



Jewellery by Tina Lilienthal
who is exporting to Japan
thanks to support from LJE

JAPANESE BUYERS AT IJL

London Jewellery Exports, together with the Export Department of the BJGF Federation has been instrumental in organising an inward trade mission of high-profile members of the Japanese retail jewellery trade to London.

The group which included major wholesalers, designers, and other opinion formers visited the Capital in early September to coincide with this year's International Jewellery London, which also provided support for their visit.

The LJE team was on hand to assist the visitors in finding their way around the exhibition and also organised a retail tour to some of London's most innovative jewellery retailers. The visitors were also taken to Cockpits Arts, the largest creative hub for designer-makers in the UK, to meet companies that had expressed a desire to reach the Japanese market.

A number of exhibitors at IJL, including the designer Seane Leane, have since received enquiries as a result of the visit and are in negotiations to export their products to Japan. Another designer who has had export success as a direct result of the contacts she made through LJE, is Tina Lilienthal, who with four other recent RCA graduates has recently founded the Studio North Gallery in London N1. The buyers from La Purezza, a retailer in Tokyo, loved Tina's extremely quirky jewellery in silver and polyester resin mixed with fabrics and ribbons and she is optimistic that repeat orders will follow.



Mike Joseyenko of the BJGF Federation and Syreta Tranfield of IJL with the Japanese delegation at the show

Silver Show

A group of 12 London-based silversmiths took up the opportunity provided by LJE and Reed Exhibitions, organisers of International Jewellery London, to showcase their products on a dedicated LJE stand at the show.

Those who participated were Alan Craxford, Angela Cork, Brian Williamson, Emily Jo Gibbs, Emma Farquharson, Grant Macdonald, Richard Fox, Vicki Ambery-Smith, Wayne Meeten, Julie Chamberlain, Stewart Hersey and Mary Ann Simmons.

Leaflets showing the work of those who exhibited together with their contact details are available on request from the BJA at 0121 237 1108.



Angela Cork
Outline Balloon Vase

SHOWCASE IN TOKYO

Following a successful visit of British designers to Japan last year, organised by London Fashion Export, LJE is planning a similar trip to Tokyo in April 2008. Participants will have the opportunity to show a small selection of their products at the British Embassy which will host a special 'meet the buyers' event on their behalf.

They will also have the chance to undertake a retail tour of the city with the backing of the embassy team and the benefit of their valuable local knowledge.

📌 **SIGN UP** - Visit the website www.londonjewelleryexports.com for an application form.

Take Ten to Germany

Resin earrings by Wendy-Sarah Pacey



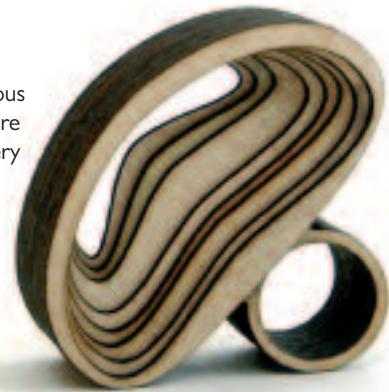
London Jewellery Exports is organising a joint stand at Inhorgenta 2008 – the 35th anniversary of the exhibition. This much feted German jewellery, watch and technology showcase which takes place in Munich from 15-18 February, will house around 1,183 exhibitors and is expected to draw some 31,000 visitors from throughout Europe.

LJE has taken a stand in the Design Hall, C2 at the show, and has mounted a rigorous selection process to choose ten suitable participants. Reviews of the show from all those who take part will be posted on the London Jewellery Exports website in due course and should make interesting reading for anyone thinking of targeting the European market, or showing at Inhorgenta, in the future.

The exhibitors will be Nutre Arayavanish, Angie Boothroyd, Mini-ji Cho, David Goodwin, Lilly Hastedt, Jo Hayes-Ward, Sarah Herriot, Wendy-Sarah Pacey, Anthony Roussel and Karola Torkos.

“We feel that all of these designers have ranges that will appeal to the design conscious Europeans who visit Inhorgenta. Furthermore they all make very different types of jewellery and represent an excellent cross-section of great British design,” says LJE’s Lindsey Straughton.

Wooden ring by Anthony Roussel



A SCANDINAVIA SAGA

The London jewellery designer Sarah Herriot has recently undertaken a Scandinavian odyssey on behalf of LJE, visiting Copenhagen, Reykjavik, Oslo and Helsinki. As well as exploring the market for her own distinctive designs, she also undertook to research suitable locations at which LJE may be able to stage a group exhibition/s of work from London’s jewellery and silverware companies during the summer of 2008.

Sarah has produced a detailed written account of her visit, including information on the various retail outlets she discovered, and her report is now available for general consumption on the LJE website. “It was a fascinating and inspiring trip and I found out lots of things which I simply couldn’t have done without actually going there. There is some wonderful jewellery being produced in all these countries and their governments, especially in Iceland, are very supportive of the crafts,” she says.

they compete in these markets in terms of price? “There are definitely opportunities. All these countries are very strong in terms of design and are prepared to pay for it,” she says.

One area where Sarah saw a real dearth of good products, which she feels could perhaps be filled by London jewellers, is in beads and stonework. “I saw hardly any and the lack was particularly noticeable in department stores, where the stock was all very samey.”

Many of the gallery and shop owners that Sarah met were, she reports, extremely open and receptive to her work and she picked up a number of new accounts. So does she feel there is an opening for other British designers in Scandinavia and can

Sarah’s full report can be read by all interested UK companies by registering on the LJE website.



Rings by Sarah Herriot



SIGN UP - Interest forms available on the website www.londonjewelleryexports.com

LJE NEWS IN BRIEF

LJE gets down to business

Working closely with the UKTI London team, LJE has offered jewellers and silversmiths in the capital access to a number of inexpensive, workshops on a range of pertinent business issues. Three courses took place at the beginning of November on 'Time Management and Business Processes', 'Jewellery Photography for Results' and 'Website Development and the Importance of PR' and feedback from participants was extremely positive.

"Unless you have really sorted out your marketing and have things like your photography and website well under control then you are not really ready to begin selling overseas," says LJE's, Aldyth Crower. Further courses are planned for 2008 and details will be posted on the LJE website.

Making a stronger French Connection

France has been firmly on the agenda for LJE during recent months. The project's well attended 'French Seminar' held at Cockpit Arts Studio in Holborn in June, flagged up the differences between the seven very different French jewellery shows, whilst also explaining UKTI funding and giving detailed information of the nitty-gritty of exporting such as shipping. LJE's Aldyth Crowther, explained the peculiarities of Kara, Eclat de Mode, Premiere Classe, Prêt à Porter, Trianon, Rendezvous and Orhopa and the markets they target. While designer, Angie Boothroyd and Adrian Chapman and Steven Sin of OmyGod spoke of their experiences of exhibiting in France.

Exploring Amsterdam

'Small Objects of Great Art ®' is the strap line for Sieraad, the International Jewellery and Silver Design Fair, which is held annually in Amsterdam. The show, which is consumer facing, takes place for the 6th time this year from 6-9 December, 2007 and will exhibit both classic and contemporary designs in precious and less conventional materials. The LJE team is set to visit the show. If you would be interested in knowing more, their report will be available on the LJE website by Christmas.

Missing Madrid

Following an exploratory trip by the LJE team to Iberjoya and its sister show, Intergift Accessories, in September, it has been decided that the project will not organise a joint stand for London jewellers at this event. "This is undoubtedly a great place to reach Spain and the Spanish speaking world," says Aldyth Crowther, "but the show is in a period of transition having moved halls to a position further away from the main Intergift show. This has diminished the opportunities for cross-over buying and as there is also no dedicated design area planned for 2008, we do not feel that it would be ideal for our purposes as a group. However if independent companies are interested in exploring this show we may well be able to help." Iberjoya takes place twice in 2008 from 14-18 February and from 11-15 September.

Getting a KiC from Denmark

KiC is the largest selected fair for arts and crafts in Denmark. It is held annually in the centre of Arhus and attracts craftspeople from all over Europe working in a range of disciplines including jewellery, textiles, glass, ceramics, and mixed media and selling directly to the public. LJE has assisted the London designer An Allewerldt to visit the 2007 show, which took place from 25-28 October, and her report will be available shortly on

www.londonjewelleryexports.co.uk



It may seem odd to be thinking of summer just as the winter gloom descends, but LJE is already looking for would-be exhibitors to show on its stand at Summer Fair London 2008, which takes place at ExCel, in Docklands from 22-25 June.

LJE had a stand at the inaugural show last year and the eight companies that took part found it a useful launch pad from which to begin their quest for a more international audience for their products. The 2008 show will have a new, dedicated precious jewellery area and the organisers are keen to build up this element of the event.

As an additional incentive for all London jewellers to explore this event, LJE will be running a free photography workshop at Summer Fair where the capital's designer makers can have two or three items of their jewellery photographed professionally for free. Participants will also be given some hints and tips on how to take their own photographs successfully.

To find out more visit www.summerfair.com

📌 **SIGN UP** - UP To register an interest in taking part in Summer Fair visit the website for a form.



DESTINATION DUBAI

LJE's Lindsey Straughton has recently returned from an exploratory trip to Dubai and is now planning a London Jewellery Show Case at the fashionable XVA Gallery on the Creek in the old part of the city to coincide with Dubai Art Week 2008.

The exhibition, which is planned for the third week of March, will have the backing of the British Embassy and UKTI and it is hoped the additional sponsorship of a local business. It will be a selected show and will accommodate only a relatively small group of top quality London jewellers aiming very much at the luxury, Middle-Eastern market and selling directly to the consumer.

"What we will be looking for is the very best in contemporary design – not simply in precious metals and gemstones but also in alternative materials as well, providing that they are extremely well-made. The audience will be ex-pats, international visitors and local residents looking for something a little bit different," says Straughton.

More details will be available soon.

📌 **SIGN UP**
Register your interest by emailing: info@londonjewelleryexports.co.uk or visit the website to download a form.



Daisy Choi



Jacqueline Cullen

SHOWING AT KARA

Thanks to backing from LJE, a group of six London designers are to show at this Autumn's Kara a consumer-facing event sometimes described as the French Goldsmiths' Fair which takes place in Paris from 23-26 November, 2007.

The participants are Alan Vallis, Daisy Choi, Ana de Costa, Jacqueline Cullen, Josef Koppmann and Rebecca Steiner. As with all LJE projects these designers will be asked to post a detailed account of how they fared at the show onto the project website so that the information they assimilated can be shared with other would-be exporters. So visit www.londonjewelleryexports.com early next year to find out how they got on.

Alan Vallis



Ana de Costa



Rebecca Steiner



Daisy Choi



Josef Koppmann



Rebecca Steiner



Alan Vallis