

JIB

Jewellery in Britain

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- Association for Contemporary Jewellery
- British Craft Trade Fair
- The British Cutlery and Silverware Association
- British Jewellers' Association
- Diamond Trading Company
- Diamond Bourse and Club
- Emagold(UK)
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- Institute of Professional Goldsmiths
- Jewellery & Allied Industries Training Council
- Johnson Matthey Platinum Marketing
- London Guildhall University
- National Association of Goldsmiths
- Reed Exhibition Companies Ltd. (International Jewellery, London)
- Trade Promotion Services
- University of Central England
- World Gold Council
- Worshipful Company of Goldsmiths

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BJA targets industry sectors

In a move to step up its services to members the BJA is to provide 'Sector' specific help and advice tailored to meet the needs of its diverse membership.

The various Trade Sections within the Association are to be strengthened with the introduction of self-help networks using email, the Association's website and informal talks and meetings, to encourage best practice and share information between companies in the same field.

Chief Executive, Geoff Field explains: "The BJA is an extremely broad church with a wide diversity of member firms.

As well as representing the interests of manufacturing jewellers and silversmiths, we also number amongst our membership many in ancillary trades as well as gemstone dealers, designer makers and casting houses – to name just a few.

We feel that closer cooperation between those involved in particular fields is the way forward and will work closely with representatives from the major sectors to ensure that their specific needs are being met." ■

UK sets its 'site' at Vegas

Thanks to protracted negotiations between the BJA's Export Department and the organisers of the JCK Las Vegas fair, the British pavilion at the 2003 show will have a new and better 'cross-aisle' location.

In previous years the UK stand was tucked away at the back of the 'International Marketplace' on Level 1. Next year it will move to a central location alongside the Italian Jewellery Guild and close to France, Turkey and Germany. Its new position is just off



'Worth Avenue' one of several newly created and named 'boulevards', (wide aisles) that have been introduced to help buyers navigate the show.

The size of the stand does not change, but there is no doubt that the new location will provide a better showcase for participating firms.

JCK is generally recognised as being a key world jewellery event and recent figures show that 40% of all US jewellery buying is done there, with 75% of buyers saying that they consider the show a 'must attend' event.

Lindsey Straughton of the British Jewellers Association who was involved in the negotiations told JIB: "This is a great step forward. We have a number of new ideas for promoting British products to the American market." ■

Could you help shape the future?

The British Jewellers' Association is looking for new recruits to join its National Committee and help shape the future of the UK's jewellery industry.

All full members of the Association are eligible and the names of potential candidates will be put forward for election at the Annual General Meeting in March 2003.

"This is a great opportunity for members to give back something to the industry at large and I hope that new recruits from all sides of the trade will come forward," says BJA Chairman, Harry Levy.

Committee members are required to attend four meetings a year and are

instrumental in shaping the activities of the Association both in terms of the services it provides but also its wider dealings with government and other industry bodies. All members will shortly receive an application form and self-nomination is perfectly acceptable.

Please contact Geoff Field, before Christmas, at the BJA on 0121 237 1111 for further details of what is involved. ■

BJA NEWS

Regional funding for development

The National Steering Group for the Jewellery Industry, the body set up to implement the findings of the DTI Sector Report has identified 'Cluster Funding' as a new source of revenue for manufacturers based in Scotland, Yorkshire, London and the West Midlands. As part of its remit within the Steering Group, the BJA has recently entered negotiations with Midland agencies to investigate potential funding for collaborative regional projects.

Carrott for BJGF Dinner



Funny man, singer and sit-com star, Jasper Carrott will provide the entertainment at the BJGF's Annual Gala Dinner and disco to be held at the Hilton Metropole Hotel at the NEC, Birmingham on 3rd February, 2003. Tickets to the dinner, which include a champagne reception and four-course meal, cost £55 plus VAT. Contact Rebecca Gough on 0121 237 1150 or email: Rebecca.gough@bjgf.org.uk to reserve your ticket.

Discount for Glasgow 2003

Following a successful Highland Trade Fair in October, 2002, BJA members are reminded that thanks to an agreement between the BJA and fair organisers, Made in Scotland, members are entitled to a 5% discount on stand space at Scotland's International Trade Fair to be held in Glasgow from 24-27 January, 2003. Tel: 01463 782578 for information.

Charity begins with you

The Benevolent Society, the registered charity of the British Jewellery and Giftware Federation, which supports elderly and ill people once employed in these industries, has produced collection boxes for use by member firms. The Society believes that small change collected in this way will make a significant difference to the financial support it can offer its beneficiaries. Contact 01564 822099 for details.

Top Katz for ball

The 'Top Katz' dance band will top the bill at the Benevolent Society Ball on 5th December, 2002 at the Renaissance Hotel, Solihull. Tickets for this fun Christmas night out cost £49.50 inc. VAT and all BJA members and guests are welcome.

Contact Rebecca Gough on 0121 237 1150 to reserve your place. ■

JIB

Jewellery in Britain

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THE BRITISH JEWELLERS' ASSOCIATION

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If you work in the jewellery industry JIB wants your **news, views and opinions.**

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"Mr Laser" - Tom Rucker
page 2



Swarovski four distinct looks
for 2003/4 season - page 4

BJA Stand at Spring Fair
Hall 17/18 H31

NEWS FOR THE INDUSTRY FROM THE INDUSTRY ISSUE 12 NOVEMBER 2002

Jewel in the Crown

Next year's Spring Fair Birmingham will be unlike any other for the Jewellery sector.

2003 will be the first time in the 27 year history of the exhibition that jewellery firms will exhibit in the prestige halls of the National Exhibition Centre, Birmingham.

With over 500 exhibitors, the Jewellery sector of the Spring Fair Birmingham is undoubtedly one of the most significant and prestigious elements of the fair. So what impact will the move to the far end of the NEC site have on the exhibitors and their buyers?

The newest halls at the NEC, will provide a lighter and brighter environment for jewellery exhibitors

David Metcalfe, chairman and managing director, at Trade Promotion Services (organisers of the fair) believes it will be extremely positive for the industry. The move will bring a whole series of benefits to both jewellery exhibitors and visitors. Exhibitors will now be displaying their products in the newest halls at the NEC, which will provide a lighter and brighter environment and the best backdrop for their products. It will also provide buyers with excellent cross-over buying opportunities: he said.

Under the new plan, which has been drawn up following months of consultation with the industry, precious jewellery, gemstones, and clocks and watches will be relocated to halls 17 and 18. Hall 19 will house a new silverware and pewter section situated alongside the 'Design Accents' area in hall 20. It is perhaps worth noting, that halls 17, 18 and 19 are in fact contained in one large hall with free access from one 'hall' to the next - to provide an easy shopping experience for

buyers. Gift jewellery is also close by in Hall 16, which is linked to hall 17 by a newly constructed walkway

Metcalfe believes the surrounding product mix will offer additional benefits to jewellers. 'By placing Design Accents alongside Jewellery, and the new silver and pewter area right alongside silver jewellery, we really have delivered a very logical layout. The close proximity of these two sectors will bring high quality jewellery and designed gift buyers to a single area, with excellent crossover buying opportunities for both sets of buyers:' he told JIB.

Companies already signed up for the show include Buckley Jewellery, Carrs Silverware, Domino, Futuro, G & A, Kit Heath, London Clock Company and Solar Designs. Overseas group stands will come from Hong Kong and Italy, whilst the top designer group stand 'Designer Collections' will be staged in hall 18 with 70 participants, including several newcomers. Key names booked into the new silver and pewter section in Design Accents include Edwin Blyde & Co, W B Broadway, English Pewter and M.C. Hersey.

Finest features

The catering facilities in the new halls are the best on site and include self-service and waitress service restaurants and sandwich bars. Halls 17 and 18 are home to 'The Damn Fine Sandwich Co'; 'The Food Bank' which offers hot and cold dishes from around the world:



The Atrium outside the new jewellery halls



New Hall Layout

Jewellery, gemstones, clocks and watches will be relocated to halls 17 and 18. Hall 19 will house the silverware and pewter sections alongside the 'Design Accents' area in hall 20. Fashion jewellery moves to hall 16.

'The Exhibitionist' restaurant for contemporary dining and fine wine, and the 'British Carvery'. For those seeking something different, Hall 16 offers what TPS describes as 'a cosmopolitan eating area with an international theme'.

If you are not looking to eat, but simply to have a sit down then you will also be well catered for as the organisers are to provide additional seating outside halls 17 and 18, a new rj seating lounge planned for halls 17/18.

Security

TPS will continue to offer high security levels throughout the Jewellery sector, and the security measures and facilities available will be outlined in each exhibitor's manual. Exhibitors will also have good access to unload around halls 16, 17 and 18, with extensive free parking close by in the North car parks which are the nearest to the jewellery halls.

Buyers should find registration into the Jewellery sector quick and easy with registration points situated just outside the halls. For those wishing to shop other halls there will be a shuttle bus service to take them from stops outside halls 17 and 19 to all parts of the NEC complex. ■

Exhibitors requiring further information on matters relating to the new Jewellery Halls should contact Linda Salthouse or Lee Harrison at Trade Promotion Services on 020 8277 5825

Meeting 'Mr Laser'

The prize-winning German jewellery maker, Tom Rucker is an acknowledged expert in laser welding. He explained to Mary Brittain how this technology is expanding the boundaries of jewellery production.

Tom Rucker has a strong pedigree in jewellery manufacturing. He is the fourth generation of Ruckers to join his internationally known family business, Anton Rucker of Ottobrunn, which was founded in 1925.

The company now specialises in platinum for the top end of the market and especially in 'one-off' items designed and made by Tom using the laser-welding techniques he has developed.

As a business Rucker's has always been open to new technologies and it was quick to spot the potential of the laser for jewellery manufacturing. In 1993 it invested in an early laser-welding machine and Tom began to experiment. "Although lasers were already being used in other industries they had never been used for jewellery. There was nobody to tell me how to do it. I was writing my own rules and it was a big challenge," he says.

"Any small business, even one man, can use a laser to their advantage."

Rucker was a quick learner. "It was like starting in a desert that gradually turned into a rain forest," he enthuses. "I never saw the laser as a way of speeding up the production process or as a way to effect repairs – although it can do both these things – for me it was always a way of expanding my creativity and allowing me to push the boundaries of jewellery making."

Even the most cursory glimpse at Rucker's work provides evidence of how the laser has indeed allowed him to create groundbreaking designs. His trademark pieces are created in 0.26mm platinum and iridium wire. The wire is welded together with many tiny 'fusions' using a three-dimensional wooden pattern as a base, over which the wire is joined to create an intricate silvery web. The wood is then burnt away leaving a breathtakingly delicate but surprisingly strong three-dimensional component for his final designs.

Whilst Rucker's 'web' is undoubtedly innovative it is his work with the laser to set precious stones that has perhaps won him greatest acclaim. A recent piece, which won the highly prized 'Benvenuto Cellini' Gold Medal, the highest German award for jewellery design, holds brilliant cut diamonds in place using just the tension created by four strategically placed 0.7mm platinum wires. The effect is magical.



A selection of laser welded jewellery by Tom Rucker - these pieces would have been impossible to make without laser technology.

Another deceptively simple piece uses laser welding to capture pearls within a delicate platinum frame.

"You couldn't do this without the laser. You can't tap in the pearls because they would break and you can't use conventional welding because the heat would damage them. Only the laser can give you the precision to make this design," says Rucker, whose advanced hydrogen micro welder has a beam which can create a welding spot of just 0.4mm diameter up to 3mm.

"Before the laser, jewellery production was static, we had explored all the options from A-Z and there was nowhere else to go. Now we're starting again from Z."

So does Rucker believe that the laser welder should be more widely used in jewellery production?

"Any small business, even one man, can use a laser to their advantage," he told me. It is more precise and will save you time. For example you can use the welder to 'tack' together pieces either permanently or temporarily and you can throw away your binding wire." Another great advantage is that the laser allows you to position stones from the back when setting them without damaging the stone. It tidies up the production process and means that jewellery can be viewed from all sides.

Rucker maintains that there is still great suspicion and considerable misunderstanding about what laser-welders can do. "They cannot for example drill or mark metal, they are simply for welding," he tells me. So has he pushed laser technology to the limit? He doesn't think so. "Before the laser, jewellery production was static, we had explored all the options from A-Z and there was nowhere else to go. Now we're starting again from Z." ■

Where to try Laser Welding

Birmingham - Jewellery Industry Innovation Centre

The JIIC in Birmingham has a number of laser welding machines, which are available year round for access and training to West Midland companies. Tom Rucker will be in Birmingham during the summer of 2003 giving classes in laser welding as part of the UCE Short Course Programme.
Contact: Abigail Feissig on 0121 331 5940 or email: Abigail.feissig@uce.ac.uk

Sheffield - The Assay Office

Sheffield Assay Office is offering local firms up to 10 hours of free access to its 'Laser Star' laser welding equipment, which it says has revolutionised the laser welding process and provides 'endless possibilities' for jewellery making. For further information call Naomi Cam at Sheffield Assay Office on 0114 275511 or email camn@assayoffice.co.uk

Bourses commit to strong measures on treated diamonds



BJA Chairman Harry Levy (left) and David Joffe at work during the 30th World Diamond Congress.

Below: Freddy Hager Chairman of the London Diamond Bourse & Club with his wife who was presented with a watch for her support.

Representatives from the world's Diamond Bourses have put in place strong measures to help resolve the on-going problem of 'treated' diamonds. At the 30th World Diamond Congress held in London in October, delegates from the World Federation of Diamond Bourses (WFDB) voted unanimously to make it the 'duty' of all its members to disclose to buyers any treatments used to improve the colour or clarity of the stones they sell and especially high-pressure heat treatment (HPHT). This move brings the WFDB in line with the disclosure principals advocated by other international gemstone organisations.

"Stone treatments are a problem not simply for those of us in the Diamond Bourses but for our colleagues the entire way along the jewellery supply chain:"

The WFDB also announced its intention to 'take action' (either through a financial penalty or by suspension or expulsion from their Bourse) against anyone who does not abide by this resolution and called upon gemstone laboratories around the world to cooperate with them in identifying wrong doers.

HPHT is a relatively new process in which rough diamonds are subjected in laboratory conditions to intense heat at temperatures above 1700°C and to pressures over 60 kbars (a greater pressure than most stones would experience within in the earth's crust). Only stones that have minor inclusions are suitable but the results can be dramatic with chocolate brown stones being changed to D and E colour. It is difficult, even for trained gemmologists, to identify stones treated in this way.

Jim Shigley and Tom Moses from the Gemmological Institute of America (GIA) told the meeting that its research on over 10,000 HPHT stones shows that few present clues that can be seen through a jeweller's loupe. Occasionally there is evidence of the graphization of inclusions, damage to solid inclusions and heat damaged surfaces or fractures but generally speaking the signs can only be spotted by trained staff using highly specialised laboratory equipment.

Another treatment to appear during the past three years is 'Internal Laser Drilling'. This technique removes black inclusions, found near the surface of stones, by using pulse lasers to cut small channels through which acid is then introduced to 'bleach' the inclusion. Unlike normal straight laser holes, which are easily spotted, pulse lasers leave behind a pattern of 'squiggly' lines with a feathery edge and can easily be confused with natural inclusions.

"Stone treatments are a problem not simply for those of us in the Diamond Bourses but for our colleagues the entire way along the jewellery supply chain:" says BJA Chairman, and gemstone dealer, Harry Levy. "We must all be vigilant: good information is the key to ensuring that the integrity of the diamond and of the industry is preserved." ■



The Kimberley Process

The importance with which the world, and especially the USA, views the issue of conflict diamonds was underlined by the presence at the World Diamond Congress of Abbey Chikane, Chairman of the Kimberley Diamond Process and of the American Ambassador, James Bindenagel. Both men addressed the Congress and were present to see representatives from the World Federation of Diamond Bourses and the International Diamond Manufacturers Association (IDMA) unanimously adopt a resolution which puts in place a voluntary system of industry self-regulation in line with the

concerns being addressed by governments, industry and civil society in The Kimberley Process.

The resolution makes it obligatory for all rough diamonds to be sold with a certificate stating that they have 'been purchased from legitimate sources not involved in funding conflict and in compliance with UN resolutions'. The resolution's code of conduct also makes it clear that any member of the WDFB or the IDMA found to be in violation of the Process will be expelled from their organisation and have their name widely publicised within the trade. ■

TV slot for B&N

B&N the Wedding Ring company has taken part in a two hour TV Special from Carlton Television in which six women from throughout the UK 'popped the question' to their partners on live TV. The programme which was broadcast on 2nd November, 2002 showed the women shopping for their wedding dresses and trousseaux and included film of them in the Wedding Ring Shop in Hatton Garden where B&N sales manager, Garry Williams advised them on their choice of matching pairs of platinum wedding bands, all of which were supplied free by his company. "Their choices were very different," he told me. "Some went for plain courts, some for two colour and some for diamond set rings. Our objective was to promote platinum, which currently accounts for around half of all the wedding bands we sell, and to gain a bit of publicity for the company."

Pre-Xmas diamond laser offer

Birmingham Assay Office is running a pre-Christmas promotion to encourage manufacturers and diamond dealers to try out two of its latest services – the AnchorCert Diamond Certification Service and the laser inscription of diamonds. From now until the end of December, any diamond received for AnchorCert Certification can have its certification number inscribed onto the girdle of the stone for a cost of just £6.00. For further information: 0121 236 6951

Platinum baby sign of the times

Johnson Matthey's decision to use a bride holding a baby for its current window signage is 'a sign of the times' says marketing manager, Neill Swan. Whilst the baby has undoubtedly raised eyebrows amongst more conservative retailers it reflects the growing social trend for couples to start a family before they marry. Indeed a current survey by one of the UK's leading wedding magazines indicates that up to 50% of brides are already mothers when they tie the knot. For further information on the 'baby' point-of-sale material available contact Johnson Matthey on 020 7269 8264 www.myplatinum.co.uk



Improvements at Gem-A

Thanks to a donation of £50,000 from the Goldsmiths' Company, the Gemmological Association and Gem Testing Laboratory of Great Britain (Gem-A) has been able to improve its facilities with new infrared and ultra-violet spectrometers, a digital camera and updated IT equipment.

Reports

November, 2002 will see the launch of Gem-A's new style Diamond and Gem Reports. The A4 reports will have menu-style covers and include pictures and gemstone certificates.

South Eastern branch formed

Gem-A is to set up a South Eastern branch. The first meeting will be chaired by Colin Winter at Christies in South Kensington on 8 December. Contact; 020 7 404 3344 for details.

Rock 'n' Gem Show success

Stephen Webster, Edward Gubelin, Andy Rankin and Bob Symes were the speakers at the Conference held during the Rock 'n' Gem show at Kempton Park Racecourse on 3 November, 2002. ■

Design Matters at rj Congress

The power of design and the importance of forecasting fashion were two key themes of the rj congress. JIB investigates their relevance to the UK's jewellery manufacturers

Focus on fashion

In the Autumn and winter of 2003/4 there will be a number of key looks that will permeate down from the catwalks, through the High Street and into the shops affecting not simply the look of the clothes we buy but also the styling of all our household and consumer products, including jewellery.

Canny manufacturers are already aware of these trends and are gearing their production so that their new ranges are in line with fashion and one step ahead of consumer demand.

This was the premise of a talk given to the rj congress by Pascale Montaner, Swarovski's Market Manager Europe for Jewellery. Swarovski is hot on trends and provides its customers with their own comprehensive annual trends forecast researched in conjunction with the famous Parisian forecaster Promostyl. Details of the trends are detailed in the company's glossy 'Crystal in Style' magazine which is distributed to all its regular customers together with the 'Innovation' pack of the company's new jewellery components which are designed, it says, 'to bring these trends and ideas to life'.

For the 2003/4 season Swarovski has identified four distinct 'looks' - 'Vertigo', 'Legends', 'Industrial', and 'Kaleidoscope' and provides strong visual pointers as to how these will manifest themselves.

To help manufacturers create jewellery which echoes these trends Swarovski has introduced a number of new components including the 'Princess Baguette' a

rectangular cut crystal with lean lines, 'Jet Nut' a new dark crystal colour, two new tones of pearl - Peach Pearl and Burgundy Pearl and 'Bezel Chain' a new Channel Web with a claw free setting.

"So, will these trends have an impact on mainstream jewellery? Pascale Montaner is convinced they will. "They will influence all sectors, they are everywhere and the best product must be in line with these trends:" she says.

For further information contact Tanja Tuerk on 01737 856 837 or email Tanja.Tuerk@swarovski.com ■



Kaleidoscope



Legends



Industrial



Vertigo

Enhancing industry potential

Dorothy Hogg MBE, Head of Jewellery and Silversmithing at Edinburgh College of Art is passionate about jewellery design and about creating better links between the growing designer maker sector and mainstream jewellery producers.

Speaking at the rj Congress Hogg said that there are now 2500 designer makers working professionally in the UK and that every town of reasonable size has an Applied Arts Gallery selling art-led jewellery. "The development of the gallery market has demonstrated that people are interested in ideas and challenging work. There has been a huge sea change in manufacturing and retailing attitudes in the last decade, with stylish contemporary approaches being developed to reach the younger consumer:" she said.

Hogg was adamant that more needs to be done to bridge the gap between the two sectors of the market and spoke of the 'mismatch of expectation' between jewellery companies looking to employ designers and the graduate designer themselves.

"Young ideas are increasingly important for the future of the industry and one of my teaching aims has been

to identify design students who have the potential to design for production. Industrial production is no easy option because aspects of a design which are not entirely solved can be more tolerated in a one off piece than in something designed to be produced in quantity:" she said.

Designers, says Hogg, must look outwards to feed their creativity and being cooped up in a dull room from 8am to 5pm, as many companies expect their designers to be, will not bring out the best in them. She suggested designers must be allowed out to seek the visual stimulation they need to stimulate their ideas.

Using seven case studies based on the experiences of graduates at the German company Manu, Domino in Birmingham, Carrick, Simply, Ola Gorie and Ortak in Scotland and Boodle and Dunthorne in Liverpool, Hogg demonstrated how designers can be integrated successfully into commercial companies. "The relationship has to be based on realistic expectation and on an atmosphere of learning and respect - then all things are possible:" she said.

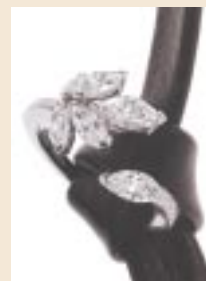
Hogg ended: "I think I have the best job. I am privileged to watch talent develop and find a place in the world. Perhaps with one of your companies?" ■

Designer case studies

Boodle and Dunthorne

Edinburgh student Maria Webster's student placement at Boodle and Dunthorne in Liverpool was so successful that they gave her a full time job!

Rebecca Hawkins, head of the company's 3-strong design team, says that Boodle and Dunthorne is firmly committed to supporting student design and that it takes on three students each year for short placements as well as supporting a number of student prizes.



Diamond cluster ring by Maria Webster

If you would like to offer work experience to one of Dorothy Hogg's students please contact her at Edinburgh College of Art on 0131 221 6122 or 6122 or email: d.hogg@eca.ac.uk

Swarovski Trends 2003/4



Vertigo uses shades of lavender, eggshell, olive and beige grey combined with pleats, appliqué, broken stripes and skeleton diagrams. For jewellery think supple geometry and layers, ultra light materials and transparency.



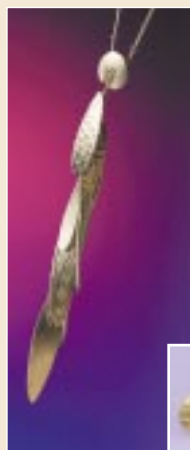
Industrial has a functional look. The message is 'Men at Work'. Colours are iron and lead grey, rust, orange and ultramarine. Fabrics are workaday – scratched denim and herring bone tweed, anything dense and functional with pockets and aprons for utility. Jewellery will be 'sturdy' with the feel of chains, padlocks, cables and snap hooks.



Kaleidoscope. Here the mood is one of Baroque ornament – patchwork and embroidery, mix and match fabrics, old-fashioned prints and floral wallpapers. Colours are chestnut, flannel grey, citron yellow, pink and jade. For jewellery think hippy glass beads, crochet, macramé, knotting, and plenty of trims and ribbons.



Legends, draws on mystery and magic. This is Lord of the Rings meets Tinkerbell all crowns and tiaras, carmine reds and runic writing. Here the colours are black, moss green, terracotta and tobacco brown. Twigs and branches will be a key theme for jewellery, as will tattoos and chivalry.



Limited edition by Ola Gorie



The 'Eve' range.

Ola Gorie

Design has always been key at Ola Gorie. Edinburgh-trained designer Emma Gale, who was responsible for the 'Eve' concept worked closely with Ola and the rest of the design team on both commercial and limited edition pieces.

Expert Help with Product Development

A new project from the Jewellery Industry Innovation Centre at the School of Jewellery in Birmingham will bring free, practical hands-on assistance to manufacturers seeking new product development.

There is no doubt about it; jewellery and silverware manufacturers and designer makers operating in the West Midlands look set to profit from an ambitious project designed to assist them with the introduction of new commercial products. Some 150 companies can participate in the project, each receiving up to 30 hours of free, expert assistance from a team of professional jewellery designers and new technology experts, to help them with the design and development of new product lines.

The £3 million project, entitled 'New Product Development for the Jewellery Sector (NPD)' is funded by the European Regional Development Fund with the backing of Advantage West Midlands through the Regional Development Partnership and will run until December, 2004. It will be delivered by a fifteen-strong team from the Jewellery Industry Innovation Centre headed by Gay Penfold.

The British Jewellers' Association has thrown its weight behind NPD and will be sponsoring an 'Industry Liaison Officer', who will be based at its own offices, and who will work closely with member firms to facilitate their involvement in the project. Within the team itself will be professional jewellery designers and staff able to assist with computer-aided design, laser welding, surface finishing and rapid prototyping.

Gay Penfold explains: "There is a strong outreach element to the project. Staff at the JIIC and BJA will visit companies to work closely with their staff. Furthermore, the thirty hours of free advice can cover whatever stage of the new product development process the individual company requires: from initial concept to exploring batch production, we can help." (See Panel).

Whilst design will be the key element of the service offered by NPD it is by no means all it can offer. It will also develop a regional resource centre through which to facilitate networking and spread best practice and act as a referral centre, signposting participating firms to sources of revenue and helping them to take advantage of additional training opportunities.

Geoff Field of the British Jewellers' Association told JIB: "The DTI Sector Analysis report highlighted the need for UK manufacturers to speed up their time to market for new products and this project will provide real opportunities for those taking part to explore the new design and production methods necessary to do this at no initial cost to themselves. It will undoubtedly have a significant impact and provide a valuable resource not simply for the West Midlands but in the longer term, for jewellery makers countrywide. I would urge all eligible companies to find out more." ■

The NPD Service

Thinking of developing a new product? NPD can help you to do any or all of the following:

- Assess your design and production capabilities
- Decide on the right new product/s for your business
- Write the design brief
- Prepare detailed design costs
- Give you free professional product design services or work with your own designers to help them to implement their designs
- Produce a production brief and help you examine the most cost effective production methods
- Provide access to and training for:
CAD/CAM
Rapid Prototyping
Laser Welding/Marking
- Point you towards other agencies that provide funding/assistance

A strong pre-fair marketing campaign to promote the 2002 Goldsmiths' Fair, which took place at Goldsmiths' Hall in London from 30th September to 6th October, appears to have paid dividends. Despite the fact that the Fair coincided with a one day tube strike, visitors were up to a total of 4,750. Combined sales were also higher by £200,000.

The Fair, which was managed for the first time by the Company's Director of Promotion, Paul Dyson,



also had more exhibitors than in previous years, with the ten firms sited downstairs in the entrance hall, bringing the total to 90.

"Excellent pre-fair media coverage, coupled with a Champagne Reception for readers of the Financial Times and a Past Patron's Evening to draw in the crowds created a marvellous buzzy atmosphere," commented Dyson. ■

Above Jewellery by Lilly Hastedt

Team changes at IJL



Anna Wales, formerly sales manager of International Jewellery London, has been appointed exhibition manager for 2003. Wales takes over the job from Helen Shiers, who moves to a business development role within Reed Exhibitions. Rachel Poletti who joins the team from BBC Worldwide replaces Wales as sales manager.

Also new to the team is Emma Plumb previously of the World Gold Council, who takes over the post of marketing manager from Shereen Murray.

Next year's IJL will take place at Earls Court from Sunday 31 August to Wednesday 3 September, 2003. ■

Kayo Saito wins Chelsea Prize

Kayo Saito, currently Artist in Residence at the Sir John Cass Jewellery School at London Metropolitan University has won the prestigious Janet Fitch Award for Jewellery at the 2003 Chelsea Craft Fair, which closed on 27th October, 2002. She was one of over 40 jewellers and silversmiths showing at the fair.

Saito, who trained at the Cass and then undertook a masters degree in Goldsmithing and Jewellery at the Royal College of Art caught the judge's eye with her unusual 'floating' brooches made in her own specially-dyed plastic fibre mixed with silver or gold and freshwater pearls. All Saito's jewellery, which comes in a range of subtle colours, is based on nature and especially plants. The brooches, which are attached to the wearer using a magnet, appear to almost grow out from the body and to move with its rhythms. ■



Neckpiece by Kayo Saito winner of the Janet Fitch Award for Jewellery at Chelsea Craft Fair 2002.



Students at Holts Jewellery School

Strong demand for jewellery courses

Holts Jewellery School in Hatton Garden, which opened on 30th September, has been inundated with requests to join its courses. All five of its current courses are running on full and feedback from participants has been extremely positive.

All courses are strictly 'hands on' and are tutored by master craftsmen working within the trade. Current courses include 'Tricks of the Trade', 'Platinum', 'Making Jewellery From Pre-made Components', 'Photography for Jewellers' and 'Jewellery Design'. Applications are still being taken for: 'Diamond Mounting', 'Setting', 'Wax Carving', 'Pattern Making', 'A Jeweller's Guide to Precious Gems' (being run by the Gemmological Association of Great Britain) and a 'Diamond Studies' course to be run by the Diamond Trading Company.

The school is a non-profit making venture by Jason Holt of Holts, the London gemstone dealer, and has the financial backing of the EU and City Fringe Partnership. The courses, materials, tools and equipment for students are free. "I think participants have been surprised by just how much is on offer," says Jason Holt. "These courses provide skills which they can immediately put to use. ■

NEWS IN BRIEF

New CEO for TIC

The Technology Innovation Centre at Millennium Point, Birmingham part of the University of Central England where a number of technology projects for the jewellery industry are based has a new Chief Executive. Dr Barry Henley, a senior consultant from the Cambridge-based Technology Partnership, says: "Developing the TIC as a powerhouse of both advanced learning and business support, with maximum relevance to the technological demands of the 21st century, is a task I relish."

Hallmark Book gets Assay Office backing

Bradbury's Book of Hallmarks, originally compiled in 1927, has long been an indispensable tool to jewellers throughout the world. But its future was looking uncertain until Sheffield Assay Office agreed to step in as a sponsor and stop it going out of print. "Frederick Bradbury was a direct descendant of the first Sheffield Assay Master," explains the current Assay Master, Ashley Carson. "Keeping this book, which I see as the industry bible, in print is our way of acknowledging our link with the Bradbury family and of passing on its wealth of information."

Fortune takes over at ACJ

The Association for Contemporary Jewellers (ACJ) has announced the appointment of a new Chairman, Susie Fortune. Fortune, who has been involved with the ACJ since its inception, is head of metalwork and jewellery at the West Surrey Institute at Farnham.

Conference 2003

10-12 April are the dates set for the ACJ's 2003 Conference and Annual General Meeting in Manchester. The final programme is yet to be agreed but ACJ promises it will include 'a rich mix of visual and intellectual stimulation with plenty of time for socialising and sampling some of what Manchester has to offer', including a coach visit to the Ruthin Craft Centre to see 'The Ring' exhibition. For further information contact the ACJ at PO Box 37808 London SE23 1XJ.

With 18ct. three people won

The winner of the "With 18ct. everybody wins" competition organised by Emagold, the association for manufacturers of quality gold jewellery, have been announced. The prize draw, which was undertaken by Dennis Allen, Chairman of Emagold and John Henn Chairman of the National Association of Goldsmiths took place on 3rd September at International Jewellery London. The winner was Anthony Frost of Frost Brothers in Worthing who won a diamond pendant from Emagold member, T A Durant worth £715 and a place on the National Association of Goldsmiths' JET Gemstone Course, value up to £850.

Other winners were Melanie Jeffrey of T N Hill in Moreton-in-Marsh and Anne Simpson from Scottish Gems in Edinburgh. ■



John Henn, Apollonius Nooten -Boom and Dennis Allen make the Emagold draw.

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