

LONDON JEWELLERY exports.....

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Report for.....

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)
- Language issues, eg Is English generally spoken, or is lack of language skills a barrier.

English is generally spoken but the main barrier is the difference in mannerisms and body language, making it hard to read how someone really feels about your work, and has a genuine interest rather than just being polite

- What type of retail premises can you find and what styles of jewellery do they sell?

All manner of retail from large luxury department stores to small independent boutiques.

There seems to be a real fashion for very fine delicate gold jewellery.

- Are there any technical issues, which UK exporters need to know about e.g. Nickel, fineness standards?
- 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

- Which are the key shows attended by buyers, where are they and when are they held and for which types of jewellery/buyers?
- Which are the key jewellery trade/fashion magazines, subscriptions, advertising, journalists (try to pick up copies)
- What pricing conventions do retailers expect? What is their normal mark up?
People in Japan seem to provide a retail price rather than a wholesale price, then they work out the wholesale price depending on who is wanting to buy.
- What contractual conventions e.g. consignment contracts do retailers expect?
- Do retailers deal direct or do they prefer to use wholesalers/agents?
Both.
- 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.