



Jewellery in Britain

brought to you by the British Jewellers' Association

NEWS FOR MANUFACTURING JEWELLERS, SILVERSMITHS AND DESIGNERS



SPECIAL FEATURE

A four page supplement on 18 carat gold from Emagold UK



Funds for craftsmen page 9



Looking Forward exhibition page 8

£1 million cash injection

Parallel developments in London and Birmingham have led to an injection of over £1 million of public funds into training for the jewellery industry.

In Hatton Garden, BJA member, R Holt & Co, which set up The Holts Jewellery School in 2002, has been boosted by a major grant of over £400,000 from the London Development Agency for the Hatton Garden Skills and Links Project. This has two aims: to continue and grow the training Holts has already commenced under the ESF programme and to encourage young local people from disadvantaged backgrounds into the jewellery sector. Jason Holt, Project Director, told JIB, "The new LDA money will help us continue upskilling the trade and to reach people who would not normally think of a career in the jewellery sector. We have joined forces with the City Literary Institute to provide training opportunities and the jewellery industry to tackle its skills shortage problems."

Two hundred and twenty people of all ages and backgrounds are expected to attend Holt's short courses in various aspects of jewellery, which begin in January 2004. In recent years the London Gemstone School and Holts' Jewellery School, have trained several hundred people, attracting not only designer makers and traditional manufacturers but those from professions such as law, dentistry and furniture making.

Michael Ward, chief executive of the London Development Agency, says, "Hatton Garden has a long history as one of the world's most important centres for jewellery. We want to ensure that it has an equally prosperous future by tapping into the talents of young people.

Through the LDA2 fund, we are working with a wide range of groups across Camden and indeed across London as a whole to stimulate local economies in order to drive regeneration across the capital."

In Birmingham, a unique collaboration between the BJA, the UCE's School of Jewellery, Jewellery Industry Innovation Centre (JIIC) and Technology Innovation Centre (TIC), supported by City College, has persuaded the Learning and Skills Council to invest £607,000 into training for jewellery companies over the next two years.

The funding will enable 500 jewellery employees to have a Training Needs' Assessment and to attend free training at one of the centres. The JIIC has an established commercial programme of specialist short courses in jewellery skills and technology and the funding will bring this within the reach of SME's and designer makers. The TIC will offer Professional Development Certificates in World Class and Lean Manufacturing for 80 employees from around eight companies and City College will provide a wide range of IT Skills Courses designed to upgrade computer skills for jewellery employees, based at the new Signpost training centre in the jewellery quarter.

Under the programme, the School of Jewellery will develop specialist skills' training linked to the findings of the Training Needs Assessments, which will be carried out for both companies and individuals. **continued on page 2**

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Jewellery in Britain
10 Vyse Street, Birmingham B18 6LT

Published by EMAP Retail

continued
from cover

The Birmingham project will be managed by BJA on behalf of the Jewellery and Allied Industries Training Council (JAITC), which is also working with the LSC in Birmingham and with the Goldsmiths Company in central London to undertake research leading to a Workforce Development Plan for jewellery. Research will be carried out in the West Midlands and London to measure the skills and age profile of the workforce and to identify employer needs and skills gaps. The resultant reports will enable JAITC to develop training schemes and qualifications for the industry, which are better geared to the needs of employers than schemes currently on offer.

JAITC Chairman, Geoff Field, said, "This is an enormous challenge for JAITC and its partners to use these funds to put jewellery training back on the right track – we need to find out what best suits the needs of employers and trainees and work within government structures to find the best way forward."

Galton at V&A

THE couture jewellery designer, Elizabeth Galton will be showing in her work in the 'COLLECT' exhibition at the Victoria & Albert Museum in London 20-24 February, 2004. Her pieces, which are inspired by the forms of exotic flowers, are so large that they require full-body mannequins to support them. These have been supplied by Rare Basics, the specialist retail display solution company which will also sponsor the mannequins for Galton's first solo exhibition at the Lesley Craze Gallery, London 4 -26 June, 2004.



Kestrel wins Kayman Award



Celebrity judge, athlete Ashia Hansen wears the winning design.

THE Birmingham diamond jewellery manufacturer, Kestrel has won the 2004 Kayman Award for a Trilogy Diamond Design. Kestrel's winning 'Entwined for Life' pendant, which was designed by Claire Woolley, uses a fine platinum wire to encompass three, marquise-cut diamonds with a total weight of 1.3ct. The judges described it as being both unusual and highly commercial.

Most Trilogy designs use diamonds of equal size but Kayman entrants were asked to create jewellery containing three diamonds of any shape and colour and with a combined minimum weight of 50 pt and one stone of at least 20 pts.

The judges included representatives from the Diamond Trading Company (DTC), the British

Jewellers' Association, jewellery buyers, designers and industry journalists, as well as the Commonwealth Triple Jump Champion, Ashia Hansen, representing the standard diamond consumer.

Speaking after the judging the DTC's Anne-Marie Reeves said: "We hope the DTC's involvement with the 2004 Kayman Award will broaden the scope of three stone designs available in the marketplace and introduce an even wider audience to the Trilogy concept."

The winning pendant, together with nine highly-commended designs will be on show at Spring Fair Birmingham, Hall 17 Stand G32. See centre spread for 'Winners' Leaflet'.

Gem-A launches donations drive to guard trade from 'Treaters'

GEM-A, the Gemmological Association of Great Britain is poised to launch a massive fundraising programme to stimulate financial support and advocacy from the UK Jewellery Trade. Donors are also being invited to become inaugural members of the 'Gem-A Circle of Benefactors' and will be invited to a fundraising Gala Dinner set for Spring 2004 in London.

"Can you imagine the devastation to our trade if synthetic or treated diamonds and gemstones reached the consumer market undetected? The ensuring media frenzy would destroy consumer confidence and our trade could be irreparably damaged," says Gem-A's chief executive, Terry Davidson, of his decision to launch this development programme. "So we are asking the UK jewellery trade to consider how they would feel if they were set to lose their national laboratory resource; the most effective safeguard they have against professional apocalypse."

Davidson is adamant that unless Gem-A is supported, the UK jewellery trade will have to rely on protection from overseas labs, which are also under great pressure to stay one step ahead of a myriad of fast-emerging gemstone treatments. "It's crunch time at Gem-A's laboratory. Treatments are booming at an alarming rate and directly challenge the Association's mission to protect the integrity of the trade. Take our American colleagues at GIA for example. Every year they raise millions of dollars from the jewellery trade to pay for research and development. At Gem-A we are forced to follow suit because we cannot afford to let the 'treaters' gain the upper hand and jeopardise our industry's foundation."

Donors who pledge over £1,000 will be entitled to join the Gem-A Circle of Benefactors. All financial supporters, at whatever level, will be invited to the Association's

first fundraising Gala Dinner, planned for early 2004 in London. Here, the founding members of the Circle of Benefactors will be presented with commemorative plaques, applauded for their donations and included in all publicity material.

To make a personal or corporate donation to support Gem-A, telephone 020 7474 3334 or send a cheque made payable to Gem-A to 27 Greville Street, London EC1N 8TN.



Raising funds - Terry Davidson of Gem-A



Stella Dorsett

THE AGM will be preceded by a drink's reception and will provide the opportunity for those attending to hear a summary of the Association's activities during 2003 from the out-going chairman, Harry Levy. The meeting will also see the election of a new Chairman and Vice Chairman for the Association as well as several new members of the National Committee.

"We do hope that as many people as possible will come along to this meeting," BJA Chief Executive, Geoff Field told JIB. "It is a great opportunity to hear about the many activities in which their Association is involved and to find out more about how its many services and the various projects with which it is involved can assist them and their businesses."

Stella Dorsett of Cookson Precious Metals looks set to become the first-ever woman to hold the post of Chairman of the BJA. She is the National Committee's preferred candidate

Trade urged to attend the BJA's Spring Fair AGM

Members and non-members of the British Jewellers' Association are being invited to attend the Association's Annual General Meeting, which will take place at 6.15pm for 6.45pm on Tuesday 3rd February in the hospitality suite (Room 32/33) on the Concourse outside the entrance to Hall 20, a short walk from the jewellery hall.

and providing those attending the Association's Annual General Meeting on 3rd February accept her nomination, she will take over the reins for a period of two years. The silverware designer, Martyn Pugh will stand for the post of Vice Chairman.

Dorsett prepares to 'walk the talk'

Speaking about her nomination Stella told JIB "The BJAs' mission statement is to promote and protect the growth and prosperity of UK jewellery and silverware manufacturers and suppliers and its specified aims are to help its members to improve their productivity and their share of both the UK and export jewellery markets. It is also committed to promoting its members through public relations, promotion and lobbying. These are fine words but the objective for 2004 must be to turn them into actions - to walk the talk so that the BJA is seen to make a difference."

Stella believes that the BJA needs member feedback on the changes within the organisation they would like to see take place and if those changes cannot be undertaken, for explanations to be provided on the reasons why. She would also like to see more new faces on the National Committee to bring fresh ideas and new enthusiasm to the task in hand and, as she puts it, 'to generate some creative tension' within the organisation.

At the AGM Stella will present a milestone plan of action, which will be updated and the outcome communicated as the year progresses.

"I welcome peoples' attendance at that AGM and look forward to an honest debate on the action plan and on the BJA as it stands today. I approach my new role with enthusiasm and believe that the BJA can change as our market place changes, and that we can help the membership respond to the competitive threats that we all face today," Stella told JIB.

Hands off the Tooth Fairy

BJA national committee member Irene Lamont gives a personal perspective on plagiarism and why she believes it has to stop.

Having your designs copied is a frustrating, upsetting and expensive business. Harman Design Ltd of Birmingham, of which I am a director, has experienced three blatant infringements of its Design Registration during the past 14 months and fighting for our rights has taken time and money.

The item in question is our silver gift item 'The Tooth Fairy Bell'. Legal action has been taken successfully

against Carrs of Sheffield Ltd, Barrowclift Silvercraft Ltd of Birmingham and Broadway & Co. Ltd, also of Birmingham by Patent Attorneys, Withers & Rogers, acting on our behalf, and in each case the infringement was acknowledged and damages and costs were paid.

Russell West, my fellow director at Harman Design, and I believe that too many silverware and jewellery manufacturers copy products rather than invest in the services of a designer who could develop original product ideas. As a member of the BJA's National Committee, I am committed to help those firms

investing in new design and to championing the Associations' Copywatch Intellectual Property Service.

Copywatch lawyers will be on the BJA Stand G32, Hall 17 during the Spring Fair.



The Tooth Fairy Bell by Harman Design

BJA IN BRIEF

GEMMOLOGIST WINS BJA PRIZE

A first-year gemmology student, Miranda Wells won the BJA Prize at UCE 2003 prize-giving ceremony. Miranda was one of the highest scoring students, not simply in the UK but throughout the world, in her Institute of Gemmology exams for which she received a Distinction.



Miranda Wells receives her prize from the Lord Mayor of Birmingham, Councillor John Alden.

BCTF 4-6 APRIL 2004

BJA member firms exhibiting at the British Craft Trade Fair, Harrogate will receive a 10% discount on stand space. The Association will use the fair to launch specially produced design contracts. Stand 95.

CREDIT CARD SAVINGS

THE BJA is delighted to offer its members the opportunity to benefit from a deal with Streamline Merchant Services, part of the Royal Bank of Scotland. The rates vary according to turnover and average transaction value and Switch debit card processing is charged at a flat rate per transaction, irrespective of value. There is no joining fee and you do not have to bank with NatWest or the Royal Bank of Scotland to participate. For further details and a list of the savings that can be made, contact Pushpa Patel on 0121 237 1142.



To join
T: 0121 237 1110
www.bja.org.uk

Fifty years for G&T

FORGET the G&T's, they will undoubtedly be cracking open the champagne at the London company, G&T Jewellery which celebrates its 50th anniversary in business this year.

G&T was founded in 1954 by Issac Tajtelbaum, a Pole who survived the holocaust and who, although semi-retired, still takes a keen interest in the business today. The company, which is now headed by his son, Mendel has seen many changes in its long history.

When G&T began manufacturing its modest line of hand-set, marcasite brooches, delivery dates in the trade were a good 12 months ahead. The company stunned its customers by offering (and keeping) delivery in four weeks!

Shortly after its inception it branched out from marcasite into 9ct. gold and increased its workforce to 30. The next move was into coloured stones and diamonds, until in 1979 it was offering 3,000 products.



George Heller with Issac and Mendel Tajtelbaum

Another key to G&T's on-going prosperity is its loyal team of staff, several of whom have been with the company for over forty-five years. However in line with many of its competitors G&T has gradually slimmed down its workforce and its manufacturing base in the UK.

New silver range

Whilst twenty-five years ago all G&T's production was in the UK, it has recently moved much of its manufacturing to China, where it is in partnership with a well-established factory. Its most recent venture is a comprehensive range of contemporary and trendy silver jewellery, which will be shown for the first time at Spring Fair Birmingham (Stand Hall 17 Stand J38). Another new line, also being produced in China, features mother of pearl. Both lines are featured in a special 50th anniversary brochure.



Moving with the times - from '50's marcasite to '04's silver

Important Industry Meetings

THE UK jewellery industry and its position in the global market is the subject of a meeting to be held at Goldsmiths' Hall, London on Tuesday, 23 March 2004 from 5.30-8.30 pm.

The open meeting, which is being staged by the National Jewellery Steering Group (NJSJG) has a nominal cost of £10 per head. The event coincides with the launch of the 2003 MINTEL Precious Metal Jewellery Report and Richard Perks from MINTEL will use the meeting to provide 'headline' findings from the report. Key manufacturers and retailers will then be invited to give

their reaction to the findings in a discussion, to be led by Jan Springer, consultant to the World Gold Council. The evening will end with a reception and an opportunity for networking.

A second meeting, following the same programme, will take place at the School of Jewellery in Birmingham on 31st March at 6.00 pm. To book your place at the London meeting contact Heather Ferguson at The Goldsmiths' Company on 020 7606 7010. To attend the Birmingham meeting contact the British Jewellers' Association on 0121 237 1110.

NEWS IN BRIEF

EAST AFRICAN GEM SAFARI

Gem enthusiasts are invited to join Gem-A, the Gemmological Association of Great Britain, on an East African Gem Safari (7-21 August, 2004). The trip to Kenya and Tanzania will be led by a geologist, who has spent many years living in Africa and includes visits to tsavorite,



chrome tourmaline, tanzanite, alexandrite and ruby mines. There will also be visits to Nairobi, several archaeological sites and gem shopping in Arusha, Tanzania.

The trip costs £4,800 per person for all flights, transport and accommodation. For further information contact Douglas Garrod at Gem-A on 020 7404 3334 or email doug@gem-a.info.

SHORT COURSES

Enrolments are now being accepted for Gem-A's 2004 short training courses and education days. The programme includes two new options: *Gemmology for Gemmologists*, on 9th March, and a *Rough Diamonds* course on 6th April. The other 20 courses include: bead-stringing, counter sketching, photographing jewellery and diamond buying as well as gemmology courses at all levels of skill and experience. Price start at £60, with discounted rates for Gem-A members. For a copy of Gem-A's 2004 Spring & Summer Training Schedule contact 020 7404 3334.



Brooch by Filieke van der Leest

Hireoshi Suzuki, Elizabeth Galton and Laura Thomas. All work is for sale with prices from £500 - £4,200.

LOOKING FORWARD

The Lesley Craze Gallery, in Clerkenwell Green, London, promises 'a feast of imagination, innovation and design' in its *Looking Forward* exhibition 5-24 March, 2004. The exhibition features the work of nine designers who have all graduated within the past seven years and that of six established 'names' all influential in the field of higher education. The names include Maria Hanson, Martin Drury, and David Poston while the rising talent is represented by, amongst others, Wendy-Sarah Pacey, Hireoshi Suzuki, Elizabeth Galton and Laura Thomas. All work is for sale with prices from £500 - £4,200.



Exhibits from Silver and the Church

GOLDSMITHS' COMPANY EXHIBITIONS

The Goldsmiths Company is to stage two silverware exhibitions. *Silver and the Church* (April 19 - May 15, 2004) will celebrate the 14th century foundation of St. Paul's Cathedral and its close links with the Goldsmiths Company and the City of London over the years and will also feature London Church silver in the 21st century.

Creation: An insight into the mind of the modern British silversmith (May 27 - July 10, 2004) is a revelatory and exciting exhibition, which will feature the work of several leading British silversmiths. It will look at their personalities, styles and working techniques and will explore and question the concept of creativity.

SPECIAL FEATURE SPONSORED BY EMAGOLD UK

New president for Emagold UK



Allyson Thomas, the new President of Emagold UK

ALLYSON Thomas, a director of the long-established Bidford-on-Avon jewellery manufacturer, T.A. Durant, is to become the next president of Emagold UK, the British wing of the pan-European, quality gold jewellery manufacturers' association; she takes over from the out-going president, Dennis Allen of Solar at the beginning of February 2004 and will hold the post for the next two years.

"I am delighted to be taking over the UK Presidency and am much looking forward to working with my

fellow members of the UK board to expand the group and its marketing activities," Allyson told JIB.

Much has been written about the need for British jewellery manufacturers to market their products more effectively and Allyson Thomas believes that Emagold provides the ideal way for its members to help maximise their publicity budgets. "All the available research shows that consumers are increasingly turning towards high-quality, high-carat jewellery and Emagold is ideally placed to help its members ensure that both retailers

and consumers are aware of the advantages of 'trading up' to 18ct," she says.

During the past two year's Emagold has been involved in a number of successful profile-raising initiatives, including its 'Wish' campaign, launched in September at International Jewellery London, in which individual member firms all produced jewellery on a wishbone theme.

Allyson is keen to encourage more companies to join the group. "The maths make sense," she says.

Wishbone snapped up at Christmas

Wishbone jewellery was a hot choice for Christmas, with members reporting strong sales of their Wish Collections at the end of 2003. The trend for 'lucky' jewellery looks set to remain strong in the New Year as consumers continue to try and make sense of the world post 9/11.



Proving popular - a Wish pendant from Saunders & Shepherd

"WE'VE had a very good response and our wishbone suites are selling very well in both yellow and white gold," says Dennis Allen of Solar. There is optimism too from Geoffrey Oakley at J.A. Main. 2003 saw this company's first foray into an 18ct. gold collection. "We are very pleased with the reception this has received from existing customers as well as helping to create new customers. We will definitely be extending our 18ct. gold offering for 2004" says Oakley.

Wishbone has also been a success for Saunders and Shepherd. The company's articulated diamond-set pendant, with moveable 'bones' has been a strong seller not simply in the home market but also overseas with excellent sales in the USA. "People like the idea of luck," says Director, John Coupland. "I sold a pendant at an Open Evening at a retailer's shop just before Christmas. Their customer was looking for a gift to give to an employee who was leaving to have a baby. The wishbone motif clinched the sale."

Allyson Thomas believes that 'Wish' is set to run and run. "The wishbone provides the opportunity for real design creativity coupled with an extremely strong story for retailers. I would urge anyone who has not yet discovered the Emagold Wish Collections to make the Emagold Pavilion their first destination at Spring Fair Birmingham; I know they won't be disappointed," she says.

New Wish collection for Spectrum

One Emagold member which will not be at Spring Fair, but which is nevertheless committed to the Wish campaign, is the London company Spectrum.

For 2004, the company has launched an attractive new suite - a bangle, a necklace and earrings - in 18ct. white gold and diamonds. These wishbone designs, which can also be made in bi-colour gold or platinum, look set to prove sure-fire winners and will undoubtedly be lucky for some.

Make-A-Wish national raffle



Curteis - raising money for children living with life-threatening illnesses

A 'Wish' pendant donated by Curteis is one of the raffle prizes for Make-A-Wish week (18th 24th January, 2004). Tickets cost £1 and are available from the charity's website www.make-a-wish.co.uk. All proceeds go to help children living with live-threatening illnesses.

Gold innovations

EMAGOLD UK's 'Wish' - Jewellery on a wishbone theme currently features in the News and Events section of the World Gold Council's highly popular website www.goldinspirations.com. It is anticipated that this exposure will generate further consumer interest in the wishbone as a jewellery motif.

SPECIAL FEATURE SPONSORED BY EMAGOLD UK

It's Love Actually



STARDOM has struck recently for products from two Emagold members – an eye-catching locket worn by Martine McCutcheon in the much-acclaimed movie Love Actually uses components from J.A. Main and Curteis. The locket, which was created by the fashionable, London designer Alex Monroe, features prominently in a number of scenes in the film. The piece is made up from a gold heart-shaped locket from J.A. Main and a hayseed gold chain from Curteis.

The locket has been personalised by Alex Monroe. It has a little pearl on the jump ring dangling from the base and bears the word 'Love' on the front and a Celtic cross on the back.

Alex, who describes his work as 'Nostalgic English with a twist', manufactures all his jewellery in the UK and sources many of the components he uses from Emagold members – Domino/Weston Beamor is another source of supply. His collections are exhibited at both the London and Paris fashion weeks and are exported widely to the US and Japan where the markets are, he says, particularly receptive to his slightly ironic, tongue-in-cheek style.

Exposure in Love Actually has already brought benefits to Alex with a good-sized order of lockets from the specialist website: www.AsSeenOnScreen.com He is currently working with a costume designer on jewellery for a Hollywood movie and Emagold looks forward to collaborating with him to bring more of his unusual and saleable creations to the silver (or should it be golden?) screen.

Kayman Diamond success for Domino and Charles Green

Emagold members Charles Green and Domino are two of the nine companies to be highly commended in the 2004 Kayman Award, a prestigious national design competition organised by the British Jewellers' Association. The winning design from Kestrel and the nine short-listed pieces will all be on show at the Spring Fair on Stand 32 Hall 17.

THE 2004 Award, which has been supported by the Diamond Trading Company, is for a Trilogy Diamond Design. Charles Green's entry is a stunning 18ct. gold necklace, designed by Helen Rose. Entitled 'Simply Trilogy' the design takes three strands of gold chain, each weighed down with a round brilliant diamond. The chains are folded in half and draped around the neck, meaning there is no need to lengthen or shorten the piece. The

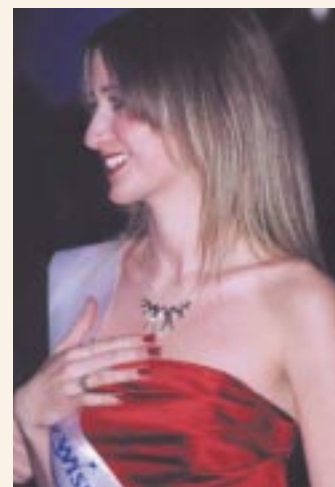
necklace incorporates 0.84ct of diamonds and has a retail price of £4,030.

Domino's design - the Rialto Ring - by Maeve Gillies, celebrates Venetian romance. The piece incorporates 2ct. of large, brilliant-cut marquise and pear-shaped diamonds, which explode off the finger in carnival mood. It has a retail price tag of £18,330.



Kayman Award designs from Charles Green (top) and Domino

Emagold raises £3000 for charity



Ms Sammy Leigh, daughter of the chairman of the Make-A-Wish Charity Ball models the Charles Green necklace

TWO 18ct. gold necklaces donated to Make-A-Wish Foundation® UK, the charity that grants wishes to children living with life-threatening illnesses, raised £3000 when they were auctioned at a glitzy ball held at the Dorchester Hotel in London at the end of 2003.

The necklaces from Charles Green & Son and Hean Studio, were part of a collection of eight 'Hero' pieces from Emagold members, presented to Make-A-Wish to mark the launch of the Emagold Wish Collections of jewellery on a wishbone theme. The other six pieces will be used to raise money at further fund-raising events during 2004 and it is hoped that a total figure in excess of £15,000 will be realised.

Cookson catalogue offers greater 18ct choice

Cookson Precious Metals, whose Starlink brand is a member of Emagold UK, has good news for everyone seeking 18ct. gold components. To meet growing customer demand, the company's new BIG CAT, green catalogue, contains more 18ct. products than ever before with new products being added to the range of bullion, wedding ring blanks, settings and findings. The catalogue costs £5, or is free with orders of over £50, to receive your copy telephone 0845 100 1122.

SPECIAL FEATURE SPONSORED BY EMAGOLD UK

See Emagold at Spring Fair Birmingham




wish
EMAGOLD shapes the trend



The Emagold Pavilion Stand J31 to K39 (Hall 17) right in the very heart of the main jewellery hall at Spring Fair Birmingham will provide plenty of inspiration for buyers seeking something that little bit different for 2004. 18ct. gold jewellery is the raison d'être of Emagold and the stands within the Pavilion will offer plenty of choice in this high-carat option.

As well as their Wish Collections, first seen at International Jewellery London, there will be many other exciting new lines on display covering everything from castings to cufflinks and CAD to crosses.

1 Curteis Stand H26/J25

Curteis will use the Spring Fair to launch twelve new designs in its highly successful Adagio Collection. The two-tone modern range uses both yellow and white gold and has contrasting matt and polished links. The company's dainty 18ct wishbone designs, set with blue topaz, will be much in evidence; so too its Roma Silver Collection of modern bracelet designs which debut at the Fair.

2 Domino Stand J30/K29

Domino will be showing new additions to its wedding ring ranges including plain profiles, bi-colour styles and some superb diamond-set bands. Spring Fair will also see the launch of 'Superfit' a ring mechanism new to the UK market which has a custom-fit shank for a secure fitting at the base of the finger. For those seeking the very latest in diamond rings, Domino's eight-page Diamond Ring Mount

brochure offers a new collection of some 50 ranges, 16 of which are brand new designs. All of these will be available in 18ct. gold. The brochure also includes matching suites and pendants.

3 Hean Studio Stand J31

Hean Studio will use the Spring Fair as a showcase for the witty and stylish collection of Wish jewellery it has produced in conjunction with fellow Emagold member, T.A. Durant. The company will also be exhibiting its prowess as a casting house (with particular emphasis on providing high-quality, high carat items) and demonstrating its role as a provider of CAD and rapid-prototyping services to assist its customers to speed the production of new designs.

4 J.A. Main Stand J29

At J.A. Main, the emphasis for 2004 will be new additions to the company's 18ct. ranges. To meet

customer demand the company is to launch a number of heavier-weight 18ct. lockets and crosses at the Fair. These new lines will include many hand-engraved and diamond-set pieces, which build on the company's hard-won reputation for high-quality British craftsmanship.

5 Saunders & Shepherd Stand J29

Saunders & Shepherd will use the Spring Fair to launch a number of stylish new additions to its popular Palmier Collection in 18ct. gold and diamonds. The new designs are fresh and different and give a contemporary twist to this well-established classic collection. Also on show will be a comprehensive range of British-made gold watches from sister company, W.H. Wilmot.

6 T.A. Durant Stand J29

T.A. Durant will be showing a wide collection of diamond set jewellery

including rings, earrings and pendants in its popular, patented 'Starlight' collection in which clever setting substantially enhances the diamonds. Other lines will include contemporary men's rings and the 'Wish' 18ct. white and yellow gold collection of jewellery on a wishbone theme.

7 Solar Stand J26/K25

For Solar, 2004 will be the year of the diamond. Spring Fair Birmingham will see the launch of a number of innovative additions to the company's Touch® - Loving Diamonds range with eight new bangle, earring and pendant suits and five new earring and pendant suits. Silver and rose gold will also be a hot new story from Solar and Dennis Allen also predicts strong customer interest in the 18ct. 'Wish' suites of bangles, pendants and earrings on a wishbone theme.






Join the 18ct club

If your company is one of the growing band of British jewellery manufacturers that has recently upped its 18ct. production in line with customer demand then perhaps you should think about joining Emagold UK.

Emagold UK is the British wing of the prestigious pan-European association for manufacturers of high-quality, high-carat gold jewellery and accounts for around 10% of all gold jewellery produced in this country.



Five reasons to belong

-  **Quality Endorsement**
Belonging to Emagold gives your products a strong independent endorsement and identifies your business as being part of a select club.
-  **The Solar Mark**
Only Emagold members can use the coveted Solar Mark – the sun-like symbol that operates alongside the hallmark.
-  **Joint Marketing and PR Opportunities**
Collaboration means that marketing activities that are expensive for individual firms are excellent value for the group. Our fashion show at IJL 2003 with Linda Lusardi was a case in point.
-  **Trade Fair Exposure**
The Emagold Pavilions have a prime position at IJL and Spring Fair Birmingham.
-  **Sharing Information**
Emagold will keep your finger on the pulse of what is happening in the heart of UK jewellery manufacturing.

Emagold Members

CHARLES GREEN & SON CURTEIS LIMITED DOMINO HEAN STUDIO LTD J.A.MAIN	SAUNDERS & SHEPHERD SPECTRUM SOLAR DESIGNS STARLINK T.A. DURANT
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To find out more about how your company could benefit from membership of Emagold UK, please return this slip to the address below or telephone Allyson Thomas on 01789 772353

Name	<input type="text"/>	Name of Company	<input type="text"/>
Address	<input type="text"/>		
Tel	<input type="text"/>		
Fax	<input type="text"/>		
Email	<input type="text"/>		

Emagold UK

P.O.Box 473, Worcester WR6 6WU

T 01905 621064 F 01905 621247 email: brittain@globalnet.co.uk



Wider choice of short courses

THE University of Central England (UCE) has expanded its short course programme which runs from February – July, 2004. The programme offers the opportunity to acquire practical and technical knowledge in a well-equipped workshop environment. Some courses are subsidised.

Experienced practitioners, many of whom run their own businesses and have national or international reputations, tutor the courses. Amongst the choices on offer are several 3D CAD courses on different software programmes, as well as five-day Master Classes in a range of disciplines. These include – Enamelling, Silversmithing, Granulation, Platinum, Mokume Gane, Creative Laser Welding and Hydraulic Die Forming. To receive a full prospectus telephone 0121 248 4582 or email Julie.Haden@uce.ac.uk



A granulated ring by short course tutor, Giovanni Corvja

Scholarship provides funds for clock restorer



Brian Coles, a geography teacher turned clock restorer from South Wales, has won a £6,750 Queen Elizabeth Scholarship to enable him to attend a unique antique clock restoration course.

Dr Coles, a long-time amateur enthusiast gave up teaching four years ago to retrain in horology. He rapidly gained the St Loyes College Certificate in Horology, then a Post Graduate Diploma in Conservation and Restoration of Antique Clocks at West Dean College, Sussex. Winning a Queen Elizabeth Scholarship means he can now study for the Professional Development Diploma. Only two horologists a year are accepted on this course.

Funds available to craftsmen

The Queen Elizabeth Scholarship Trust, the charitable arm of the Royal Warrant Holders' Association, was set up in 1990. Since its inception it has made cash awards worth almost £735,000 to 115 craftsmen and women aged from 17 to over 50 to develop their skills. The Trustees are looking for well thought out projects, which will contribute to the pool of talent in the UK and reflect the excellence of British craftsmanship as symbolised by the Royal Warrant of Appointment. For further information contact: The Secretary, The Queen Elizabeth Scholarship Trust, No. 1 Buckingham Palace Place, London SW1E 6HR. Or visit www.quest.org.uk

New web-marketing tool for DTC

SPRING Fair Birmingham will see the launch of a new marketing tool for diamond jewellery manufacturers and retailers. The Diamond Trading Company (DTC) has selected the UK as a test market for its pilot website www.DTC.biz.

According to the DTC's online marketing director, Mary Walsh the site will help people sell more diamonds. "But this is not just about today's sales; it's about future growth and closing the gap with our competitors," she told JIB. We are

convinced that DTC.biz will help to give our industry the competitive edge it needs."

The site will deliver daily industry news, descriptions of DTC campaigns and guidelines on how to get involved; on-line application forms for marketing materials and access to consumer research. There will also be a 'How to..' section offering advice on merchandising.

The UK diamond jewellery market grew by 11% in 2002 to

US\$1.68 billion and the DTC believes that figures for 2003 will also be strong. Stephen Lussier, DTC's worldwide marketing director hopes that DTC.biz will assist further growth by sowing the seeds of quality marketing ideas and skills.

Access to the site will be by password only and registration, is available from 19th January, 2004, free of charge. Email: Anne-marie.reeves@dtc.com for further information.

NEWS IN BRIEF

BASEL CHEAP FLIGHTS

Baselworld and Swiss International Air Lines are offering 25% off air fares to those attending the Baselworld watch and jewellery show 15th – 22nd April, 2004. The fares are available on all Swiss Network flights to Switzerland, including flights operated by partner airlines under the LX flight number. Travellers seeking the discount must have pre-registered to attend Baselworld 2004. Visit www.baselworld.com to register for the show. Flights can be reserved with Travel for Business on 0870 8727111 quoting CXX4017



BVLGARI COMMISSIONS BRITISH SILVERSMITHS

The talented British silversmithing partnership, Carl Padgham and Andrew Putland, have been chosen by Mr. Nicola Bulgari, Vice Chairman of Bvlgari to make 26 pieces of ceremonial church silver to be donated to the newly built parish church of Dio Padre Misericordioso in Rome. Speaking about the commission, Rosemary Ransome Wallis, Curator of the Goldsmiths' Company said: "It is a remarkable achievement and proves how highly contemporary British silver is regarded by the rest of the world."

HOLTS EXPANDS TRAINING TEAM

Holts Jewellery School in Hatton Garden, has expanded its training team with the appointment of Fiona Thomas as Project Manager. Fiona, who joins Holts from the Learning Skills Council, will take responsibility for implementing the school's 2004 training programme, details of which will be published shortly.

Health & Safety for Jewellers

Over 80 Birmingham jewellery firms met late last year at the BJA's headquarters in Birmingham to hear the results of the Health and Safety Executive's (HSE) Autumn "blitz" on the Jewellery Quarter as part of European Health & Safety Week. For those not present there were many lessons to be learnt. Geoff Field, Chief Executive of the BJA was there.



OPENING the meeting, HSE Inspector David Price acknowledged the concerns of many jewellers over "surprise" visits from the HSE but reminded the audience that all HSE Inspectors carry a warrant card, which can be inspected and checked with the local HSE Office. Such visits can be programmed by the HSE, or may be the result of civil compensation court cases arising from an unreported accident or illness. Jewellers who are unsure as to what type of safety incidents they should report, can call the Incident Contact Centre on 0845 300 9932. This is independent of HSE and will give confidential advice.

Price urged all jewelers to check the following key points, which had arisen during some of the Jewellery Quarter inspections:

- Check the small print of Employers Liability policies – they may cover employees but not the owners of a business!
- Watch out for carbon monoxide build up from flueless gas appliances – ventilation is essential.
- Take care with gas cylinders – store as few as possible and send empty ones back promptly, as they are never "empty". Keep these away from combustible materials.



■ Machine guarding – employers have an obligation to prevent access to dangerous machine parts.

■ Electricity – Employers should be using low voltage systems or circuit breakers (RCBs) for waxing or electric soldering. Remember to check condition of plugs and conductors and reduce trailing cables, which are a tripping hazard.

Nationally, chemicals are believed to cause over 7,000 asthma cases, 66,000 skin infections and 6,000 deaths (half of which are from asbestos). In the jewellery trade, risks have to be assessed from inhalation, skin contact or ingestion of cyanides, hydrofluoric acid, silica, investment powder, enamel dyes and solvents etc. All chemicals should be labelled and be accompanied by a data sheet. After considering this information jewellers should:

- Assess the risk then consider preventing exposure by substituting a safer chemical, and enclosing the process or improving local exhaust ventilation.
- If this is not possible they should create a barrier between the person and the chemical by a respirator or protective suit or by working in a safer way.

Repetitive strain injuries to the neck, shoulder, elbow, wrist and hands were also mentioned. Recent claims are in excess of £50,000 and it is essential for employers to assess working conditions and the ergonomics of work areas for those involved in repetitive tasks.

Asbestos

The final topic was the question of asbestos. Asbestos in good condition and undisturbed poses no health risk but if damaged can release harmful fibres. Up to half a million non-domestic buildings are believed to contain asbestos. Under the Control of Asbestos at Work Regulations 2002, which will come into force in May 2004, those with a contractual obligation to maintain or repair non-domestic premises (eg a repairing lease) have to take reasonable steps to identify asbestos containing materials by inspecting buildings, checking plans, talking to architects and employees etc. If materials discovered are in good condition they can be left in place and a management plan adopted – if not they must be sealed, enclosed or removed.

For further information contact the HSE Information Line on 08701 545500 or via the HSE website at www.hse.gov.uk/campaigns/asbestos



NPD is delivering benefits

The New Product Development Project at the Jewellery Industry Innovation Centre at the School of Jewellery in Birmingham is bringing real, practical benefits to a number of Midland manufacturers.

THE £3 million NPD project which is funded by the European Regional Development Fund with backing from Advantage West Midlands offers assistance with all aspects of new product development. The project assesses a company's design and production capabilities and decides on the right new products for it to produce, through to the design and production of those products.

to produce luxury watches and jewellery, which he sells through his website www.Borgezie.com

He too is enthusiastic about the service he has received and the impact that NPD has had on his business. "Previously I was making the watch cases by hand which was really complicated and very time consuming. I was a bit sceptical about using rapid proto-typing but it has been fantastic and the cases are accurate to within a thou."

has made good use of the technology that the project makes available. As part of her 30 hours of free, expert assistance she has had instruction in using computer aided design packages and has also been using the JIIC's laser welder.

"The welder really suits my sense of aesthetics and general design, which is delicate and fine. In the past I often wanted to use mixed materials in my designs – gemstones and pearls – but they wouldn't withstand the heat of conventional manufacturing so the pieces couldn't be made. Having access to the welder has allowed me to investigate and exploit its properties and to reopen doors I thought were closed."

Waudby praises the way in which the NPD operates. "Knowing the project is there and that I can tap into, even an hour at a time is a good thing. It's not rigid and being very flexible in its delivery it lends itself to people like me," she says.

The NPD will be at Spring Fair Birmingham Stand H37 Hall 17



Pictures show
Top: Borgezie Daedalus watch
Below: Borgezie Cactus flower earrings,
Right: Palmier cross by Saunders & Shepherd



The long-established Birmingham jewellery manufacturer, Saunders and Shepherd has taken advantage of the scheme. "I think its fantastic," says MD, John Coupland. "It has given us real freedom to develop new ideas and look at ways of using new technology." Saunders and Shepherd has worked closely with the NPD design team to 'refresh' its 18ct. Palmier Collection and to explore ways in which by using the JIIC's rapid-prototyping technology it can speed up its production process. "They are wizard young designers and they are taking this collection to new heights," enthuses Coupland.

Another very different Birmingham firm to benefit from the NPD is Borgezie. After twenty years in the trade, working mainly as a stone setter, Chris Shellis formed Borgezie just two years ago

"The NPD has enabled me to produce a more professional product."

The CAD/CAM facilities provided by NPD have also helped Shellis who has used them to develop a range of 'Cactus Flower' earrings, in which a round central stone is held in place, without the need for setting, by the many small stones that surround it – the resulting 'Borgezie Bezel' is a technique for which Shellis holds the registered design. "The JIIC produced the master patterns from my designs within 24 hours, which saved a lot of time and expense," he says.

Designer Collette Waudby is another fan of the NPD project and



Get set up for Platinum

For JIB readers who would like to produce in platinum but are not sure where to begin, Jurgen Maerz, Technical Director of Platinum Guild International has some suggestions.

White metal is still a strong fashion trend and platinum is far and away the fastest growing jewellery market in the UK. Hallmarking figures for the third quarter of 2003 showed a spectacular growth in platinum on the same period in the previous year: a 62% increase in terms of the total weight of the jewellery marked and a slightly more modest 48% rise in the total number of pieces marked.

Here are some suggestions on how to get started:

- 1 The best fuels to use when working with platinum are natural gas/oxygen, propane /oxygen or hydrogen/oxygen. Never use acetylene, which can emit carbon and contaminate the alloy.
- 2 Wear at least No.5 welding glasses when annealing, soldering or welding.
- 3 Solder platinum on fused alumina, fused silica or other ceramic surfaces. The flat bottom of a ceramic crucible can also be used.

(Never use ordinary crucibles, which could break apart and contaminate the alloy.)

4 Use tungsten tweezers, never steel, which can leave a black spot of oxidation.

5 While platinum by itself doesn't need pickling, bimetal pieces (such as 18ct. and platinum) do.

6 Use a tungsten soldering-pick, never titanium.

7 Purchase files and other finishing tools for use exclusively with platinum.

8 Use a bench pin dedicated to platinum to prevent contamination from filings hidden in holes.

9 Use a bench or tray reserved for platinum work. If that isn't possible, keep your tray thoroughly clean.

10 Purchase separate buffs for use specifically with platinum.

11 Platinum requires four levels of abrasives: 800; 1,500; 4,00 and 8,000 grits.

12 Platinum requires polishing compounds designed specifically for it; ordinary rouges will do very little.

FOR FURTHER INFORMATION

on working with platinum contact Neill Swan at Johnson Matthey email: platinum@matthey.com

ADVERT

**to be inserted at
print stage**