

# FLYING START FOR LONDON JEWELLERS

Part of the London Rocks advertising campaign

The two-year London Jewellery Exports project masterminded by the British Jewellers' Association as part of the Jewellery Sector Investment Plan is off to a flying start.



Since it was officially launched at the Goldsmiths' Company in February, London Jewellery Exports, which is funded by the City Fringe Partnership with investment from the London Development Agency, has already helped some 40 designer makers and manufacturers based in the capital to explore potential overseas markets for their jewellery.

An important part of the project is helping participants to identify suitable markets for their products and having done so to assist them to visit those markets to do their own research. To this end a number of designers and manufacturers have received financial assistance to visit trade shows and retail outlets in destinations as far flung as New York, Tokyo and Istanbul as well as several key European destinations.

### Share to Prosper

In return for this help, each participant is required to supply a detailed report on their visit for posting on the project's website [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com). This information – which includes facts on the market, details of shops they have visited, their impressions of the fair and so on – is then made available not only to other participants in the project, but also to all bona fide British jewellery producers and not simply those in the London area. It makes fascinating and informative reading.

Alan Craxford, a designer jeweller who specialises in hand engraving, was an early beneficiary. Thanks to JSIP, Craxford was able to visit the Inhorgenta Exhibition in Munich in February 2007. "I found this an exciting trip to make and am grateful to the London Jewellery Export Initiative for making it possible, travelling with experienced hands helped me to understand the event better and not waste time," he told JIB.

Another beneficiary was Hoori Falsafi, a designer of fashion and costume jewellery whose products are all handmade in the UK. Falsafi was part of a group of jewellers who received a travel grant to visit the JA Show in New York earlier this year. "It was very helpful to go in a group with people from LJE and UKTI who really knew the market. We attended a meeting at the British Embassy and made lots of connections. As I result of the trip I have discovered a market for my products in New York and am now selling into a number of boutiques in Soho. It is great to have a project like this that is specifically for jewellery makers," says Falsafi.

As well as trips abroad London Jewellery Exports has organised a number of 'Export Seminars' in various venues in London. The designer jeweller, Emily Bedford attended one of these at the Clerkenwell Green Association in March. "The seminar with LJE and UK Trade and Investment and was the best thing I have ever been to at CGA in terms of helpfulness and gave me such a new direction. It was brilliant and a real eye opener," Emily told JIB.



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© Alan Craxford

[www.londonjewelleryexports.com](http://www.londonjewelleryexports.com)

# THE FRENCH CONNECTION

A open day-long seminar devoted to exporting jewellery and silverware to France is planned for 27 June, 2007 at Cockpit Arts Studio in Holborn, London.

This event is being headed by LJE's project co-ordinator, Aldyth Crowther who has carried out considerable research and has special expertise in this particular marketplace. Aldyth will explore a number of French shows all of which take place either annually or bi-annually in Paris and explain their differences and foibles. The shows are Kara, Eclat de Mode, Premierè Classe, Prêt à Porter, Trianon, Rendezvous and Orhopa.

As part of its concentration on the French market, LJE is planning to take a party of British designers to Kara which next takes place from 23-26 November, 2007. This event, which is sometimes described as the 'French Goldsmiths' Fair', is consumer facing whereas all the other fairs are all 'trade only' and are in some cases very closely linked with fashion rather than being stand alone jewellery events. Participants' reports about their experiences at Kara



@jacqueline Cullen



@Daisy Croft

will appear on the project's website in due course [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com)

### For further information

To book your place at the Seminar on 27 June, 1-5pm, contact Aldyth Crowther at [Aldyth@londonjewelleryexports.com](mailto:Aldyth@londonjewelleryexports.com)



@Rebecca Steiner

## SELLING TO THE OVERSEAS CONSUMER

The business-to-business route of exporting is only one way to reach an overseas audience for your products. As a number of British designer makers have already discovered, overseas retail events such as Sieraad in Amsterdam, Artifact in Bruges KIC in Aarhus, Denmark and Kara in Paris can be a lucrative and successful way of expanding your sales by selling directly to the overseas consumer.

"These shows are rigorously selected and definitely won't suit everyone, however for some they are a perfect way of dipping a toe into an export market, perhaps especially for people selling one of a kind items and contemporary silverware," says LJE's project co-ordinator, Lindsey Straughton.

As Staughton is keen to stress, these events are aimed firmly at a collectors' market and/or at jewellery galleries and will best suit those working at the cutting edge in alternative materials and silver rather than



Bourse De Commerce the venue for Kara in Paris

those who work more traditionally in precious metals and diamonds.

If you think one of these shows might be for you and would like to find out more about LJE can help you in this respect contact Aldyth Crowther at [Aldyth@londonjewelleryexports.com](mailto:Aldyth@londonjewelleryexports.com)

## TRADE MISSION TO JAPAN

A market visit being organised by the export wing of the British Jewellery and Giftware Federation in partnership with UK Fashion Exports, looks set to provide an excellent opportunity for anyone wishing to discover more about exporting to Japan.

The trip to Tokyo, which is scheduled to take place from 12-16 November, 2007, will include a reception at the British Embassy where participants can showcase a small selection of their work to an audience of specially invited key buyers, importers and distributors from the gift, jewellery and fashion sector. The trip, although accompanied, is loosely structured to allow participants plenty of free time in which to make their own appointments and explore various retail outlets.

A travel grant of £750 may be available through UK Trade and Investment to those applicants who meet their criteria, but funding is provided regionally and is not guaranteed. To find out more contact Lindsey Straughton on 0121 237 1112.

[www.londonjewelleryexports.com](http://www.londonjewelleryexports.com)

For information on the following export markets:

AMERICA  
AUSTRALIA

BELGIUM  
DUBAI

FRANCE  
GERMANY

HOLLAND  
INDIA

ITALY  
JAPAN

SCANDINAVIA  
SPAIN

TURKEY

# SEMINARS SHED LIGHT ON EXPORT SERVICES

A key element of the London Jewellery Exports project is helping both would-be and more experienced exporters to discover those agencies and organisations that may be able to assist them in their quest for overseas sales.

To this end it has organised a number of seminars with speakers drawn from UK Trade and Investments (the government's export wing) together with representatives from commercial service providers such as the international, goods transport company, G4S International and the global financial payments company Voltrex, to explain what services and possible funding may be available to them.

Speaking at a recent Seminar held at The Clerkenwell Green Association, Nigel Stewardson, UKTI's International Trade Advisor to the Giftware and Jewellery industry told delegates that the government has five or six very different packages to offer exporters. Some of these focus purely on giving help and advice while others will provide match funding of up to £1800 for specific export activities.

"Anybody thinking of exporting needs to discover what UKTI and the various organisations it sponsors such as British Jewellery and Giftware Exports and UK Fashion Exports can do for them," says LJE's Lindsey Straughton. "I would urge anyone who is unaware of UKTI's activities and especially its Trade Show Access Programme (TAP) and 'Solo' funding scheme to sign up to our next seminar and find out exactly what's on offer."

For the uninitiated exporter, knowing how to ensure that their jewellery or silverware reaches its destination safely is a major concern. This is where an international transport company such as G4S International comes in. Speaking at the Clerkenwell Seminar, Allan Finn, Regional Operations Director Europe for G4S International UK Limited explained not only about his company's various parcel services



© Lilly Hastedt

but also about the tricky topic of Carnets, or temporary import bonds, which are needed in order to exhibit abroad. Get this wrong and it can not only prove costly and time consuming but in the worst case scenario prevent you from showing your goods.

Another area of concern for all exporters is ensuring they are paid and LJE has been pleased to welcome representatives from the foreign exchange company Voltrex Limited and from HSBC Bank to speak at its Seminars and explain to delegates how best to manage the financial issues that arise from dealing in different currencies.

For designer jeweller Lilly Hastedt the seminar she attended at the Clerkenwell Green Association was highly illuminating. Hastedt who makes distinctive coloured stone jewellery is currently exhibiting only at The Goldsmiths' Fair. She told JIB that the seminar

she attended had been 'fantastic' and had made her determined to take the next step by venturing abroad.

"Discovering how the nitty gritty of exporting works and what help is available before you begin is crucial to success," says Straughton. "These seminars have been so well received by participants that we shall continue to stage similar events for the duration of the project. If anyone out there has a particular topic they would like us to cover, do please let us know and we will do our best to organise suitable speakers."

For a list of forthcoming seminars keep an eye on the LJE website at [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com)

For further information  
[www.uktradeinfo.com](http://www.uktradeinfo.com)  
[www.G4S.com/uk](http://www.G4S.com/uk)  
[www.voltrefx.com](http://www.voltrefx.com)

## LESSONS FOR RETAILERS TOO

Whilst the majority of those being assisted by the London Jewellery Exports project are manufacturers or designer jewellers, it has plenty to offer to companies at all points of the supply chain – including retailers.

This is a view strongly endorsed by the project's 'Champion', Lisa Chambers. Lisa, who is an independent jewellery retailer with four shops in the Midlands and two jewellery website businesses, is one of the nine members of 'London Jewellery First' – the board charged with providing an independent view on the delivery of the Jewellery Sector Investment Plan.

### Global industry

"Jewellery is a global industry and what is happening overseas in terms of trends and fashions has a huge impact on the UK market. British companies that export their jewellery benefit enormously, not just from increased sales but also from moving in a wider sphere and being closely in touch with their overseas competitors," she told JIB.

Lisa is keen to point readers, including retailers, who are looking to expand their own horizons to the LJE website. "It is a mine of useful information," she says.



Project champion  
 Lisa Chambers

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## LJE AT SUMMER FAIR

Summer Fair, the contemporary sister event to Spring Fair and Autumn Fair, launches at Excel London from 17-20 June, 2007. This highly promoted and strongly design-led event is targeting a cosmopolitan, international audience and as such will provide a great opportunity for London Jewellery Exports to showcase some of the many designer jewellers involved in the project.

The LJE stand will feature some of the capital's brightest young jewellery talent showing collections in a variety of different materials and styles. Amongst those taking part will be Ombretta Vaccari – Esotic, Emily Bedford, Nafisa Designs, CJ Poupazis, Stephanie Ray, Rosie Weisencrantz, Maria Spector and Ana Verdun.

“These cutting edge collections will sit extremely well at Summer

Fair and I have no doubt that they will catch both the eye of both international and the UK buyers looking for jewellery that is definitely different,” says Aldyth Crowther.

Details of all these companies and all participants in the London Jewellery Exports projects can be found at [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com)



© Nafisa Designs



© CJ Poupazis



© Ana Verdun



© Rosie Weisencrantz

## EXPORT EXHIBITION FOR SILVERSMITHS AT IJL

London silversmiths with an eye to export are being invited to put forward a contemporary silver vessel for possible inclusion in an exhibition being staged on the London Jewellery Export stand (British Design Pavilion C569) at this year's International Jewellery London (2-5 September, 2007).

This will feature ‘vessels’ of all types and cups, mugs, bowls or jars of any size and type are eligible providing they are made of sterling silver and produced in the Greater London region.

The resulting exhibition will be a focal point for an inward trade mission from Japan being organised by British Jewellery and Giftware Exporters in which a group of key Japanese buyers and journalists are being invited to attend a paid-for visit to IJL. The exhibition will feature in the pre-publicity for this visit and in the PR for IJL itself.

A cocktail party for these Japanese visitors will be held on the LJE stand, which will be situated in the Design Pavilion at IJL and all participants will be invited to attend this event to meet this carefully selected, potential overseas audience for their designs.

An entry form for this exhibition (which will be seeking the new and unusual and will be chosen on merit) is available to download from the LJE website [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com) Entry - which is by photograph in the first instance - closes at the end of July.

There is a possibility, if the exhibition is well received, that participants may be invited to resubmit their entry into a touring exhibition to be staged at British Embassies in selected overseas destinations.

## POSITIVE RESPONSE TO TELEPHONE SURVEY

In order to heighten awareness of the London Jewellery Export Project and what it can offer to jewellers and silversmiths in the metropolis, the organisers have undertaken a telephone survey of over 100 carefully targeted businesses.

“The results have been extremely positive,” enthuses LJE's Lindsey Straughton. “We have learnt a great deal about these businesses and have a much clearer picture of what type of products are already being exported and the countries being targeted. Many of those to whom we spoke - both established exporters and complete novices - expressed real enthusiasm to get involved and I feel sure that all those contacted are now better informed about the help that is available to them in the export activities.”

## MEET THE JAPANESE BUYER

The Japanese buyers and journalists taking part in the Inward Trade Mission to London to coincide with International Jewellery London will also be present at a special event to be held after IJL closes on 6 September, 2007 at Langdales, the new jewellery centre housing the JSIP project team, exhibition space, Holt's Jewellery School and workshops, which opened recently in Hatton Garden.

London companies and designers who are not attending International Jewellery London, but who are interested in exporting to Japan, are being invited to take part in a ‘Meet the Buyer’ opportunity, whereby they can make an appointment to showcase their designs to participants.

Full details of this opportunity and how to take part will be posted on the LJE website in due course.