

[image of jewellery by Linnie McLarty]

A strong Alliance

“made in Great Britain”

The British Jeweller’s Association creates a strong forum for the British jewellery industry. During Inhorgenta Europe the organisation supports and presents new design talents.

Each year Hall C2 at Inhorgenta Europe is the focal point for innovative jewellery designers and manufacturers who come to Munich from all corners of the world to exhibit in this befitting atmosphere. Timeless design, innovative materials and fresh ideas create a rich spectrum for trade visitors. Equally, for jewellery designers from Great Britain the Munich jewellery fair is an important event in the business calendar to present their new products to the world market: under the umbrella of the British Jewellers’ Association (BJA) and London Jewellery Export (LJE) they share a joint stand on which they offer visitors an impressive overview of the current breath of British design. For over 120 years the BJA has offered a range of services and advice aimed at manufacturers, wholesalers, refiners, diamond and precious stone dealers, jewellery designers, gold- and silversmiths, craft artists, suppliers, retailers and galleries. To date the organisation has over 900 member companies that form the basis of a strong advocacy group for the industry.

Strength domestically and internationally

The organisation works in two directions: on one hand the BJA supports its members to increase productivity and raise their profile within their own country. On the other hand the interest group facilitates an effective and cost efficient presence internationally, with the aim to gain greater attention and market share abroad. Amongst other things the BJA supports its members in questions of copyright and trademarks, fairs and professional press work. Last but not least, members undertake to maintain a high quality standard in their products as well as their customer service.

During the forthcoming Inhorgenta Europe visitors again can see for themselves the quality of jewellery “made in Great Britain”.

In total 10 designers present their latest collections at the joint stand in Hall C2 (stand 614, aisle F). Further BJA members are also present in the designer hall either on joint or individual stands. The potential for innovation by designers from the United Kingdom was already impressively proofed last year by the young designer Anthony Roussel (Member of London Jewellery Exports) who was awarded the Inhorgenta Innovation Prize 2009 for his sophisticated creations in wood. From puritanical-geometric creations to classic-elegant all the way to playful floral and rococo ornaments the guests from the Commonwealth present not only their innovative design ideas, but also a quality in material and craftsmanship which will satisfy the high expectations of the international Inhorgenta audience.

Prisca DeGroat

[image of jewellery by Eastern Mystic Jewellery, Rowan Davis, Ute Decker and Alexandra Simpson]

Interview with Lindsey Straughton, senior coordinator at BJA

GZ: What are the advantages especially for young designers and companies of being members of the BJA? What work does the BJA do specifically to create market advantages for its members?

Lindsey Straughton: The British Jewellers' Association represents a broad spectrum of the British jewellery industry. Over 900 members also do business with each other and benefit from cost efficient services. Companies have the opportunity to present themselves on our website and our press service creates connections to journalists who on their part can download press material and product shots from our site. Our magazine "Jewellery in Britain" informs the industry of relevant news – only recently we published a special feature on Inhorgenta and encouraged British retailers to visit this wonderful European, design oriented fair!

GZ: How do you support jewellery designers to prepare for fairs like Inhorgenta?

LS: In a way we function as mentors: we advise designers on the relevant market potential as well as costs and pricing. In addition our international members regularly provide information on the market situation in other countries. And finally we of course help to test the export market by offering cost efficient shared stands.

GZ: What role do awards like the Inhorgenta Innovation Prize play for your members?

LS: We encourage designers to take part in this respected competition, as the prestige and publicity are great. Last year the London designer Anthony Roussel won the prize for his artistic wood jewellery. To be recognized for innovative design is of course immensely helpful.