last year, and a brief look at the site shows that the many of the offerings are far from delicate," elle.com/uk



What's new in fashion jewellery?

"Pandora launched its new High Summer 2019

collection inspired by the golden age of travel. Highlights include the Pandora Shine Exotic Stones & Stripes sliding bangle with a deep blue enamel zig-zag pattern and a Pandora Rose Sparkling Lion Princess charm. The **Swarovski** Symbolic collection includes stars, evil eye, infinity loop and horseshoe motifs across a range of pieces, including asymmetric earrings, rings and bracelets.

Henryka added new pieces to its Zen Garden collection and expanded its range of parrot-themed pieces with the Parrot stud earrings in silver and turquoise. The Cactus necklace in silver and green amber has also been popular this summer. **Daisy London** continues to enjoy the success of its ocean-inspired Isla collection, including seashell necklaces, rings and earrings designed for stacking. **Claudia Bradby** tapped into the spirit of the Royal Ascot horse races with a selection of pieces that can be paired with formal wear.

The Clogau Envelope Campaign

"To encourage Clogau sales in our retail partner stores during the summer months, we offered our stockists the opportunity to participate in our VIP envelope promotion. Throughout May, every Clogau customer who purchased a piece of Clogau jewellery in store were given a Clogau VIP envelope. The customer could then enjoy up to 50% off or win one of five jewellery sets during June and July. Every envelope was a winner and had a prize within."



The designs were grouped on a dedicated page of the Claudia Bradby website and offered a good example of branding, marketing and copywriting in action.

Rachel Galley has introduced new silver hoop earrings to the brand's best-selling Molto range, as well as the new Molto Kiss collection of stud earrings, rings and pendants.

Windows that work

Who doesn't want a knockout window display that tells a story, stays on-brand and encourages passers-by through the front door? Here, Facets speaks to two visual merchandising experts to help you prepare those all-important Christmas displays...

SUZANNE ROBINSON, DIRECTOR, VM AND EVENTS LTD

Having worked in visual merchandising and event management roles for leading jewellers, Suzanne Robinson opted to establish her own creative business in 2011. Today, VM and Events Ltd specialises in merchandising, seasonal visual displays, visual branding, product launches and much more. Here, Suzanne answers our questions...

Q. Where should retailers start when developing a seasonal visual merchandising campaign and window displays? It is imperative to have a theme. Your window display can stand out more and attract more people to your store if you have a theme that connects with your customers. However, make sure the theme you choose and how you portray the theme fits with your brand image. Next, tell a story through your window display. Stories are better at grabbing and keeping people's attention, encouraging them to come inside and buy your products. Start by creating a story based on the theme you chose. For example, you could do a 'Nutcracker' story for Christmas, or a story about 'Cupid's Mischievousness' for Valentine's Day. This may be using imagery from a photo shoot that tells a story through emotion and product. The point is to be unique by showcasing your products in a way that also tells a captivating tale.

Q. What practical considerations do you encourage retailers to take into account when designing a window display? Think about your store environment - it may be in a shopping centre where people walk around or outside where people drive past. Consider the time it'll take for people to walk or drive by your store and view your window display. Walkers may have up to a minute, but drivers



"Your window display can stand out more and attract more people to your store if you have a theme that connects with your customer."

SUZANNE ROBINSON



"Be clever with packaging... Stack your boxes with beautiful ribbons or hang them and add bright tissue paper"

SUZANNE ROBINSON



NEIL & BARKER
SNOWGLOBE BY ICATCHA



GILL SEGAR, CREATIVE DIRECTOR AND VISUAL MERCHANDISER, ICATCHA LTD

Gill Segar has worked as a visual merchandiser for over 25 years and has held positions in display management for department stores and luxury jewellery businesses. She set up Icatcha Design and Display Ltd over seven years ago to

offer creative window displays, from design to installation.

Q. What would be your advice to retailers to create the ideal Christmas or seasonal window display? When planning a seasonal window display it is wise to start some weeks in advance, researching trends in the market and seasonal displays to get a flavour of what works and what's currently drawing people into stores. Inspiration for displays can be found everywhere, observing the current market, attending trade fairs, magazines and of course sites such as Pinterest and Instagram. Start by sketching out your ideas and see how they will work in the given space. Sometimes it can be difficult to describe what you have in mind for your display, so a drawing can bring the idea to life. Also take into consideration your branding, maybe choose corporate colours and working within your brand guidelines.

It is easy at this stage to get carried away and you must always remember that the 'jewellery is the hero' and so whatever you do in the way of a display must complement the product.

Q. Do you think there is a sense that the most exciting window displays require vast budgets? What is your experience? Some of the most striking windows I have created have been on a budget. 'Wow' windows don't always equal pound signs. The secret is to create impact with colour, light and movement. This can be done in many ways but a few examples are to use repatriation. An example of this is I had lots of butterflies printed, cut then fixed together making them look as though they were flying through the window, thus creating colour and movement. Another tried and tested idea is to use everyday objects in an attractive way, for example, ice-cream cones sprayed pastel shades and stacked creating a very inexpensive but great display if executed well.

Q. What are your secret weapons or things that you rely on to create the most exciting and impactful window displays? My favourite way to create a window display is to use printed vinyls. They are relatively inexpensive and can create instant impact. They can completely change the look of the display. I choose subtle designs that complement jewellery and the rest of the window fixtures. I like to use vinyls as a backdrop for the jewellery display

"Inspiration for displays can be found everywhere, observing the current market, attending trade fairs, magazines and of course sites such as Pinterest and Instagram are all great sources of inspiration."

GILL SEGAR

will only have a few seconds to view it. Make sure you don't use too much text and ensure your message gets across within three seconds.

Q. What would be your advice to retailers who want to create a striking Christmas window display on a tight budget? My advice would be to keep it simple and use what you have around... think outside the box! Be clever with packaging, this is a great way to use what you have. Stack your boxes with beautiful ribbons or hang them and add bright tissue paper - this is very cost effective and can be changed for the seasons. Perhaps add colourful flowers to your displays that can be changed throughout the year, such as sunflowers, blossom and autumn leaves.

Q. What are your top tips when it comes to introducing props without detracting from the often-delicate nature of fine jewellery? Again keep

it simple so the prop does not out-weight the product; tall bold items or lifestyle imagery should be placed at the back of your windows and any decals on the windows should be sympathetic to the position of the products and not cover them from the viewing eye. Be careful of where your lighting is and make sure if you are hanging any props, that they do not interfere with this.

Q. Is there a specific way you would recommend arranging product?

Always place your bold hero pieces to the back and centre of a group as this draws the eye to the product. Customers will then look to what is closest to them as they are now engaged with the window, so it is important to place your less expensive items to the front of the window. Make sure you give enough space to each group or collection of products with no crossover of collections, styles or brands.

Find out more at vmandeventsltd.co.uk



NEIL & BARKER
FESTIVE WINDOWS
BY ICATCHA

Retail Stores

and then give depth to the display by adding vinyls to the window glass, adding another dimension. To add to the display further I use appropriate props, echoing the design of my printed vinyl, picking up on a colour or shapes. Props should always be chosen carefully ensuring their presence is beneficial and relevant in the display.

Q. What are your top tips for arranging jewellery in a display? The jewellery in your window is ultimately the 'star of the show' and if you have a window that is 'free dressed,' there are certain guidelines you should follow. Firstly, create a focal point with a 'wow' piece of jewellery displayed on a bust or something similar. Then proceed to dress the rest of the jewellery in a pyramid shape, keeping within the imaginary guidelines of the pyramid. Space around the jewellery is crucial to the overall look as it helps focus on the product, so don't be afraid to leave some jewellery out of the window. The old adage "less is more" definitely applies.

Q. Can you highlight some examples of shops that you think do window displays well? Some of my favourite stores that execute display well are Selfridges, Harvey Nichols, Anthropologie, Jo Malone and, of course, Tiffany & Co. They all are true to their brand and are always innovative and often pushing the boundaries of display, showing us what is possible and inspiring us with ever new displays.

Q. How often do you recommend retailers change their window displays? I have always worked on four to five display changes in a year. This may include Spring, Summer and Autumn themes followed by the main event... Christmas. 'Local interest' windows can be very well received, such as a local horse racing event, an art exhibition or a major anniversary in your city. Other events such as Valentine's, Mother's day and Easter may warrant a smaller display. Whatever events you feature it is vital that the windows look fresh and new at all times. Find out more at icatchadisplay.co.uk



"Space around the jewellery is crucial to the overall look as it helps focus on the product, so don't be afraid to leave some jewellery out of the window. The old adage "less is more" definitely applies."

GILL SEGAR

Window Display Icons

SELFRIDGES & CO

"We like to think of our windows as life-sized postcards, telling magical stories through a unique blend of fashion, art and design. Some of our most memorable include the 'No Noise' campaign windows, where iconic items - Marmite jars, Heinz Ketchup, the Selfridges yellow carrier bag (shock horror!) - were stripped of their branding; the Fragrance Lab, where customers could walk through the windows as part of a 'fragrance profiling' experience, and when Paddington Bear appeared with a full-size London taxi."

What do some of London's most illustrious department stores have to say about their window displays? Find out here...

HARVEY NICHOLS

"It takes our window wizards about two months to bring a new display to life - from sketch to set design. Together our 18-strong team has over 152 years of experience with Harvey Nichols between them, so it's safe to say they know to keep the windows looking fearlessly stylish."



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“The future of retail lies in spaces, not shops”

What are the pioneers of experiential retailing and innovative store design cooking up in 2019? Cate Trotter, founder and head of trends at London-based retail futures consultancy, Insider Trends, offers her thoughts exclusively for Facets magazine.



Cate Trotter is the founder of Insider Trends.

Forget omnichannel. Move over personalisation. Experience has been the retail industry's shiniest new buzzword for some time now and it shows no sign of going anywhere.

At its core it is a reaction to the rise of online and mobile shopping. With it being easier than ever for us to shop wherever we are in the world, whenever we want, the role of the store has changed. Leading brands are already thinking less about the 'store' and more about 'space' and what you can do in it. They understand that the store is no longer just a place to transact, but somewhere to engage with brands, to explore and to experience.

These experiences come in all shapes and sizes. What they have in common is that they are focused around things that don't easily translate online. Take Apple's 'Today at Apple' programme. The company no longer just invites you to come to the store and buy electronics. Now you can take part in classes to learn coding, drawing, photography and

more. What Apple wants is to present itself as a brand of culture, not things. Steve Jobs' ultimate goal was to enrich people's lives and 'Today at Apple' is one way Apple is expressing this. What's more, offering in-store classes and education doesn't require a huge amount of investment or resource.

If you already have a workshop space or meeting room, can you open it up to the public to watch you work or even try their own hand? Or could you host an evening session where customers can learn more about your products and materials? Or a drawing class where you help customers design their own unique piece of jewellery?

Nike's Soho store in New York is another spin on the store as an experience. Where else can you test your new sneakers on a half-size basketball court before you buy? In the case of sportswear and leisure brands Lululemon and Sweaty Betty, the store is now a place to take fitness classes. Japanese homewares brand Muji lets you stay in a hotel kitted out with its products. Even fast fashion leader Primark has added hairdressing and food to its new flagship store to satisfy customer needs.

All these retailers are trying to add value to their physical spaces via experiences. They're encouraging a shift in customer perception: from a business selling something to a brand that fills a niche in their day-to-day life. If you

trust the expertise of someone like Lululemon when it comes to your fitness programme, why wouldn't you then trust that their products can do more for you?

Note how you can now genuinely get breakfast at Tiffany's in New York. Little extra offerings like this mean that you can still engage with the brand even when you're not in the market for an expensive piece of jewellery. In-store cafes, wine bars, pop-up marketplaces... these all give customers a reason to visit other than a single transaction.

The key is in thinking about complementary services. Could you offer customers a manicure while their jewellery is being cleaned? Or a pretty little photo-op space where the newly engaged can have a photo taken with their ring and a glass of bubbles? Maybe they could sample cakes in the space or rent pieces of jewellery for special events?

The likes of beauty brand Winky Lux can even charge customers to visit their experiences. Its pop-ups are like Instagram playgrounds with multiple rooms filled with ball pits, mirrors and props for fun photo ops. The experience has a gift shop at the end where customers can exchange their \$10 entry fee for products.

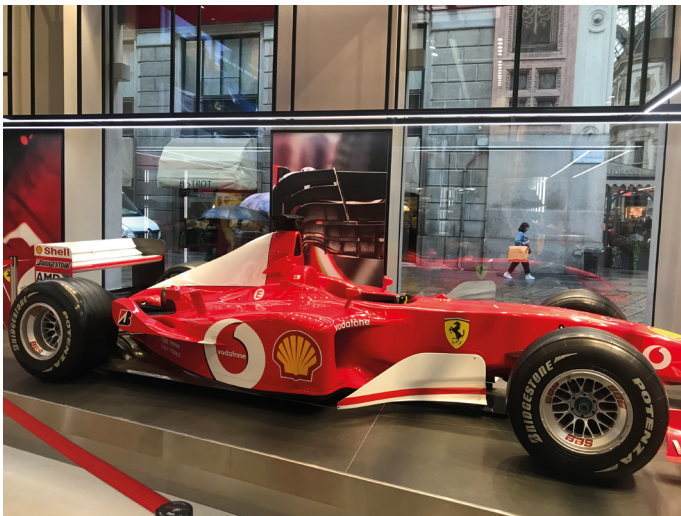
Pop-ups are a really great way to build brand awareness. They also offer the chance to be a bit more interesting or engaging as the spaces



'Today at Apple' gives Apple's devoted customers a chance to get involved with workshops, classes and events, hosted in its retail stores. Image courtesy of Apple.



Gentle Monster transforms its eyewear displays with themed installations and sculptures.



In Milan, Ferrari uses the sound of sports cars whizzing by to build excitement in customers.



Starbucks' Reserve Roastery spaces offer a multi-sensory experience for coffee lovers.

can be more flexible than your everyday store. Could you create something people would pay to enter? How about a romantic pop-up bar or restaurant? Or a fun interactive experience?

Engaging senses other than sight and touch is a great way to enhance experience. We all know about the power of the smell of freshly baked bread and its ability to entice us to buy. All too few retailers use all five senses to their advantage. The Boston Consulting Group found that brands who engage customers emotionally are able to charge customers more and sell more. Using all five senses is one of the best ways to build emotional connection and there's no better place to tap into these than the store.

At the Ferrari Store in Milan you can hear the sound of F1 cars whizzing by. M&M World in London smells of chocolate to get the tastebuds going. Lush sets itself apart from your standard shampoo-and-soap store by filling its spaces with not only the sight of its products, but the scent too. Superdrug is one of many brands making use of sound to sell more via its own custom radio station, which as well as music, also promotes products in a more engaging way.

The spaces of Korean eyewear company Gentle Monster have more in common with art galleries than stores, with products displayed in and around themed installations. Each has

its own unique look, soundtrack and scent; you always know when you're in one of its space and the difference between them give customers more of a reason to seek them out.

Starbucks' Reserve Roastery spaces are the epitome of multi-sensory retail experiences. These are places to buy coffee, but also to engage with the entire creation process from bean to blend. Customers can touch and feel, talk to in-store experts, watch and smell the beans being ground, and try new coffee creations. They can even use a partner AR app to access extra information on their smartphones. This is coffee taken to another level; one that fosters a far greater connection between brand and customer.

Starbucks may have gone all out but tapping into other senses doesn't have to cost a lot. The right soundtrack in a store can be enough to subliminally keep you there longer. Likewise, you can get a decent touchscreen for under £600, which with a few other components, can act as an affordable interactive screen.

Experience works because if we enjoy ourselves and create memories, then we want to capture that feeling. Customers are willing to pay for a product, or brand, that gives that to them. It's worth noting that in-store 'experiences' don't have to be all-singing-and-dancing.

Amazon has become the retail behemoth that it has, in part, because of the convenience it offers. It is this promise of an easy, simple, consistent experience that keeps customers coming back. Everything a brand does to connect with customers contributes to this experience. Now more than ever we are starting retail journeys online and finishing them in-store, or vice-versa. This may change from day-to-day, but the experience should carry through each time. Because the greatest retail experience is a good one.

Cate Trotter is an expert on world-leading retail experiences and customer interactions. With more than 11 years of experience in retail trends, Cate has worked with brands like Nike, Johnson & Johnson, Lego, Samsung and IKEA, among others. She has been named one of LinkedIn's 12 Top Voices in the UK and has been voted one of the world's top global retail influencers. [insider-trends.com](https://www.insider-trends.com)

Main image: The Nike House of Innovation on Fifth Avenue, New York, is dedicated to experiential retailing and inspiring the customer at every turn.



IMAGE FROM RAWPIXEL.COM

CRISIS AVERTED

What if your worst-case scenario happened? Would your business be able to cope? In this guest article, Tony Ingram OBE, senior consultant at Edinburgh-based Inverroy Crisis Management, explains why continuity plans and business foresight are the keys to long-term success.



TONY INGRAM OBE

The jewellery sector has much in common with nearly all retail businesses, irrespective of size. They all face the same pressures of a declining high street, the challenges of the internet and a post-credit crunch squeeze on the luxury pound.

And yet the jewellery sector – your sector stands apart in many ways. You are the lead providers of family heirlooms; you can share the story of gemstones and the techniques used to transform precious metals into something unique and personal.

The ‘timeless’ aspect of jewellery is particularly striking when contrasted with the increasingly short-term retail mindset that is prevalent today. When a product can be bought in seconds on the internet, delivered

the next day by drone and legitimately thrown away after a week, a ring made of materials formed millennia ago, which has taken hours to make and will last two or three lifetimes, has an appealing quality and reassurance to it.

As a result, analysing business continuity for jewellers is much more interesting than for many other sectors. I have split the following article into two parts; starting with business continuity from a jeweller’s perspective and finishing with how a professional analyst might look at the question. Hopefully, this will inspire you to plan ahead and prepare your business for any potential pitfalls.

THE JEWELLER'S PERSPECTIVE

Meet Mary – a shrewd business owner and our imaginary case-study for the purposes of this article. She understands the threats to her business and analyses each one in turn using a simple bowtie schematic. The bowtie is a commonly used business tool that identifies steps to avoid, control or prevent a crisis, as well as actions designed to minimise the impact of an emergency situation in the future.

Loss of premises and/or output due to theft, fire and flood are top of Mary's risk list. The bowtie analysis triggers her to ensure that she has effective security, solid insurance and a good fire suppressant system – all of which are regularly reviewed to ensure they remain current. The cost of upgrades does sting somewhat, but her view is 'better safe than sorry'. She has also planned for how to deal with traumatised staff, and how to contact her current customers individually to reassure them that their jewellery (perhaps in for repair or mid-bespoke process) is safe, will be recovered or will be replaced in the event of one of these crises.

When retailer ROX had its Edinburgh-based premises robbed in 2013, the thieves snared £730,000 in under 90 seconds (it also earned them 27-years of eating prison food, having dropped a glove at the scene that helped to convict them). At the time of sentencing, the jewels had not been recovered and it was only after the incident that the business spent approximately £50,000 upgrading its security with a locked door policy and a full-time security guard. So what? Go back to the bowtie and think through how you might prevent a loss of premises and stock before the unthinkable happens, not after.

There is a second set of slow-burn threats that are far less dramatic than 'Acts of God,' but just as damaging to the jewellery profession: counterfeit items, the popularity of costume jewellery, generational skill fade, the rise of the internet etc. Mary has also considered each of these and, understanding that her trade is changing all the time, has focused on three areas: human resources, exploiting new markets and embracing technology. The issue of human resources is

explored a little further below.

How do you look after staff when times are tight?

A good question and the answer is that you look after them before times get tight, so you reduce the risk of losing them when you are at your most vulnerable. We all know the value a top-quality salesperson can add to a jewellery business. Jewellery staff often have long-lasting relationships with good customers, which turn into friendships later – back to that timeless aspect again. So, it is strange how when business is tough-going, many companies put these very same staff under increased pressure, suppressing remuneration to cut costs and demanding ever-higher increases in sales. Add the fact that many of these staff work weekends and much of the Christmas period, and it is no surprise that many of them leave for less pressured employment. Cranking up pressure on staff is nearly always short-sighted and counter-productive; indicative of a business that understands the cost of everything and the value of nothing.

Mary decides to take a proactive approach to HR management. She understands that if she is going to retain her best staff when the going gets tough, she has to give them a reason to stay, not a reason to go. Therefore, she invests in on-the-job perks and extra training to not only up-skill her staff but help them feel valued and important. If you are considering a similar approach to HR, remember that you must do it well before a crisis hits, or a downturn in the sector occurs, and then you need to keep it going. As we say in the business continuity world, the time to prepare for a crisis is not when you're already trying to deal with a crisis...>

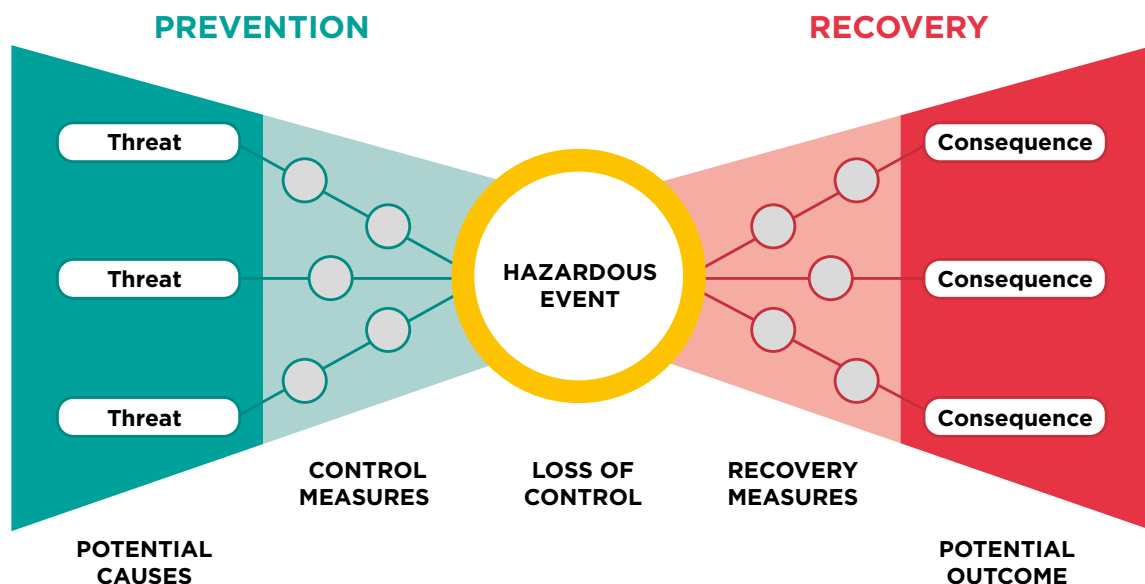




IMAGE FROM RAWPIXEL.COM

THE BUSINESS CONTINUITY PROFESSIONAL'S VIEW

The second part of this article deals with how a business continuity professional might advise a jewellery business. I have included some of my own advice here:

UNDERSTAND YOUR ENVIRONMENT

Firstly, understand your environment, and I mean really understand it. If you are too busy making and selling, work with a third-party. Study your sector, utilise the insights and advice of your fellow CMJ Retail Members or Approved Suppliers and stay alert. Here are some questions to ask yourself:

- *Are sales going up or down and do they always go up or down at this time of year. If sales trends are abnormal, why are they abnormal and how can you exploit this?*
- *Study your suppliers, your major customers and your main competitors – not their sales pitches, but their data. Look at their share price, their annual reports, profit warnings (if there are any). All of this can be helpful.*
- *Develop strong relationships with numerous suppliers, whether you buy from them in the short term or not. This will make it less damaging if any of your preferred partners get into hot water.*

The moral of the story? Never presume the status will remain quo, and don't wait until it is too late to do something. A fantastic example would be the late English businessman Sir John Harvey-Jones MBE – the chairman of Imperial Chemical

Industries from 1982 to 1987. He was best known by the public for his BBC television show, Troubleshooter, in which he advised struggling businesses. His favourite line to his division managers was "tell me about your market after next". Beneath the jolly exterior, the pipe and the slightly doubtful hairdo, Sir Harvey-Jones was a solid gold businessman. If a division manager couldn't come up with a convincing "market after next" to be exploited in the next two years, he would close the division for six months.

He never assumed the good times would continue and, without rock-solid evidence there were still good times ahead, he was prepared to make big changes before the division in question became a drain on cash flow. While Imperial Chemical Industries may differ from the typical jeweller in both scale and output the principle is still very sound.

If you are occupying an expensive premise, how sure are you that passing trade will still be around in five years' time? If you rely on that passing trade and you are less than 60% sure that your current customer footfall will survive and increase by 2024, have you considered what the future will hold online? Don't bury your head in the sand and assume that the high street will magically give itself a Heimlich manoeuvre at the 11th hour - act early to remove the risk before it removes you.

"Applying the same principles to businesses, large or small, is simple, if not always necessarily easy. It always starts with being a good listener – the first key question is "what keeps a client awake at night?" Business continuity is built from there."

TOBY INGRAM OBE

CONCLUSION

It would be remiss not to mention the B-word. Unfortunately, trying to predict the impact of Brexit on any business or sector remains impossible (at least at the time of writing). The only advice possible now is as follows:

The UK now has until October 31 to either agree an alternative plan or leave the EU with no deal. The smart money is on no deal and it is prudent for businesses to plan for that outcome. The risks of being unprepared far outweigh the costs of getting ready. Some actions recommended for jewellers (and other retailers) are listed here:

- *Apply for an Economic Operator Registration and Identification (EORI) number if you need one, to continue to export and import after Brexit (businesses which have only ever traded inside the EU will not have an EORI). An EORI will allow you to trade goods in or out of UK, to submit declarations using software, and to apply to be authorised for customs simplifications.*
- *Decide if you want to use a customs agent or Chamber of Commerce to handle customs documentation, or whether you can do this in-house. If you plan to handle this yourself, apply for HMRC training grants to upskill your staff and buy the required software.*
- *Register to use Transitional Simplified Procedures to avoid making full customs declarations for imports at borders and postpone paying import duties. You'll need an EORI number in order to do this.*

There are numerous examples of great jewellery businesses that have had to cease trading due to no-notice threats such as burglary, fire and flood, and the slower burn threats of the internet, vanishing markets, and inexorable overheads. In almost every case, it is likely that the craft and skill of the jewellers in question was exemplary, but regrettably craft and skill alone are not enough to survive. You need to remorselessly analyse your own business, the environment in which you operate, the threats, the opportunities and the horizon. If you don't have the time, ask yourself whether you would rather react now, or spend hours picking up the pieces if your worst-case scenario comes to life... I know which one I would prefer.

During a 29-year military career, Toby Ingram OBE, ran two multinational teams; the intelligence department for the UN mission in the Democratic Republic of Congo in 2009, and the Crisis Action Team for NATO following the Russian annexation of eastern Ukraine in 2014. Toby was appointed an OBE in the 2017 New Year's Honours List for the latter task. *Find out more about Inverroy Crisis Management at inverroycrisismanagement.com.*



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“It has very much felt like coming home”

Dear all,
I should like to take this opportunity to thank the board, head office and all CMJ Members for the warm welcome I have received since starting my consultancy role as interim business leader.

It has very much felt like coming home after initially working for the company over 10 years ago, when I was the first executive recruited and responsible for the brand development of Mastercut. Subsequently my experience as a retail jewellery business owner (Green + Benz) and last year as an independent service supplier, has proved invaluable in providing a platform of industry insight, experience and expertise.

For those of you who don't know me, I am hugely passionate about this industry and most especially Members of the CMJ; many of whom I count as personal and professional friends. We are all experiencing challenging market conditions, **I passionately believe that now, more than ever, the CMJ has an essential role in providing resources and solutions to our entire membership.**

We need to up our game. Since starting in May I have basically been listening; listening to feedback from the team, our suppliers, our retailers and customers. Now, perhaps more importantly, we are acting on this feedback. Hence our new mantra, *‘you talk, we listen, we act’*.

And act one – the CMJ August Trade Event.

This upcoming revised meeting is focused on delivering results and hitting the bottom line. I fundamentally believe that success is facilitated by partnership relationships, the founding principle of the CMJ. A new series of strategic marketing, training and networking initiatives aim to inject *passion, personality and professionalism*, with the outcome of improving business for every member.

Let's get together, talk and trade.

HELEN DIMMICK

PREVIEW THE SHOW>>

Turn over for a preview of the brands and businesses exhibiting at the CMJ August Trade Event from Sunday, August 4 to Monday, August 5, at Birmingham.

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HOCKLEY MINT >>

Hockley Mint will offer visitors to the CMJ August Trade Event a closer look at its Wedfit™ collection for 2019, featuring a diverse range of engagement rings and plain and diamond-set wedding bands. The business is now able to supply any of its Wedfit™ products fully finished with a choice of certified diamonds (across a range of different cuts and carat weights) or coloured gemstones. This one-stop-shop service was first launched at the end of 2018 and many CMJ Retail Members have taken advantage. Pieces are designed, created and finished in the UK, eliminating the need to source and set your own stones, all at competitive prices. Speak to the Hockley Mint team at the CMJ August Trade Event to find out more. [HALL 2](#)



ANDRE MICHAEL >>

Hatton Garden-based fine jewellery supplier, Andre Michael, will be showcasing premium wedding bands from German manufacturer Giloy & Söhne at the CMJ August Trade Event. The wedding bands are available in 9k and 18k gold, as well as platinum and palladium, while a silver sample box containing 160 rings, plus catalogues, booklets and packaging, is also available. Pieces are made at the brand's manufacturing facilities in Idar Oberstein, Germany. [HALL 2](#)



BRIDAL JEWELLERY >>



BROWN & NEWIRTH ^

Following the commercial success of its Bloom collection, Brown & Newirth continues to place emphasis on classic design enhanced by fine detailing in its new Lover's Knot collection. The range consists of five trilogy engagement rings in a choice of platinum or gold, with fancy cut diamonds and bow-like settings. The business will also be showcasing its new Filament collection of wedding rings crafted with unusual surface textures. [HALL 2](#)



CORONA ^

Corona will present new bridal styles in its Premier Maple Leaf Diamonds collection at the CMJ August Trade Event. Each diamond is laser inscribed with a unique tracking number, to show customers it 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. [HALL 2](#)

CURTEIS

SINCE 1975



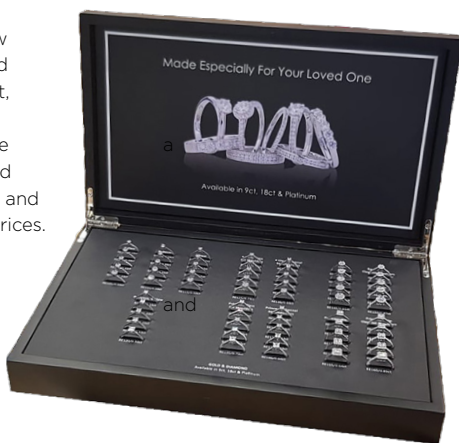
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GREENSPARK >>

There's plenty to browse at Greenspark, like the Hugs and Kisses collection (starting from £250), which has been a standout bestseller in 2019. Now, the range has been updated with matching bracelets and earrings, as well as a gemstone range just in time for the CMJ August Trade Event. That's not all though, it's new D'Amour Diamonds offer, Greenspark can provide a unique certificate with each diamond detailing the stone's own 'Journey of a Diamond' from rough to polished, complete with GIA certificate and images of the stone in its rough state. Round brilliant and fancy diamonds included in the range start from 0.30 carats D-G/VVS1-SI2 GIA and are supplied at no extra cost. **HALL 2**

TRACE DESIGN >>

Trace Design will launch a new range of diamond eternity and engagement rings this August, available in various diamond qualities and metals, alongside new collection of diamond and coloured stone rings, earrings and pendants, all at competitive prices. To accompany its launch, the business offers a silver and cubic zirconia engagement eternity presentation range, allowing retailers to show their customers a large range of styles without the heavy investment. **HALL 2**

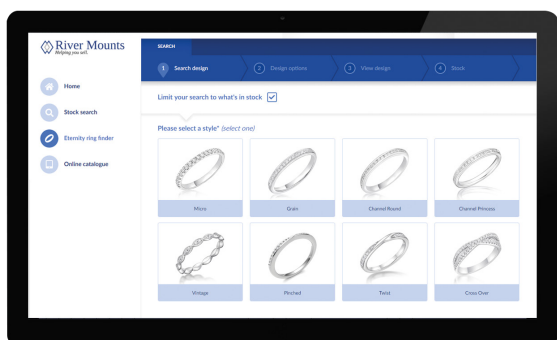


<< GEMEX

These striking diamond engagement rings with a choice of centre stones and baguette cut diamond shoulders are just two new designs in The Raphael Collection by Gemex. Crafted in platinum, they offer RRP's starting at £1,995 for a 33-point centre oval or round diamond, and are also available with emerald and princess cut centres up to one carat. The bridal jewellery supplier will be continuing with its highly popular CMJ show offer: spend £5,000 at the CMJ August Trade Event and get six months' credit. **HALL 2**

RIVER MOUNTS V

River Mounts has launched its new trade website and customer portal, with retailers now able to check stock levels, request appo and access live prices online. With regular updates, the website will be continually improved upon with greater access to digital assets and the business' new eternity ring finder - a method of sourcing the perfect diamond band for your client from its thousand-strong selection. Speak to the team in August to find out more. **HALL 2**



ANDREW GEOGHEGAN >>

Andrew Geoghegan will present his eponymous brand's new platinum Tesoro ring, inspired by the Fibonacci sequence. This piece was created especially for a North London-based retailer and performed well in local and online press. The ring is the perfect example of how Andrew Geoghegan is working with CMJ Retail Members in a collaborative way, to manufacture pieces that perfectly reflect their needs and customer profile. **HALL 3**



DOMINO ^

Officially launched in June 2019, Domino's new Diamond Ring Mounts offer includes 20 semi-set mount designs that are designed and manufactured in the UK. Utilising Domino's growing manufacturing capabilities, the entire range incorporates micro setting techniques as well as a number of hand-cut fishtail designs. Melee carat weights vary from 0.04ct to 2.77ct across the range and pieces are available in platinum and 18k white, yellow and rose gold set with a choice of HSi or GV's diamonds. **HALL 2**



@LovelyColorPhoto/Shutterstock

Luxury Wedding Bands



Andre Michael Ltd. is rolling out premium wedding bands from Giloy & Söhne in the UK. For a nominal investment, retailers will have access to a silver sample range of 160 Giloy rings, as well as catalogues, booklets and packaging. The range of Giloy wedding bands is available at www.andre-michael.com. A brand new website has also been launched enabling retailers under their own logo to offer real -time transactions in Giloy wedding bands.

Email: info@andre-michael.com | Instagram: [andremichael_jewellery](https://www.instagram.com/andremichael_jewellery)
Website: www.andre-michael.com | Telephone: +44 207 430 1122

>> DOMINO

CMJ Retail Members will be get the first look at Domino's new Anthology collection, as well as the opportunity to pre-order pieces ahead of the official September 2019 launch. The new range consists of 10 curated collections of neckwear, wristwear, earrings and dress rings all inspired by their own story, varying from astronomy to Art Deco. Four of the best-selling stories, including Barleycorn and Jazz - have been continued and will sit alongside the newer designs. Pieces are crafted in 18k gold incorporate key-trends, such as pastel colours and baguette-cut stones. **HALL 2**



FINE JEWELLERY>>

BKT RINGS/ TJW DIAMONDS >

Having only recently joined the group, TJW Diamonds and BKT rings will showcase a fantastic selection of pre-owned, antique and contemporary jewellery at the CMJ August Trade Event. The Hatton Garden based business has experienced year-on-year growth in its second-hand jewellery offer, which is supported by a wide range of new jewellery, including earrings, rings, pendants, locket, cufflinks and necklace. So be sure to say hello and welcome them to the CMJ family. **HALL 2**

TIVON <<

Tivon will be showcasing its new fine jewellery creations at the CMJ August Trade Event, including a selection of what it describes as "collectable gemstones". Highlights include this bespoke 18k white gold ring, set with a specially faceted 3.14 carat Brazilian 'Santa Maria' aquamarine and two pear-shaped diamonds. This summer, Tivon has enjoyed success with a number of gemstones, including morganite, aquamarine and tourmalines. It also highlights the popularity of rubies in 2019, despite continually increasing prices due to supply and demand. **HALL 2**



IDJC (INTERNATIONAL DIAMOND JEWELLERY CO.) ^

IDJC will showcase its flexi-link range of bracelets, necklaces and earrings - all made in the UK - at the CMJ August Trade Event. Pieces range from 0.40 carat to 40 carats, with three different qualities and four different metals available. This range is one of the company's best-sellers in the UK due to its flowing and fluid nature and comfortable wear. Visitors can also view its core range of diamond-set pieces. **HALL 2**





STUBBS&CO

Stubbs&Co will use the CMJ August Trade Event to launch its AW19 collections of fine jewellery and rings. In fine jewellery, the brand will present hundreds of new lines in both 9k and within its 18k limited editions range. Yellow remains the dominant colour, with bangles and neckwear also well represented. Look out for an expanded selection of gold signet rings too, including substantial heads and court-shaped shanks in 9k and 18k red, white and yellow gold with diamond-set accent. **HALL 2**



NTINGA

Ntinga will present new designs and updates to its existing ranges this August, as well as the second edition of its gemstone 'passport' that has proven to be a successful marketing tool. The business continues to enjoy the success of its unusual gemstone pieces, especially its bi-colour stones, rose-cut sapphires and opals, and its core range of cabochon designs. Pieces are available now in 9k and 18k gold to suit a range of price points ahead of the Christmas buying period. Keep an eye out for the new 'linear' range of diamond jewellery from the Ntinga Geometric collection, including a pair of pavé diamond-set bar earrings. **HALL 2**



AMORE

Amore is launching two new trend-inspired earring collections at the CMJ August Trade Event, featuring drop and hoop styles that are making a comeback in the market. The modern designs are available from both Amore Argento - Love Silver and Amore Oro - Love Gold, giving retailers complete flexibility over metal choice and therefore price. Founder Barry Mislin, says: "The start of the year has seen strong gold sales and our innovative collection of plain gold jewellery has been a big hit with retailers, along with Amore's comprehensive range of diamonds and gemstone dress rings. Amore love creating rings and our passion for design new styles has been very well received." **HALL 2**



SHELDON BLOOMFIELD

Look out for more diamond-set pieces from Sheldon Bloomfield at the CMJ August Trade Event, including a large selection of bracelets, bangles, rings, earrings and pendants, as well as some one-off exclusive items. The business has also expanded its offer of traditional coloured stone pieces, with lots of new emerald, ruby and sapphire designs and a sure to be popular classic three-stone ring selection. **HALL 2**



DIAMONDS FOR TODAY



- Total 7.00ct GIA GSI1 -

www.diamondsfortoday.co.uk



ERWIN REICH <<

This new diamond suite by third-generation fine jewellery business, Erwin Reich, is guaranteed to add some sparkle to your Christmas windows! The three pieces have a substantial diamond content: the ring totals 3.30 carats, the necklace 2.85 carats and the earrings a total of 2.98 carats. All three pieces are crafted in 18k gold and made at the business' Pforzheim-based atelier in Germany.

HALL 2



HANS D. KRIEGER ^

Look out for some beautiful new designs from fine jewellery supplier Hans D. Krieger at the CMJ August Trade Event, including a pair of Asian Waterfall earrings in 18k white gold with 26 princess, 24 baguette and 24 brilliant cut diamonds. The fourth generation German company, based in Idar-Oberstein, will also present a selection of coloured diamond designs in platinum. **HALL 2**

^ BASS PREMIER

Bass Premier has one of the UK's most comprehensive ranges of loose and certified diamonds, including matching sets of all shapes, qualities and sizes that are made to order. All of its diamonds can be supplied loose and mounted. Visit the Bass Premier team at the CMJ August Trade Event to find out about special terms and programs that are exclusively available to CMJ Retail Members. **HALL 2**



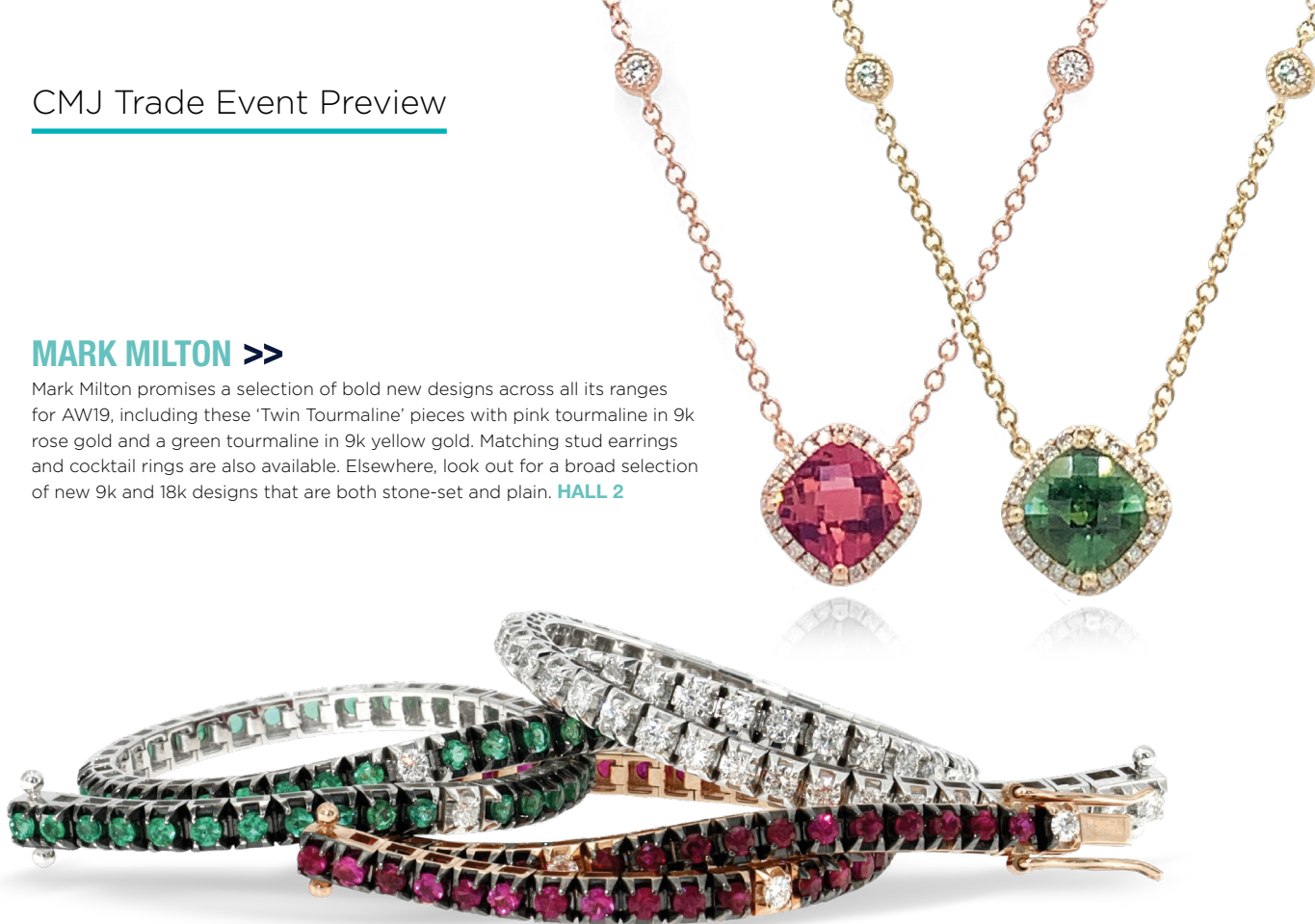
E. ALEXANDER & SONS LTD. ^

Fine jewellery supplier, E. Alexander & Sons Ltd has been 'buzzing' with excitement thanks to the storming success of its new 9k gold bee and dragonfly pendants (DP729 and DP749), set with black and white diamonds. Although only recently introduced, both pieces have surpassed expectations. Also at the CMJ August Trade Event, the business will display a new range of coloured stone and diamond rings, also in 9k gold with coloured gemstones. **HALL 2**



MARK MILTON >>

Mark Milton promises a selection of bold new designs across all its ranges for AW19, including these 'Twin Tourmaline' pieces with pink tourmaline in 9k rose gold and a green tourmaline in 9k yellow gold. Matching stud earrings and cocktail rings are also available. Elsewhere, look out for a broad selection of new 9k and 18k designs that are both stone-set and plain. **HALL 2**



FERRETTI ^

Ferretti is an Italian jewellery manufacturer of high-end classic diamond jewellery, but it is perhaps best-loved for its specialism in diamond and gem-set tennis bracelets. Its latest tennis bracelet style, Evolution, is the next generation of its successful Pyramid design, where diamonds appear larger than their actual size. The Evolution bracelet is also available set with rubies, sapphires and emeralds. **HALL 2**



>> CLOGAU

Clogau is celebrating its 30th anniversary by focusing on its Welsh roots and a brand new 18k gold collection inspired by the year 1854 - when gold was first discovered at the Clogau St. David's mine. A new selection of '30th Anniversary rings' are crafted in the brand's own '1854' 18k gold blend, which is described as having a "unique pale rose yellow tone" in its raw form. **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 era. In fact, many CMJ Retail Members rely on this brand for its fantastic coloured gemstone pieces. The eternity rings/stacking rings pictured above will be available to view at the CMJ August Trade Event, among other designs. **HALL 2**



RITONE ^

Ritone (UK) Ltd are a UK wholesaler specialising in 18k fine diamond jewellery and semi-precious gemstone jewellery, including rings, earrings and pendants. The business is based in Birmingham's Jewellery Quarter and strives to provide excellence service to all of its retailers in the UK, Ireland and EU. **HALL 2**

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Mendy Freundlich (left) with Tony Leake on the day the business changed hands

A New Chapter

Having been at the helm of Herbert Marx for 12 years, managing director Tony Leake recently opted to sell the business to Mendy Freundlich, director of CMJ Approved Supplier, K&R Jewellery. Here, he shares insights into a business that continues to thrive and explains why nothing has changed for long-term and new customers...

Around 36 years ago, Mr. Herbert Marx, the founder of Herbert Marx Ltd, broke his arm. Although not a life-changing moment on the face of it, it did turn out to be a pivotal fork in the road for Tony Leake, whose father owns D C Leake Jewellers, a CMJ Retail Member based in Nuneaton.

"My dad called to ask if I would drive for Herbert Marx as he was going to Scotland and couldn't drive his car," says Tony. "I started driving for him, then doing the buying, then I got my own car to build up the customer base. I just happened to be in the right place at the right time."

Some years later, the opportunity arose for Leake to buy the business and he became the owner of Herbert Marx, as well as its driving sales force, in 2007. His long-standing relationships with customers and proactive approach to sales meant he was never not on the road... in fact, Leake says he has had an appointment almost every single day for nearly four decades.

He says: "Customers know they are getting high quality and they always come to us first. Over the last 36 years I have had an appointment every day. People say, 'Well I only have two a week!' but this is just the way it has been, with me being on the phone and travelling across the UK."

What allowed Leake to be both business owner and sales star was his fantastic in-house team, including Sarah Renwick and Paula Hazelwood, as well as a duo of agents on the road. It was the latter who introduced Leake to Mendy Freundlich, director of K&R Jewellery, who purchased Herbert Marx in May 2019. This prior connection has ensured that nothing has

changed: the team, name, its contact information, the product and the service all remain the same, and it is just Tony who is saying goodbye.

Leake continues: "Mendy said he would be interested in carrying the business forward and keeping it the same. Six months later the sale happened. I will continue to come in and help introduce Mendy to my customers and suppliers during this transition period. However, it is business as usual."

From the moment it was established in 1958, Herbert Marx developed a solid reputation for 9k and 18k gold designs, both plain and stone-set. Where it has carved itself a niche, however, is gold earrings, including studs, coloured stone and diamond-set earrings, clip-on and clip and post styles. "When the gold price shot-up a couple [of competitors] went off to silver and we just bought more gold," Leake explains. "Of course, people were still buying gold earrings and so the business they had to come to was us. Retailers will say they need to see five different suppliers to get the same variety of earrings that we have got. People know us for high quality and, because we carry so much, retailers come to us with any first enquiry to see if we have the product they are looking for."

Herbert Marx has been a CMJ Approved Supplier for 15 years and has developed long-standing relationships with many CMJ Retail Members. New owner Mendy Freundlich looks forward to showcasing both K&R Jewellery and Herbert Marx at the CMJ August Trade Event. He says: "When people ask me what the difference is or how do you distinguish the two businesses, I basically say



A matching emerald and gold suite by K&R Jewellery.

that K&R Jewellery is gemstones and pearls and Herbert Marx is plain gold and 18k gold. For those not in the sector, I might describe this as one business sells houses and apartments, while the other is offices and shops – it is all in the same sector, but we have structured it so that both business offer something distinct and independent."

Although it is always sad to say goodbye to longstanding members of the CMJ community, Tony looks forward to days spent surrounded by sport and the odd bit of sun, sea and sand. Having spent the vast majority of the last 36 years on a Great British motorway, we think you will agree that this is very well deserved!

Hall 2



Herbert Marx's new owner, Mendy Freundlich, with long-standing Herbert Marx team members, Sarah Renwick and Paula Hazelwood.

F FERRETTI

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www.ferrettigioielli.it



HOCKLEY MINT ^

Birmingham-based supplier Hockley Mint will launch a new range of alphabet pendants at the CMJ August Trade Event, tapping into the trend for personalised and individual jewellery. The new Initial pendant collection features a completely bespoke font, designed in-house, to ensure each design is distinctive. The option of a single diamond accent is also available across the range. Pieces are crafted entirely in-house in Birmingham's Jewellery Quarter and are available in all colours of 9k and 18k gold, including Fairtrade gold, platinum and palladium. **HALL 2**

HERBERT MARX/ K&R JEWELLERY >>

Herbert Marx was acquired by K&R Jewellery in May 2019 (turn to page 37 to read the full story), which means both businesses will be exhibiting together at the CMJ August Trade Event. Visit their stand to see a vast array of 9k and 18k gold earrings, diamond and coloured stone jewellery, pearls and suites. Special discounts are also available on orders made at the show.. **HALL 2**



ALLYSON THOMAS ^

Having been a CMJ Approved Supplier since 2017, designer and self-named brand owner, Allyson Thomas, will say hello to existing retail partners and hopefully some new ones at the CMJ August Trade Event. She will be showing her comprehensive range of British-made signet rings and modern men's rings, as well as coloured gemstone and diamond rings, including her signature opal pieces. **HALL 2**

IBB LONDON <<

The new 'IBB Alberts' collection of T-bar necklaces and bracelets reflects a resurgence of traditional designs and demand for classical styling from trend-setting consumers. The collection, which is crafted in 9k gold, is designed to appeal to a broad range of customers both old and young. Pieces feature different chain styles and charms, including hearts, wings and lock and key styles that are ideal for engraving. **HALL 2**



TREASURE HOUSE COMPANY >>

Treasure House Company will launch a new range of rings, pendants and earrings suites set with laboratory-created sapphires, rubies and emeralds and complemented by laboratory-created white sapphires. The collection of classical designs, set in 9ct gold, offer retailers the opportunity to provide timeless styles of fine jewellery at affordable prices. Treasure House Company also offers a range of similar product in its branded silver ranges, Lapidary London and Silver & Co. London. **HALL 2**

IORELLI SILVER >>

Inspired by influential female artists of the 20th century, the new Fiorelli sterling silver collection is all about bold colours, spherical forms and graphic lines. Pieces have been especially designed for "modern women" thanks to an all-female design team. Elsewhere, a new Charm collection seeks to reinvigorate the classic charm bracelet with an eclectic mix of contemporary charm designs and a sleek bracelet profile. Variations in size, finish and detail allow each customer to create a look that is in-keeping with their sense of style, supported by an easy to use clasp for quickly swapping, adding and replacing charms. **HALL 3**

UNO DE 50 V

Spanish fashion jewellery brand UNOde50 will showcase its new AW19 collection, inDIVidual, at the CMJ Trade Event this August. The new range is made-up of four capsule collections - My Luck, My Energy, My Nature and My Squad - described as offering "an introspective journey to find one's self". **HALL 3**



SHAUN LEANE <<

In addition to a new collection, designer brand Shaun Leane will spotlight its new Serpents Trace bracelet in silver with a black rhodium finish for CMJ Retail Members. The bracelet is available in slim or wide widths, with a retail price of £500 or £600. It is also available for small, medium or large wrist sizes, therefore catering to both men and women. **HALL 3**



FASHION & SILVER >>



YULAN JEWELLERY <<

Don't miss some fantastic new designs in both silver and 9k 'red' gold from Yulan Jewellery, which is designed and made by Yu Lan and Paul Burkmar in the fishing town of Leigh-on-Sea. The brand's Nexus and Torque collections have been best-sellers in 2019 and the business will be expanding upon both just in time for the Christmas period. **HALL 3**



SIF JAKOBS >>

The popular Antella collection by Sif Jakobs Jewellery has been reinvigorated for 2019 with a rainbow coloured version. Earrings, rings and pendants feature an array of coloured baguette cut cubic zirconia that will help customers make the most of the summer when the winter months arrive. **HALL 3**



>> TI SENTO-MILANO

The brand's new AW19 La Musa collection will be shown for the first time in the UK at the CMJ August Trade Event. The rich colour palette includes warm yellow, deep brown and green, as well as a smattering of leopard print and moonstone-like iridescence. The brand has also introduced some ever-popular lock and key designs for the new season, as well as some on-trend heart-shaped pieces. **HALL 3**



LES GEORGETTES <<

Les Georgettes will present new colours and styles in its popular interchangeable leather and Perspex jewellery concept at the CMJ August Trade Event. The brand's AW19 new additions - Garden, Bosquet, Pavillion and Solaire - are inspired by French gardens, botanical architecture and the landscapes of period paintings. Highlights include the Solaire collection, including pendants, earrings and rings with a sunbeam effect, inspired by the 'Sun King', Louis XIV of France. **HALL 3**

BYBIEHL >>

Existing and potential customers of byBiehl will no doubt love the brand's two new collections, Jungle Ivy and Posy. As part of a collaboration with Eden Project, sales of the new Jungle Ivy collection will support mangrove tree planting initiatives in Indonesia and Madagascar. Pieces will be promoted alongside the hashtag #bybiehlgivesbacktonature. The delicate and feminine Posy collection includes silver and yellow-gold plated silver pieces paired with colourful crystals and flower motifs. **HALL 3**





UNO_{de50}

unode50.com



9ct gold mabe pearl earrings with diamond pavé surround - £161.95
Mabe pearl ring with diamond surround - £156
Mabe pearl pendant with diamond surround - £102

Bling culture is alive and well and the decadence of items embellished with diamonds, pearls and precious stones, as well as plain gold is really appealing to consumers now. Exuberant yellow gold pieces were also very much the theme at the majority of the global jewellery exhibitions over the last 12 months.

In response, the Gecko creative team have taken a bold approach to the new Elements Gold 2019 range: a core collection for many CMJ retailers. This season Gecko have almost doubled the usual number of new items to 130 styles, in addition to its best sellers, bringing the total number of pieces in the collection to 433 pieces. For this launch, the collection draws inspiration from the breath-taking architecture, classical art forms and beautiful aesthetics of one of the world's most romantic cities, Venice.



IMAGE FROM RAWPIXEL.COM

GECKO LAUNCHES *Venice-inspired Elements Gold refresh*

Gold is back in a big way. Despite the challenging trading environment, Gecko has experienced an increasing demand over the past few seasons for the opulence and familiarity of gold – from classic pieces to more fashion inspired designs.

The range also includes a new premium collection of pieces boasting heavier gold weights, higher diamond counts and larger semi-precious stones.

Gecko creative director, Desiree Pringle, explains why Elements Gold has been expanded to this extent: “The main driver for this significant increase in pieces in the Elements gold range has been customer feedback. We are incredibly fortunate to have excellent relationships with our retailers and we encourage a healthy, two-way dialogue with all of them. Our retailers were confirming what we were seeing in our gold sales patterns as well as in-house trend analysis – that the demand for gold is increasing.

“In addition to expanding our core collection, our customers wanted to see heavier, more luxurious pieces that stretched price points beyond the RRP £700 mark. This new range responds to that feedback with on-trend, design-led pieces that provide customers with items that are perfect for self-gifting, all the way through to our new premium pieces with an exit price on our beautiful diamond embellished bangle of RRP £1,000.”

These new luxe items have higher density diamond coverage, as well as more precious metal – providing both retailer and consumer with obvious, tangible added value for money,

in a collection which focuses on items that have great everyday appeal. Gecko has also analysed their best-selling 9ct lines and created 18ct versions, extending price points and choice for retailers.

Stand-out pieces include a morganite teardrop set with diamond surrounds set in rose gold, a statement open rose pattern diamond pendant and earring set, and a classic, heavy-weight gold pendant and earrings set, perfect for those wanting something more premium which could transition from every day to evening wear. The use of semi-precious and precious stones in subtle pinks shades are reminiscent of the rose hues of Venetian architecture. The water of Venice's canals inspired the fluid designs of several pieces within the collection.

The collection also includes several ‘everyday’ chain necklaces and bracelets, with subtle design differences to increase the premium feel. **Find out more at geckojewellery.com**



9ct rose gold teardrop morganite ring with diamond pavé surround - £292.13

9ct gold bangle with starburst set diamonds - £399

CITIZEN >>

The Promaster Aqualand Diver (RRP £479) is anti-magnetic, anti-shock, water-resistant to 200 metres and has a rapid ascent alarm to protect divers-in-action. It is powered by Citizen's Eco-Drive technology, which means it is fully light-powered and never needs a battery. Also at the CMJ August Trade Event, visitors to the Citizen stand can see its new Promaster Navihawk A.T and the Red Arrows Limited Edition Skyhawk A.T with radio-controlled atomic clock synchronisation technology. **HALL 3**



ELLIOT BROWN <<

Action and adventure inspired watch brand, Elliot Brown, has announced details of a new collaboration with the RNLI (Royal National Lifeboat Institution) to create a watch that celebrates their mission of saving lives at sea. A first look at the watch can be seen here in computer graphic form. Note the anchor engraved onto the case back and the RNLI logo on the dial. **HALL 3**



BULOVA ^

The Bulova Precisionist Champlain Chronograph (RRP £599) is inspired by all things industrial with an on-trend bronze coloured case along with a leather strap. The watch is water resistant to 300 metres and is powered by a three-pronged crystal movement. Don't miss the 1970s style Computron Archive Series, a big hit post-Baselworld, and the Regatta Ladies Slim Bracelet watch with mother of pearl, diamonds and a style that nods to the 1960's. **HALL 3**



DARLENA ^

Watch strap specialist, Darlena, will be showcasing its extensive range, featuring vibrant summer tones and specialist items to fit some of the most popular Swiss watch brands. The Italian, hand-made Puccini Collection, designed in conjunction with expert leather manufacturers, offers retailers the opportunity to have their company name or logo embossed on the strap, at no extra charge, as well as offering a luxury alternative to time consuming and costly branded replacements. **HALL 3**

VICTORINOX SWISS ARMY <<

The new FieldForce and FieldForce Chrono collections (RRPs starting from £299) will be presented at the CMJ August Trade Event. These striking timepieces, 12 in total, feature Arabic numerals, hands and indices coated with SuperLuminova, and a newly designed bezel. All Victorinox Swiss Army timepieces come with a five-year warranty. The hero model of the collection is pictured here and priced at RRP £420. **HALL 3**

WATCHES >>



WENGER ^

Wenger will introduce its new six-piece Attitude collection for the winter months, featuring stainless steel cases and so-called "no-nonsense" dials in dark blue, light blue, off-white or anthracite. Prices start from RRP £149, rising to RRP £165 for the hero piece with a gun metal PVD dial and brown leather strap (pictured). **HALL 3**



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GARMIN ^

Garmin will introduce its rugged, reliable outdoor GPS watch, Instinct, which is built to the U.S. military standard 810G for thermal, shock and water resistance (rated to 100 metres). The fibre-reinforced polymer case adds strength and durability, and the chemically-strengthened, scratch-resistant display is high-contrast enough to read in bright sunlight. **HALL 3**



LUMINOX ^

Meet the Navy Seal 3600 Series – a watch created with input from the American Navy Seals and crafted using Carbonox, a durable and lightweight carbon fibre. The watch is resistant to 200 metres and comes in three variations - black with yellow accents; olive green with red accents; and blue with orange accents. Prices start from RRP £459. **HALL 3**

MICHEL HERBELIN >>

The French watch brand will highlight its new Equinox models for 2019, including a 28mm and 34mm model priced at RRP £290 and £315 respectively. Both versions have a stainless steel case, silvered dial and sunray guilloché detailing, while the smaller version offers a wraparound leather strap. Elsewhere, the brand will highlight its new Antares collection, which is supported by a striking new advertising campaign that forgoes models in favour of a painter and social media influencer. **HALL 2**



ALPINA ^

There's a whole host of designs to be excited about at Alpina, including the Seastrong Diver 300 (RRP £1,250) with a 44mm titanium PVD coated case and a grey 60-minute unidirectional bezel, and the 42mm Alpinar Quartz (£750) that is considered a sporty entry-level timepiece with a metallic blue dial and tan leather strap.. **HALL 2**



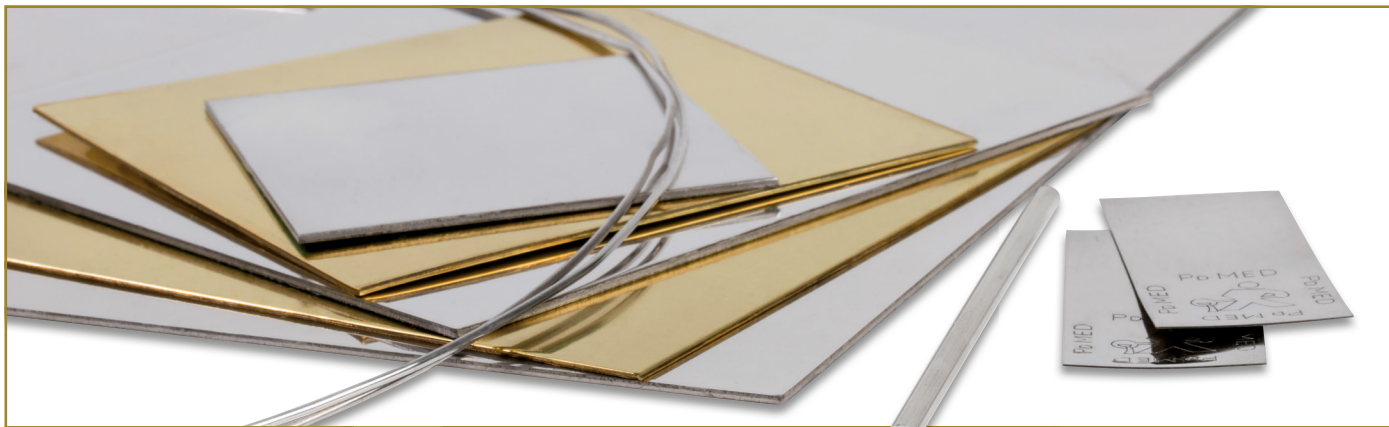
^ FREDERIQUE CONSTANT

Seek out Frederique Constant to see its Art Deco timepiece for women (RRP £1,095) with an elegant oval case and guilloché decoration on the white mother of pearl dial. There's also the Slimline Power Reserve for men (RRP £3,195), powered by the brand's 28th in-house calibre and decked-out with a power reserve indicator, alligator strap and a rose gold-plated stainless steel case. **HALL 2**

ROTARY v

Rotary's Greenwich collection of skeletonised timepieces has performed well in 2019 and this looks set to continue as we move towards Christmas. An update to the range - the 42mm stainless steel 'G2' with a H-link stainless steel bracelet (pictured) - has been especially well-received, perhaps thanks to its radial brushed blue dial. **HALL 2**





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CMJ August Trade Event



DIAMNET
THE DIAMOND TRADING PLATFORM

GIFTS & SERVICES>>

WOLF

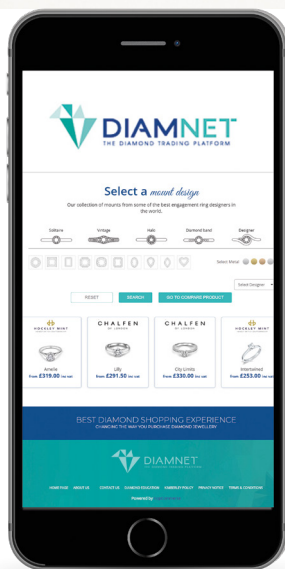
Wolf will focus on three ranges this autumn: Axis, Memento Mori and Zoe. The former is a watch winder collection featuring custom metal plating in copper or black with a black suede interior, while Memento Mori includes single and double watch winders, matching boxes and watch rolls crafted in leather with skull embroidery. For a touch of Art Nouveau, the Zoe collection of jewellery boxes in jewel toned velvets with floral embroidery.

HALL 3



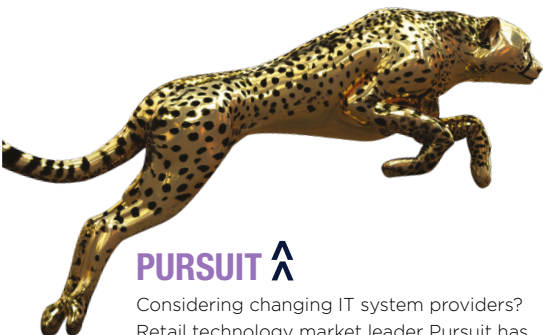
DIAMNET >>

The white label 'online diamond showroom' service Diamnet launched at the CMJ February Trade Event is now live, which means even more CMJ Retail Members can give it a go (alongside the likes of W. R. Bullen, Ainsworth Jewellers, Judith Hart Jewellers, Strange the Jewellers and more). A fully functional version will be on display in August, demonstrating how the software can help retailers sell diamonds online with very small set-up costs. Secure a demonstration timeslot now by phoning + 44 (0) 20 7405 2625. **HALL 2**



PURSUIT

Considering changing IT system providers? Retail technology market leader Pursuit has chosen the CMJ August Trade Event to reveal an automated service for switching records. Besides eliminating the time-consuming chore of manually transferring sales, stock and customer information and re-ticketing stock, the service avoids the risk of mistakes in re-entering price and product details. Typically, records can be transferred from multiple locations within 24 hours. Pursuit also offers options for reducing the financial impact of changing suppliers. **HALL 1**



CMJ Trade Event Preview

DON'T MISS OUT
BOOK NOW



ROYAL SELANGOR

It will be a busy autumn for Royal Selangor as it unveils a plethora of new designs, from Star Wars themed decorative objects to 1920s explorer-themed barware. Highlights include a special collection of Disney-inspired music carousels, which pair Disney characters with their iconic musical numbers. The Explorer christening collection draws inspiration from classic sci-fi TV shows of the 1960s and 1970s, while the Savannah collection evokes Howard Carter's 1922 discovery of Tutankhamun's tomb and the way in which this shaped the Art Deco movement of the 1920s and 1930s. For the Marvel fans out there, Royal Selangor will also showcase its limited edition Captain America and Iron Man figures for avid collectors. **HALL 3**

ALSO FEATURING



CONNOISSEURS



FOR THE LOVE OF DIAMONDS

Birmingham Jewellery Quarter-based diamond dealer and CMJ Approved Supplier, Clark Diamonds, has invested time, energy and effort into laboratory-grown diamond detection equipment and training. Directors Simon Barrows, Michael Barrows and David Kimberley share their story with Facets editor, Sarah Jordan.

Some might say that the diamond industry is risk averse and likes to stick to the status quo. Well the same can't be said for Clark Diamonds, a family-run loose diamonds business that has been operating from Birmingham's iconic Jewellery Quarter for more than 30 years. Clark Diamonds is run by a team of directors, including brothers Simon and Michael Barrows – the sons of former Clark Diamonds owner, Mark Barrows – and David Kimberley, who started at the business as a sixteen-year-old apprentice.

Earlier this year, the business invested heavily in laboratory-grown diamond detection software and technology in order to put its team at the forefront of the trade, both in terms of in-house technology and in-house speciality, skill and knowledge.

This wasn't a simple case of shopping, however. Due to Clark Diamonds' range of stock and the different sizes of its diamonds, it made the bold move to invest in three pieces of equipment at a cost of tens of thousands of pounds. Michael Barrows says: "There is no one-size fits all [device] that completely covers us. We want to be able to screen 100% of our diamonds, which is why we have purchased the Automated Melee Testing (AMS 2) from De Beers, which sorts diamonds from 0.0033 carats to 0.2 carats at a rate of 3,600 diamonds per hour; a Dharmanandan Research Centre (DRC Techno) D-Secure Plus for bigger stones; and a DiamondView from De Beers

that analyses the colour of fluorescence, fluorescence patterns and the absence or presence of phosphorescence to identify a stone."

All three pieces of equipment have been an investment... and not purely financially. Temperamental scientific tests happen on a miniaturised scale every time these devices are switched on, which means things can go wrong. Fortunately, hours of careful research, lots of training and helpful support from the manufacturers has allowed Clark Diamonds to get up-to-speed. Now, it can confidently ensure its diamonds are natural

(without simply relying on good faith from its suppliers), just as rumblings of laboratory-grown diamonds sneaking into melee parcels begin to gather pace in the trade.

Barrows continues: "[Laboratory-grown] diamonds are becoming more of an issue – they have been around for a long time, but the real threat has come with the development of CVDs (chemical vapour deposition), which really are gem quality. We felt we needed to do more and if we are going to stand in front of our customers, who are going to stand in front of their customers and say, 'this is natural', we want to be absolutely sure. That's why we





**CLARK DIAMONDS TEAM MEMBER
AND DIAMOND GRADER, LAUREN DUNN**

decided to take the plunge.”

In addition to purchasing these devices, Clark Diamonds has focused on training its team of around 11 diamond specialists and sorters in laboratory-grown diamond detection. Despite collectively having 250-years of diamond experience, the Clark Diamonds team was surprised by how much new information they discovered during training sessions offered by De Beers.

The business’ main motivation has been to pre-empt new industry screening standards and offer its customers the confidence they need to both purchase diamonds and sell them along the supply chain. In order to share its knowledge, Clark Diamonds is now happy to accept its customers’ loose diamonds for testing and show them how its testing devices work as part of visits to its offices in Birmingham.

“It is somewhat irrelevant to us what other people do,” Michael Barrows explains. “We are doing this because it is what we feel is the right thing to do. We are second generation now and we are thinking long-term and predicting how the trade will look in a few years’ time. We are trying to stay ahead to ensure we are not left chasing tails or catching up further down the line. We want to set the standard, not follow it.”

Would they ever consider selling laboratory-grown diamonds, rather than just confirming they don’t have any whatsoever in their supply? David Kimberley doesn’t rule it out entirely but does admit the challenges would be great. “If we were to offer such a thing, the first thing we would need to be able to do is guarantee what we are offering. The last thing we would want is a mix-up – a cross

contamination of parcels. There would have to be a serious consideration of a separate office somewhere. The biggest problem we see now though is not so much those who disclose they are selling laboratory-grown diamonds, but those who don’t. We want to make sure everything we are doing is 100% natural.”

Clark Diamonds became an approved supplier to the CMJ in 2014. Their ethos of customer-centric and personable service has

“We are second generation now and we are thinking long-term and predicting how the trade will look in a few years’ time...We want to set the standard, not follow it.”

helped to set them apart from the competition – after all, people really do buy from people. Although the business does not sell finished jewellery, Clark Diamonds does work with other CMJ Approved Suppliers to pair mounts and settings with diamonds, therefore offering CMJ Retail Members finished pieces at competitive prices. Clark Diamonds also offers CMJ Retail Members access to its online platform, which allows them to create a ‘white label’ diamond sales service, complete with their own logo and branding, to show customers different stone options on the shop floor. This is supported by high-quality imagery, once again produced in-house.

When asked if concentrating skills in-house is important to the business, Kimberley says: “I think [the industry] is very fluid and uncertain at the moment and the best way for us to keep on top of where things are going is to be elbows deep in it, involved and learning ourselves.” On a day-to-day basis, it is not unusual to see one of Clark Diamonds’ team members agonising over matching perfectly calibrated diamonds for an eternity ring, sometimes spending a whole day measuring stones to find the right ones. Simon Barrows says: “We don’t just see it as a carat of diamonds, or a one carat diamond band – it is actually something really important. If the end customer is going to be wearing that piece forever or it is going to be an important gift, it is absolutely worth spending just that little bit more time, just to make sure it is exactly right.”

This caring ethos and conscientious spirit is something the directors of Clark Diamonds work hard to instil into staff. Kimberley adds: “There are good days and there are bad days, as in any business, but we are lucky because everyone who works with us has an unbelievable passion. It is very rare to find a job where, especially nowadays, people feel engaged and love what they are doing. We are really lucky to sell a product that people generally keep forever.”

And while a diamond may indeed be forever, Clark Diamonds is ensuring its own longevity by keeping pace with technology and innovation. Although it may enjoy the benefits today, the true value will be felt in years to come... just as its competitors are left behind.

Find out more at clarkdiamonds.co.uk.



DOES YOUR SOCIAL HAVE STYLE?

We all know Instagram is an important marketing tool for jewellery brands and businesses, but what does it take to create a profile with a consistent and eye-catching style? Freelance fashion stylist and social media consultant, Charlie Moore, explains some of the tricks of her trade...

Creating the right Instagram feed can generate a stream of customers for your brand and help to tell your story. Some new labels have launched their business on Instagram alone and continue to sell through it. There are real benefits to getting it right... but where to start?

Today's best feeds have the perfect mix of inspiration, product and personality that showcase a brand to the world. Think of it as storytelling rather than a hard sell. Use it to get your brand ethos and personality across.

If you are a small team, pushed for budgets or don't have the resources to hire a professional, there are a few things you can do:

MASTER YOUR SMARTPHONE

Your camera phone will suffice, so start practicing, uncover more about its functions and see what set-ups work. As a starting point, shooting products from above can be effective. After you get comfortable with this, move on to different angles to create variation.

START SIMPLY

Sometimes the most effective images are super simple and graphic. A good tip is to buy some A4 papers and cards from an art shop with different colours and textures. Use two colours in the same tone first, create some graphic shapes and layer jewellery on top. Then move up to three colours and start mixing different tones.

USE CLEVER PROPS

One of my favourite ways to shoot jewellery is with flowers. The more delicate, paper-like petals look best, but can take some practice to style. An easy way to start is with more robust flowers like gerberas, which look like daisies.

Place rings on the stem or on the flower centres. This photograph of watches perched on orange gerberas was styled by me and shot by Rebecca Westcott. It was not an easy shot to set-up, largely owing to the watch dials that cast a reflection.



A STYLED PHOTOGRAPH OF JEWELLERY ATOP ORANGE GERBERAS. (STYLING BY CHARLIE MOORE AND PHOTOGRAPHY BY REBECCA WESTCOTT).

GET FLOWERED UP!



HIRED HANDS

GET CREATIVE WITH THE THEME OF YOUR JEWELLERY SHOOTS BUT BE SURE TO USE PROFESSIONAL HAND MODELS. (STYLING BY CHARLIE MOORE AND PHOTOGRAPHY BY DAVID PARFITT).

CONSIDER THE BIGGER PICTURE

Think about how each post will look on your grid as a whole. There needs to be a theme that keeps it all together (usually a well formulated brand style). Most brands work on a colour theme, i.e. 12-15 red posts that then move onto blue, but this takes organisation and pre-planning.

As a bare minimum, think in threes. Make sure the images work together to make it easier on the eye. Curate your grid like a magazine – use stories for more personal issues and daily life. People won't follow a jewellery brand to see cats, so that is best left off your grid and reserved for Instagram stories where it will sit for just 24-hours.

My advice would be to plan your Instagram like a diary; work out when you need to do your next campaign shoot, how many weeks' worth of posts you will get and what other images will work for your feed.

Finally, if you do have a budget for images, use the professionals. A good stylist will produce a whole campaign shoot and know which photographers and models will work best for your brand. With jewellery, it is particularly important that the lighting is correct, so a good photographer is essential. A good team will generate the quality and quantity of campaign images that you can use to maximise impact on your Instagram feed.

IF IN DOUBT...

If you are incorporating hands, get a professional hand model. Good agencies are hiredhandsmodels.com and bodylondon.com. A top tip is to ask to see polaroids as well as the model's portfolio book, as all of these are usually retouched. You don't want to be left with a large retouching fee because a model has one slightly wonky finger... it has happened to me!

CREATE VARIETY

Using a mix of video, gifs and images can add pace to your feed and create a personal touch. Create a gif by moving your jewellery – maybe a pendant necklace can be swung in a circle? Gifs work well with a simple background and small movements. Don't over complicate it.

THINK THEMATICALLY

Is Christmas coming up? What props could work well with jewellery? Remember, scale is key here. Think about the size of your prop against the jewellery – seeing the product is the most important thing. In this picture that was styled by me and shot by Xavier Young, I used midnight blue Christmas baubles to complement a star-inspired jewellery theme.



FESTIVE PROPS

CHRISTMAS DOESN'T HAVE TO BE ALL RED AND WHITE!
(STYLING BY CHARLIE MOORE AND PHOTOGRAPHY BY XAVIER YOUNG).

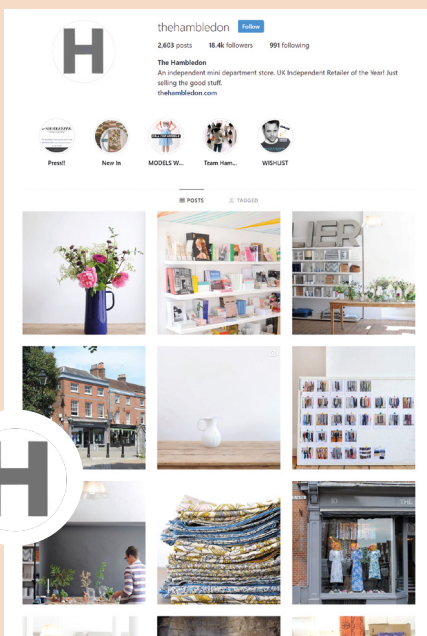
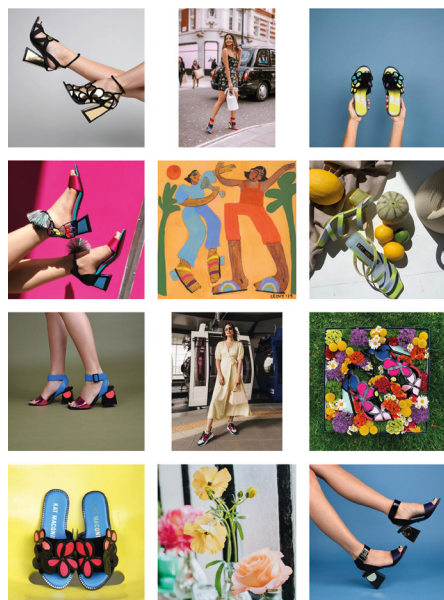
NEED SOME INSPIRATION?

Check out Charlie's favourite Instagram feeds and why she finds them so compelling...



KAT MACONIE @KATMACONIE (SHOES) 118K FOLLOWERS

The colour pops draw you in as does the clean and simple imagery. It's all about the product with a good mix of still life, cropped images and 'as worn by' which all help to create pace – a sort of Instagram rhythm that is pleasing to the eye.



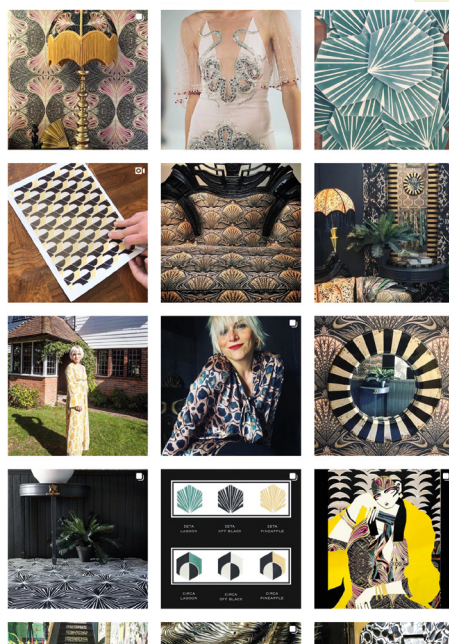
THE HAMBLEDON @THEHAMBLEDON (LIFESTYLE STORE) 18.4K FOLLOWERS

Nothing contradicts the use of soft colours on this business' grid. I like the informative side of it, i.e. they are only one of two stores selling a certain brand or that their best-selling biscuit trays are back in stock... this makes me want to see these biscuit trays and that maybe I should get a biscuit tray (I really don't need one but they sell the idea to me so well!). I also like that they post pictures of their staff too - it feels like an organic way of getting to know the store and people who run it.



POMELLATO @POMELLATO (JEWELLERY) 240K FOLLOWERS

I love how clean this brand's grid is. It presents a mix of model shots and then professionally shot still life that is clean and simple, this mix helps the whole grid to breathe and feel light. It is also cleverly arranged in colour themes and ties in with wider marketing campaigns.



ANNA HAYMAN DESIGNS @ANNAHAYMANDESIGNS (PRINT AND INTERIORS) 28.7K FOLLOWERS



I started following this account when I saw one of the designer's lampshades on a retailer's website. I took one look at her grid and thought it was wonderful, especially if, like me, you're into dark interiors and prints. Anna uses a mix of video, inspiration and her own home to suggest different ways to style pieces. Her feed never bores and I love the way she occasionally talks to the camera – these posts are few and far between, which makes me more likely to click on them to view.

FIND OUT MORE Charlie Moore is a freelance fashion stylist and previously worked at Glamour, InStyle, The Times and Woman&home. You can find out more about her at charlie-moore.co.uk or by emailing charlie@charlie-moore.co.uk.



MINED AND REFINED IN CANADA

The fine gold used in the fabrication of Canadian Certified Gold product is certified as .9999 pure Canadian gold. This innovative technique allowed the fine gold to be refined to .9999 purity, while still being able to ensure complete Canadian origin. A unique symbol of authenticity is engraved on the product. All pieces of jewellery bearing this unique mark are guaranteed to have been made using only gold that was mined in Canada.

wise words

Can an explanation point be the difference between a fine jewellery customer purchasing a piece or heading elsewhere? Facets considers the importance of language in jewellery marketing and the 'luxury copywriting' tricks that create an accurate reflection of your products, both in print and online.

"There are a lot of clichés around writing 'luxury' content and often the message gets lost in the language," says UK and Switzerland based freelance writer, Lauren Steventon. The topic under discussion is the language of luxury, or to put it another way – how certain words, phrases and grammar tricks can emphasise quality and value in higher priced items, making customers more likely to purchase and engage with your brand.

Steventon, who has written for the likes of American Express, British Airways and Swiss luxury apartments company Le Bijou, continues: "The word and even the idea of 'luxury' has become over-used and the challenge is to convey the true value and quality of something to make it stand out from the noise that is crowding the sector. In addition, few consumers are more demanding than a luxury consumer. Inundated with brand communications they only take note of those that catch their attention, and a brand has to find a way to emotionally engage with the customer, to present themselves and their products in a way that makes sense for their lifestyle and piques their interest."



"a brand has to find a way to emotionally engage with the customer, to present themselves and their products in a way that makes sense for their lifestyle and piques their interest"

LAUREN STEVENTON. FREELANCE WRITER

London-based copywriter, Anabel Maldonado, who has written and edited copy for brands like Alexander McQueen, among others, agrees with the 'standing out from the crowd' message. "Differentiating a brand, range or item is the most difficult thing about writing for luxury brands," Maldonado says.

Both agree that the challenge is to avoid slipping into clichés, such as a default words and stock phrases. Maldonado continues: "For luxury brands, all of them default to the same words to justify the price. More often than not, they talk about craftsmanship, which is understandable, but this has started to lose meaning and become a 'stock phrase'. The challenge is moving away from these luxury stock phrases and find the more nuanced features of the brand."

But what does this mean in practice? What are some common mistakes to avoid? For Maldonado, it's the use of an informal tone and too many explanation marks, which she describes as the "death knell" of copywriting. "Luxury copywriting should never be that excitable," she explains. "Luxury copy should sound like your 'too cool for school friend'. The worst are hyperbole and superlatives. Phrases such as "the world's greatest..." and "the best". This is trying too hard and gives the opposite effect."

Stevenson points to "too many adjectives" as a common copywriting pitfall. Her advice is to avoid being overly descriptive, as this doesn't necessarily make your subject sound more luxurious.

The challenge all fine jewellery brands face, therefore, is creating a narrative that surrounds product and helps the customer to connect with it on an emotional level. This must also be supported by a consistent tone of voice – one that identifies the style of your brand and tells the customer what they can expect, whether that's fun, fashion-forward style or sophisticated heritage.

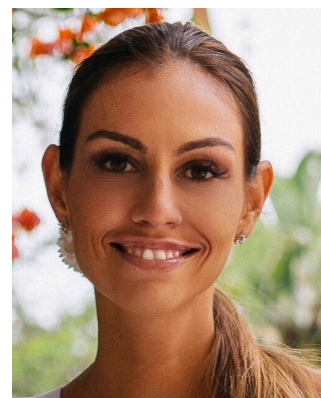
Stevenson says: "Focus on what makes the product special, rather than trying to sell general 'luxury'. Less is more. These days, no-one has time to read lengthy descriptions: copy that tells a story concisely is much more effective."

Maldonado adds: "Create a template for your product descriptions and a brand DNA, so you can use roughly the same 8-14 adjectives and develop a brand language.

Don't just use the stock phrases around luxury, like 'elegant', 'craftsmanship', 'heritage' and so on. Everyone says this."

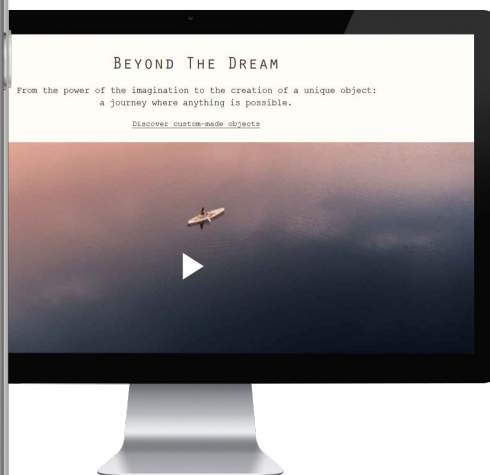
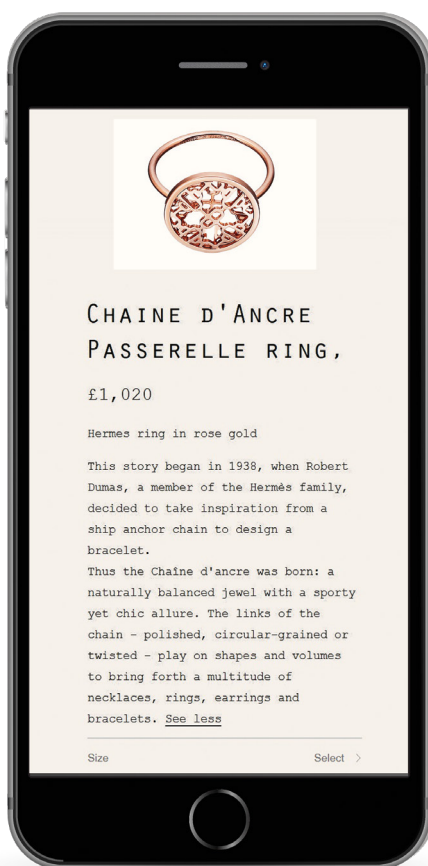
If you are in need of a little inspiration, look to Astier de Villatte and the mini-stories it creates for each of its candle scents. Elsewhere, MatchesFashion.com, Hermes, Temperley London and Joseph are great examples in the fashion space. Stevenson says: "Hermes is a good one. Although the brand is well-known and doesn't need to convince anyone of its credentials, it is always interesting for inspiration and a good example of how luxury can be playful, modern and interesting without dimming its allure."

When communicating luxury, perhaps the best advice is to avoid trying too hard and steer well clear of clichés. You may describe your product as "the finest", "the best" and "the most," but as the old adage goes, if you have to say it... **it probably isn't true.**



"Luxury copywriting should never be that excitable, Luxury copy should sound like your too-cool-for-school-friend."

ANABEL MALDONADO, COPYWRITER



"EXAMPLES OF CONCISE, BUT PERSONALITY FILLED COPY BY HERMÈS"

TOP TIPS FOR SPARKLING SENTENCES

Facets editor, Sarah Jordan, shares her top tips for making fine jewellery copy perform online, in print and on social media.

- **Don't use the word luxury** – it is overused and means very little when even dogs can have 'luxury' food in their bowls.
- **Remember your unique selling point** – think of ways to get this across in a succinct and engaging way.
- **Avoid 'you', 'we' or 'I'** – your brand should feel aspirational and not conversational.
- **Consider how you can communicate** exclusivity and authenticity rather than monetary value.
- **Skip words like 'very', 'exceptional' and 'inspiring'** – say what you need to in as few

words as possible and avoid excessive use of adjectives.

- **Speak confidently and with authority** across your website, lookbooks and on social media. Your audience needs to trust you know what you are doing and have the knowledge to back-up what you are selling.
- **Hit the customer's heart strings** – appeal to their emotions. If you want them to spend a year's worth of savings on a diamond necklace, they must feel like it will be adding to their lives in a meaningful way.

THE ONLINE EXPERIENCE



With so much jargon in the web design space, it is hard to know what's what! Here, Holly Hayman, lead digital strategist at Lancashire-based Fat Media, breaks down UX Design for CMJ Members and explains why you should make it a priority.

What is UX design and why should business owners care?

It stands for 'User Experience' and does what it says on the tin! It is all about making sure your website is as attractive and straightforward to use as possible, so that there is nothing in the way of a potential customer making a purchase or getting in touch.

What is the biggest UX design issue you come across with e-commerce businesses?

One of the biggest mistakes we still see is people not thinking enough about how their site looks and performs on mobile. Mobile now accounts for over 50% of Google's searches, so when people are browsing – for an engagement ring or gift, for example – they are likely to be on a smartphone, and so we need to make allowances for smaller screens.

The other thing we see is people not tracking and evaluating their traffic fully. After all, how do we know what is successful or what needs changing if we don't monitor it?

When you say 'evaluating traffic' what does this mean in practice?

For example, if a page has a high bounce rate, people are not finding the information they need (and are literally 'bouncing' away). Make sure you have the most important details first, along with some links to other relevant pages, such as similar products, to encourage users to keep browsing your site.

What are some of the main principles of UX design?

We would start with the objectives – do you want to sell more through the site? Do you want people to call or email, or even come into the store to try some jewellery on?

If it is ecommerce, the first place to start is the checkout, then 'work your way back' through the product pages, categories and homepage. If you are looking for enquiries, then the first place we would start is how easy it is to get in touch and whether this is clear at every stage on the site.

Have you worked on any UX design projects recently that stand out?

One of my recent favourites is Jessops. We have redesigned and developed its main site, complete with a new mega menu to help customers find the product they want quicker, and a smoother checkout process to make purchasing as easy as possible – therefore reducing basket abandonment.

The pinnacle for me personally is AO.com

– it has got so many great features and the site is constantly evolving (white goods might not be as sexy as solitaire diamonds, but they certainly sell!).

What would be your advice for retailers selling fine jewellery online? How can UX design inspire customer confidence?

As backwards as it sounds, don't be too pushy. When people are making a big purchase – like an engagement ring – it is as much about emotions and the journey on the site as it is about having buttons in the right place.

TOP TIPS: *from Homepage to Sale*

HOMEPAGE

- Have your most important content at the top of the page, above the fold – meaning the users don't have to scroll down to find it
- A scrolling banner – known as a carousel – is a great way to get multiple messages or products in the prime space at the top of your homepage
- Make sure your main navigation menu is clear and easily accessible

PRODUCT PAGE

- Keep the most important information above the fold
- Ensure all images are high-quality
- Make your 'add to basket' button clear and highly visible
- Include links to related products and ranges to keep users browsing your site if they don't see what they want first time
- Make sure delivery info, returns and price are all easy to find or linked to clearly at the top of your homepage

CHECKOUT PROCESS

- Reduce 'noise' – there should be no other links on these pages, so users don't get distracted and abandon their cart
- Use the minimum amount of fields possible in forms to keep the process simple and short

Fat Media are a full-service digital agency with offices in Bristol, London and Lancaster. Check out fatmedia.co.uk for more details and to get in touch.



What: CMJ AUGUST TRADE EVENT

When: August 4 and 5

Where: Birmingham

The forthcoming CMJ trade event will feature a raft of new experiences designed to help members "lead, engage and enhance" through a variety of new dedicated networking initiatives. In addition to the usual supplier exhibition, August's meeting will see a "speed networking" event introduced for the first time with suppliers asked to name three retailers they would like to connect with. Organisers hope the initiative will give members the opportunity to be introduced to entirely new areas of trade. In addition, the CMJ will also launch The Hall of Inspiration and Innovation. The hall will showcase the very best in industry innovation as well as hosting learning workshops for shopfloor staff who want to get expert advice on various skills. For more information visit:

masterjewellers.co.uk/events/



What: INTERNATIONAL JEWELLERY LONDON

When: September 1-3

Where: London Olympia

The UK's biggest jewellery trade event is back for three days at the beginning of September with over 500 jewellery and watch focused brands and suppliers set to showcase their new collections. The timing of the show provides retailers with the perfect opportunity to purchase ahead of the key Christmas selling season and, in addition to viewing new ranges, visitors to the show can also expect a range of thought-provoking seminar sessions as well as IJL's usual regular features including the KickStart and Bright Young Gems initiatives. This year's event is also expected to play host to an enhanced exhibitor party on the show's opening day. Visit jewellerylondon.com/Visit/ for more info and to register for the show.

What: PARIS RETAIL WEEK

When: September 24-26

Where: Paris Expo, Portes de Versailles

Described as a 'major-league connected-retail ecosystem gathering', Paris Retail Week will bring together professionals from the world of digital retail and marketing with the aim of offering visitors a ground-breaking trade show experience where they can discover practical solutions, innovations and tools for developing their business. The exhibition will take place in a relaxed atmosphere with live and direct event experiences and enjoyable networking sessions. For more information and to register visit: en.parisretailweek.com/

What: TECH•

When: October 2-3

Where: Printworks, London

Tech• is a two-day festival of digital commerce and the technology driving it. Taking place at London's Printworks venue, the event is billed as the only two day show where retailers, tech suppliers, FMCGs, start-ups, investors and analysts join forces to work out how they will not only survive the digital revolution but thrive in future. The event claims to put the most disruptive thinkers under the spotlight, with over 3,000 attendees from 800 different companies expected to be in attendance, in addition to 180 speakers participating over the course of the two-day event. For more information including a full speaker programme, visit tech-festival.com/

Dates for your Diary

A round-up of the most relevant industry events over the coming months

What: THE BRITISH JEWELLERY & GIFTWARE FEDERATION BENEVOLENT SOCIETY BALL INCORPORATING THE NATIONAL ASSOCIATION OF JEWELLERS AWARDS

When: December 5

Where: St John's Hotel, Solihull

The annual ball in aid of the British Jewellery and Giftware Federation Benevolent Society returns to the St. John's Hotel in Solihull on December 5, with all proceeds going to the charity. The evening also incorporates the National Association of Jewellers (NAJ) Awards with accolades given out in several different categories, recognising everything from retail and design through to suppliers and workshop employees. There will also be a charity raffle as well as a silent and live auction taking place on the night. For tickets, email Gill.Price@batf.uk.com



Even more inspiration...

VICENZAORO, September 7-11, Fiera di Vicenza vicenzaoro.com/en

GOLDSMITHS FAIR, 24 September - 6 October, Goldsmith's Hall, London goldsmithsfair.co.uk

RETAIL JEWELLER INSPIRING INDEPENDENTS, October 17, Riverbank Park Plaza London retail-jeweller.com/events

VOD DUBAI INTERNATIONAL JEWELLERY SHOW, 13-16 November, Dubai World Trade Centre jewelleryshow.com

CMJ

Growth & Learning Network

Take a look at some of our favourite snaps from CMJ Growth & Learning Network events across Liverpool, Laverstock, Southampton and Bournemouth. To get involved, **visit masterjewellers.co.uk/events**



LIVERPOOL



LAVERSTOCKE

GET INVOLVED

Whether you want to rub shoulders with other CMJ Retail Members, discover new ideas, or enjoy some inspiring experiences, there is something for everyone with the CMJ Growth & Learning Network. Over the past few months, CMJ Retail Members and Approved Suppliers (at some of the networking meetings) have visited successful independent retailers across a range of disciplines in Liverpool, enjoyed a day sipping Bombay Sapphire gin in Laverstocke, and taken part in action-packed water adventures with watch brands, Garmin and Elliot Brown. The month of June also saw CMJ Retail Members meet in Eastnor, Herefordshire, for a Jaguar Land Rover experience.



Above: Phil Ainsworth from Ainsworth Jewellers with wings! Peter Wong and Cynthia Cartwright from Wongs Jewellers, Steevan and Michele Whittam from W.R. Bullens with Helen Dimmick from CMJ. Left: Lydia Taylor from Rigby Jewellers.



Above: Steve Todd and Phil Ainsworth from Ainsworth Jewellers with Kaz and Helen from CMJ, Sequoia Harris-O'Reilly from River Mounts, Himanshu Shoj, Andre Michael, Tessa Coughlan from River Mounts, Emma Louise Gregory from UnoDe50, Nick Wally, Andre Michael and Gary Wroe from Hockley Mint.



Above: Jim, Dan and Amy Mellor from David Mellor Jewellers, Jason Rigby from Rigby Jewellers, Anthony Fuller, Michael Mathews, Jeremy Fournel from The Amber Shop, Ollie Stone from Garmin.

Right: Joanne and Nigel Leake from D.C. Leake Jewellers.



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