

# Success brings extension for LONDON JEWELLERY EXPORTS

THE BRITISH JEWELLERS' ASSOCIATION HAS RECEIVED A FURTHER SIX MONTHS FUNDING FOR ITS POPULAR LJE PROJECT.

The two-year project, which was due to end in September 2008, has received an additional input of funding which will allow it to continue its work helping the capital's jewellers and silversmiths to break into export markets. To date the project, which is funded by the London Development Agency via the City Fringe Partnership, has assisted some 100 companies with either free export sales training or with financial support to visit or

exhibit at key jewellery exhibitions in a number of destinations from Paris to New York. "This is tremendous news," says project manager, Lindsey Straughton. "LJE has delivered real, practical help to its beneficiaries and we know from the feedback we have received, both anecdotally and in reports published on our website [londonjewelleryexports.com](http://londonjewelleryexports.com) that the assistance has really paid dividends."

## LJE RETURNS TO INHORGENTA

Following the staging of a highly successful joint exhibition stand at Inhorgenta 2008, LJE is returning in 2009 for the 36th anniversary of the show. The project will take a group of some ten designers to this much feted jewellery, watch and technology showcase which takes place in Munich from 20-23 February.

The stand will be in the Design Hall, C2 and a rigorous selection process is now underway to choose suitable London-based participants. The format will be similar to last year with an individual cabinet for each jeweller or silversmith on a shared 40 sq metre stand. Thanks to the backing of the City Fringe Partnership and the London Development Agency the only charges to those participating will be a participation fee of 225 euros and an optional individual catalogue entry for the show.

Reviews of the show from all those who took part last year (Nutre Arayavanish, Angie Boothroyd, Mini-ji Cho, David Goodwin, Lilly Hastedt, Jo Hayes-Ward, Sarah Herriot, Wendy Sarah Pacey, Anthony Roussel and Karola Torkos) are posted on the London Jewellery Exports website and should make interesting reading for anyone thinking of targeting the European market, or showing at Inhorgenta, in the future.



Lilly Hastedt

## LJE beneficiaries triumph in UK Jewellery Awards

Ana de Costa, who exhibited on the London Jewellery Exports' stand at Kara in 2007, has been named 'Young Designer of the Year' in the 2008 UK Jewellery Awards. Other beneficiaries of the project - Ruth Tomlinson, Rachel Galley and Ornella Iannuzzi - were runners up.

Since graduating from Central St Martins, where her final year work caught the eye of Carol Woolton, the jewellery editor of Vogue who mentioned her in the 2005 'Vogue List' as 'a jeweller to watch', de Costa has worked closely with some of the biggest names in the fashion and jewellery industries, including Shaun Leane and Alexander McQueen.

Her flamboyant and distinctive designs are influenced by her travels in the Far East, by her Latin heritage and the rich decadence of Art Nouveau. Her workmanship was described as being 'beyond reproach' by the judges. She told JIB that winning the award had made her even more determined to increase her export markets.

Ornella Iannuzzi, whose jewellery is meticulously hand-carved and has a strong sculptural aspect, commented that exhibiting with LJE at Summer Fair in July had undoubtedly helped her export drive: "The show provided me with lots of good contacts and opportunities. My work generated considerable

interest from the trade as well as from show organisers and galleries, while on the export front I have had serious enquiries from Japan, Italy and France," she said.



Ruth Tomlinson



Rachel Galley



Ornella Iannuzzi

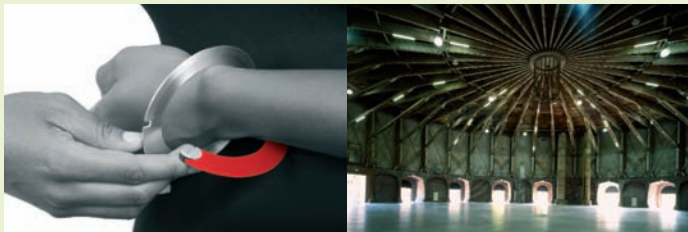
## PUTTING YOU IN THE PICTURE



London Jewellery Exports is once again offering London-based jewellery and silverware companies the opportunity to have some professional photography of their products taken for FREE at International Jewellery London. The specialist jewellery photographer, Rob Popper of Electronic Marketsquare, will be on hand during Monday 1st and Tuesday 2nd September to provide this service, which is open to

exhibitors and non-exhibitors alike. During a 30 minute session, Rob will take four to five product shots as well as providing tips on taking jewellery and silverware photographs. To book a free half hour session on stand L10 Design Gallery, call 0121 237 1110 or email [info@londonjewelleryexports.com](mailto:info@londonjewelleryexports.com) with your name, contact number, full postal address and email address.

## Heading for Sieraad



Thanks to London Jewellery Exports, contemporary jewellers and silversmiths who win a place to exhibit at this year's 'Sieraad International Jewellery and Silver Design Fair' in Amsterdam, may be eligible for a grant of £500 toward their costs.

This consumer-facing show, which has an attractive new venue at the Gashouder, Westergasfabriek, takes place from 6 – 9 November, 2008. One jeweller who has already been accepted for the show and gained LJE support is Louise Seijen ten Hoorn of Luzzious. Louise, who is Dutch by birth, set up her business in London in 2006. She creates geometric, modernist, minimalist sculptural forms which are strongly three dimensional. Other British participants are Daisy Choi, Tamara Gomez and Lizzie Kershaw.

"As we know from our visit to last year's show, Seiraad is right at the cutting-edge of contemporary jewellery design and I feel sure that this year's show in its exciting new location will provide a tremendous platform for these forward-looking British companies," says LJE's Aldyth Crowther. To find out more about Sieraad visit [www.platformsieraad.nl](http://www.platformsieraad.nl) or read the report on [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com).

## TOKYO CALLING

Working closely with UK Fashion Exports, British Jewellery and Giftware Exports and UK Trade and Investments, LJE is offering jewellery designers and silversmiths the opportunity to take part in a subsidised 'Market Visit' to Tokyo from 17 – 21 November, 2008. Participants will have the chance to exhibit their products in a small showcase exhibition at the British Embassy and to meet selected buyers who will be invited to attend by the knowledgeable Embassy staff.

There will also be retail trips around the city to visit key galleries and department stores. A limited number of travel grants of £750 will be available and an optional visit to Hong Kong from

13-14 November is also being offered. The closing date for entries is early September and a list of participants will be available soon.

## JAPANESE BUYERS AT IJL

London Jewellery Exports has been working closely with the BJGF Federation and IJL to facilitate a visit to the show (1 – 3 September, 2008 at stand L10 Design Gallery) by five leading Japanese jewellery and silverware buyers and a journalist. The visit also has the backing of UKTI. A similar visit in 2007 established export contracts for a number of exhibitors at the show.

## Making the FRENCH CONNECTION

The selection process has now closed for those wishing to join the LJE stand at KARA, the Paris jewellery show which takes place from 21 – 23 November, 2008. Kara, which has a new location this year in the Carousell gallery of the famous Louvre Museum, is considered the French equivalent of Goldsmiths' Fair and attracts a customer base comprised in the main of wealthy Parisians. It is most suitable for high-end goldsmiths and silversmiths and those working with precious stones.

Participation with LJE will cost those selected just £500 and an announcement will be made shortly as to who is to receive a place. Full details of the show can

be found on [www.kara-expo.com](http://www.kara-expo.com) while reports from previous British exhibitors can be found at [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com)



## In a class of their own



*The London Silversmith, Wayne Meeten, who was one of the attendees for the sales seminar, commented that he found the information extremely useful in improving his sales techniques.*

Some forty would-be exporters joined the London Jewellery Exports team for two separate free sales seminars held in Hatton Garden this summer.

The first was a business communication master class by Nicole Bachmann. Nicole has over 18 years experience coaching people in the creative industries and her unusual approach to selling was very well received by those who took part. The second was by Thierry Bayle of Global Fashion Management who explored the American market assisted by Adrian Chapman of OmyGod Jewellery who shared his own export experiences.

### Seminars 2009

Thanks to the success of these seminars, LJE is planning to repeat them again in the Spring of 2009. Those wanting to take part should visit [www.londonjewelleryexports.com](http://www.londonjewelleryexports.com) for dates and details and to register their interest.

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