

LONDON JEWELLERY exports.....

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Report for Aventure London – jewellery by jianhui.....

This is a checklist to help you to collect information for inclusion on londonjewelleryexports.com

Information may be collected by:

- Desk research prior to the market visit or afterwards.
- Publications and brochures collected at a show or industry event
- Discussions with local officials, jewellers, retailers etc
- Personal observations

Country Characteristics:

- Size of market (population, principal cities and regions/population centres etc)
*Virginia, US. Louisiana (Small city) , Denmark. Innsbruck (Small town), Austria.
Japan (Capital and small city)*
- Language issues, eg Is English generally spoken, or is lack of language skills a barrier.
English is generally spoken.
- What type of retail premises can you find and what styles of jewellery do they sell?
Fashion boutiques gift shops and galleries.
- Are there any technical issues, which UK exporters need to know about e.g. Nickel, fineness standards?
Everything must be nickel and lead free.
- Are there any specific hallmarking requirements and are UK hallmarks accepted in this market?
- Are there any logistical issues e.g. customs, import tariffs, local taxes and carnets?

German VAT has recently changed from 16% to 19%.

A lot of visitors might have stayed away from the fair this year for this reason.

Routes to Retail:

- How can UK exporters find relevant retailers? Eg trade associations, directories, what is the equivalent of Yellow Pages, yell.com etc

Internet and cold call in. When you are on holiday, if you see a nice shop suitable for your designs, just walk in and introduce yourself.

- Which are the key shows attended by buyers, where are they and when are they held and for which types of jewellery/buyers?
- My designs are mainly for boutiques and giftware shops. They go to Paris and Italy
- For sourcing new products.
- Which are the key jewellery trade/fashion magazines, subscriptions, advertising, journalists (try to pick up copies)
- Retail Jeweller, ELLE, Vogue, Red, Drapers, JIB
- What pricing conventions do retailers expect? What is their normal mark up?
Most of them think RRP under £50.00 is acceptable. They usually mark up 3 times.
- What contractual conventions e.g. consignment contracts do retailers expect?
One month's credit. But at this kind of difficult time, the best way is proforma.
- Do retailers deal direct or do they prefer to use wholesalers/agents?

Direct.

- Relevant trade associations and websites
- Might products/specifications need to be redesigned/amended to stimulate demand.
Give examples
- How can UK exporters create press opportunities and publicity to stimulate demand.