



© Aventure



© Martick Jewellery

Strengthening JAPANESE LINKS

The Japanese market provides excellent opportunities for British jewellers offering something a little bit different and assisting its beneficiaries with their Far Eastern export initiatives has been a high priority for the London Jewellery Exports project.

Buyers at IJL

For the second year running the LJE team was delighted to play host to a party of Japanese buyers and journalists who visited the show as part of an Inward Trade Mission organised by British Jewellery and Giftware Exports (BJGE) and sponsored by show organisers, Reed Exhibitions. Those attending included representatives from two major fashion and accessory importers – Yagi and Glenfield Corporation, the fashion publication *Women's Wear Daily* and *Hankyū*, one of the Japan's top five department stores.

The precedents for success are certainly strong. Thanks, in part at least, to contacts made during the 2007 visit to IJL by Japanese buyers, LJE beneficiary Shaun Leane has established a retail outlet in Japan, which he confirms has traded well since it opened in September. IJL has

confirmed that it is in talks with its sister show International Jewellery Tokyo with a view to encouraging more Japanese buyers and exhibitors to visit the London show in 2009.

Trade Mission

Five LJE companies - Martick Jewellery, Kira Bella, Tina Lilienthal, Aventure and Anna-Lou were part of a nine-strong group of jewellers who visited Tokyo earlier this month as part of a fashion trade mission organised by UK Fashion Exports acting on behalf of UKTI and assisted by LJE. The trip included a showcase reception for VIPs at the British Embassy and a retail tour of Tokyo.

Speaking before the trip Tina Lilienthal told JIB "I have worked with a few Japanese customers before, mainly boutiques and jewellery shops. My work is suitable for the Japanese market because it is bold, playful and a little quirky. I have had a good response from buyers so far but I think that going to Japan will demonstrate that I am serious about my business and open up new opportunities. The sponsorship enables me to rekindle already existing contacts and establish new relationships with buyers and possibly department stores. Entering into a new market will mean that my business will grow in terms of turnover as well as a brand."

Tokyo trip 2009

LJE is hoping to be able to support a number of London-based jewellers to visit Tokyo next year during International Jewellery Tokyo which takes place from 21-24 January, 2009. Companies wishing to explore the Japanese market via this research trip may also want to check out the show where IJL will have a presence and plan to have a UK Pavilion in 2010. Email info@londonjewelleryexports.com



© Tina Lilienthal

SEMINAR GIVES TOP TIPS TO EXPORTERS

LJE held a seminar on 3 November in London to assist would-be exporters to Japan to plan their campaigns. The speakers included Paul Alger for UK Fashion Exports, Katsu & Paul, the Japanese-English partnership which both imports jewellery from and exports designer jewellery to Japan, as well as the exporting designers Alex Monroe and Tracy de Chevron Villette.

The presentations covered every aspect of how British firms can succeed in this complex and sophisticated retail market which has a large disposable income for accessories and jewellery and is receptive to UK designer brands.

These are some of the key points that were made:

- You need a clear strategy to succeed in Japan.
- Good PR is essential as consumer publications are key in reaching your target audience
- Manners and business etiquette are not the same, so make sure you are well-briefed to avoid causing offence. For example it is not considered polite to approach Japanese buyers without an introduction through a mutually respected third party such as a trade fair, a contact within the British Embassy, or a Japanese distributor.
- Japanese buyers expect regular contact with suppliers and to succeed you will need to visit at least once a year, or exhibit at European shows that you know they will attend.
- Be prepared to adapt your designs, undergo lengthy decision-making and polite questioning before being given an order. The good news is that buyers tend to be extremely professional, well-informed and stick to deadlines.

For further information go to www.ukfashionexports.com and www.londonjewelleryexports.com



© Katherine Wardropper



© Anthony Roussel

British designers set to 'WOW' Inhorgenta

Ten British designers look set to create a stir when they exhibit on the London Jewellery Exports stand in Munich from 20-23 February, 2009.

"Last year's group stand certainly created a buzz at the show and we are hoping that this year's exhibition in Hall C will build on that success," says LJE's, Aldyth Crowther. Crowther and her colleague, Lindsey Straughton, have selected a group of ten very different jewellers – all of whom are being sponsored to take part in a joint stand at the show.

"Each of these designers has their own unique style and all have been specially chosen to appeal to the fashion-led, contemporary, audience which comes to Inhorgenta looking for something a little bit different," says Crowther. "It is most gratifying to be able to create such an impressive showcase for London and we are confident that these designers will be well received!"

The group comprises Tanja Ufer, Anthony Roussel, Jenny Llewellyn, SquareCircles, Zoe Catherine Kendall, Katherine Wardropper, Teri Howes, Tamara Gomez, Ulrikke Vogt and Stacey Whale.



© Ulrikke Vogt



© Tanja Ufer



© Zoe Catherine Kendall



© Stacey Whale

London designers shortlisted in Italian Jewellery Awards

London Jewellery Exports would like to congratulate five young British designers, all of whom are signed up to the London Jewellery Exports project. These talented Londoners have been shortlisted in The Italian Jewellery Awards, a brand new competition organised by the Italian region of Campania and supported by The Jewellery Show at Spring Fair International.

Shortlist

Those shortlisted are Sarah Ho of SHO Fine Jewellery, Anthony Roussel, Ornella Iannuzzi, Zinzi Coetzee and Ursula Horton of FSA.

The winner will be announced at a high profile event to be staged in Amalfi on 15 November.

www.italianjewelleryawards.com



© Jigs Pattri



© Alex Maryon-Davis



© Angie Boothroyd

KARA the encore

LJE was delighted to return to Kara (21-23 November, 2008) for the second year running.

The project organised a joint exhibition stand for seven London designers at the show which is considered to be the French equivalent of Goldsmiths' Fair:

It was held at a new venue in the Carousell Gallery at the Louvre Museum, which proved a popular and central location.

"The group was selected to provide a rich diversity of designs and talents,

but all with something unique to offer the highly discerning, wealthy Parisians who attend this event," says LJE's Lindsey Straughton.

Participants

Those who participated were Ornella Iannuzzi, Lilly Hastedt, Angie Boothroyd, Diamonds by Erickson Beamor, Alex Maryon Davis, Jasmin Alexander and Jigs Pattri.

Speaking about the event Ornella Iannuzzi told JIB "To exhibit at Kara



© Lilly Hastedt

was a real achievement for me and it was very exciting to show alongside my previous masters from when I was studying jewellery in France.

I feel I have captured the heart of England and as the theme for this year's fair was 'Seduction' it is appropriate that I have also made some conquests in France."

www.kara-expo.com

The Sieraad Five



© Louise Seijen ten Hoor

London Jewellery Exports provided financial support for designers Louise Seijen ten Hoor of Luzzious, Daisy Choi of Day C, Tamara Gomez, Mayza Joao, and Lizzie Kershaw to attend Sieraad International Jewellery and Silver Design Fair in Amsterdam from 6-9 November.

This is a cutting-edge fair suitable for jewellers offering sculptural, minimalist pieces at the forefront of contemporary design. Early indications, as the magazine goes to press, are that the show, which was held at a stunning new venue at the Gashouder, Westergasfabriek, a converted gas works, was a real success. There was a good attendance at the opening event and British exhibitors all reported enjoying the buzz of being part of a truly art-oriented show.

Sieraad stages an annual international jewellery design competition, the winners of which feature in a special exhibition at the show before travelling to other venues in Holland and Belgium. The British designer Kathryn



© Tamara Gomez

Partington's 'Ethereal Neckpiece', comprising white hand-formed precious metal frames linked with white silk, was amongst the elite winning group. Details of next year's competition will be posted in January on www.sieraadartfair.nl

Show director, Marten Bodt, told JIB "The main aim of Sieraad is to stimulate the professionalism of the designers." Judging by the exciting jewellery on display it certainly succeeded this year.

EXPORT AWARD for LJE Beneficiary



Wendy Sarah Pacey has won the Export Award at Origin, the Crafts Council's annual consumer fair, held at Somerset House from 7-19 October, 2008. The award, which is worth £1000 and sponsored by UK Trade & Investment, is presented to a UK-based exhibitor at Origin whose work shows innovation and creativity and is appropriate for export.

Pacey, who exhibited at the Inhorgenta show in Munich earlier this year with the assistance of LJE, says that she will be using the award to visit her key markets of America and Europe and said that she will be working closely with LJE to decide exactly where she should go and who and what she should see. "I've been in business for exactly ten years and it has been a great boost to receive this recognition and to know that I am now in a position to move my business on to another level," she said.

OVERSEAS SHOWS

See London Jewellery Exports @
Sieraad Amsterdam 6-9 November
Tokyo Mission 17-21 November
KARA Paris 21-23 November
Inhorgenta Munich 20-23 February

Free Product PHOTOGRAPHY

LJE is offering twelve of the capital's jewellery and silverware producers the opportunity to have their products professionally photographed for FREE. The work is being done by the specialist jewellery photographer Rob Popper of Electronic Marketsquare, who will provide each participant with a one hour session at his London studio.

The sessions will take place on 10 and 11 February and 3 March, 2009 and during each one Popper will take four or five product shots, which will be supplied to the company/designer on disc. He will also provide tips on how jewellers can make their own product photography more professional in the future.

"Good product photography is essential for any business and we know from the many people who have already spent time with Rob that they have benefitted enormously from his input and his images," says LJE's Lindsey Straughton.

Reserve your place

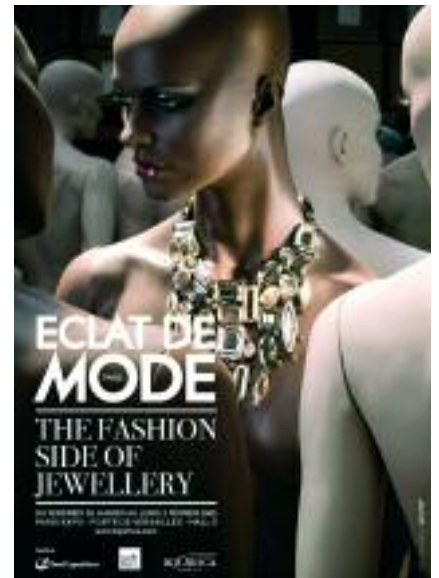
Numbers are limited and bookings will be made on a first-come-first-served basis to any jewellery company provided that it is based in Central London. To reserve your slot call 0121 237 1108 or email info@londonjewelleryexports.com with your name, contact number, full postal and email addresses.

SUPPORT AT ECLAT DE MODE

London designers are being offered support by the London Jewellery Exports project to exhibit at the French exhibition Eclat de Mode which takes place in Paris from 30 January - 2 February, 2009. Participants, who must be prepared to book their own stands and exhibit independently, will be offered £500 towards their costs and will also benefit from additional publicity generated by LJE.

"This show, which is the largest of the Parisian Jewellery events, falls in the month before Paris Fashion Week, at the same time as the pre-show shows and attracts a large number of international visitors. The show is very much an up-market, fashion jewellery event and is probably most suitable for slightly larger, strongly design-led companies looking to broaden their sales in Europe. There is however a special offer for first time exhibitors in January 2009 called Trampoline and a specially selected area called 'Cream' which has just 26 small, purpose-built stands and is specifically for creative jewellery designers, who are selected on the originality of their collection," explains LJE's Aldyth Crowther. Crowther is also keen to point out that even though there is a selection process, designers, once they have submitted an application form, are legally committed to taking up their place should one be offered.

Further details can be found www.bijorhca.com or T: 00331 47565128. Alternatively download an application form from Londonjewelleryexports.com and email to Sandrine.phileas@reedexport.fr



FREE Sales Technique Seminars

29 January & 11 March, 2009

Nicole Bachmann is returning next year with two more exciting and informative seminars to help companies in the creative industries clinch their sales. Places are limited to 20 per event which will be at a Central London venue, yet to be confirmed. Email info@londonjewelleryexports.com now to guarantee your place.

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