



Michael Rae CEO of CRJP

## CRJP to unveil plans for 'chain of confidence' at BJA AGM

The Council for Responsible Jewellery Practices (CRJP) will use the British Jewellers' Association's Annual General Meeting to unveil to the trade its long awaited model for a 'chain of confidence' to bring diamonds and gold from mine to retailer. It is a plan which involves self assessment, independent third party monitoring and a commitment to continuous improvement.

The CRJP is an international non-profit organisation representing over 80 member companies across the gold and diamond supply chain, including some of the most august names in precious metal mining, gemstone production and jewellery manufacturing and retailing. Its members are committed to promoting responsible business practices in a transparent and accountable manner throughout the industry.

The BJA meeting comes in advance of the formal launch of 'the chain' at the JA New York show in March 2008, and will give British suppliers and retailers the opportunity to be present at the first public revelation of what the CRJP proposes. The address, which represents the culmination of over two years of work by the Council, will be given by its Chief Executive Officer, Michael Rae, who is flying from Australia for the meeting.

"This meeting will provide a unique chance for our members and other interested parties to hear about the systems which the CRJP has devised to help the industry regulate its environmental impact and address its business ethics," says BJA Chief Executive Geoff Field, who thanks

to the BJA's membership of the CRJP, has been party to the development of the plan.

This will be a closed meeting, in so far as only members of the jewellery industry will be present. "We shall not be inviting representatives of the NGO's and any journalists present will be there under a strict embargo. What we are seeking is a frank and open discussion about the importance of ethical supply chains and whether UK retailers, wholesalers and manufacturers see a market advantage in offering this chain of confidence to their customers. Michael Rae's presentation will also give an insight into the policies and procedures which CRJP members have to adopt to comply with the system, particularly for the many smaller businesses who make up our membership," says Field.

The BJA is keen to have retailer, as well as supplier feedback to the 'chain of confidence' and any bona fides retailers who wish to attend should contact Geoff Field to receive a formal invitation. Jewellery suppliers who are not members of the BJA are also welcome to apply to attend, but entry will be strictly by ticket only.

### Deeper luxury report

The CRJP has recently taken a robust stand in defending some of its member companies that appeared in the controversial 'Deeper Luxury' report published by the WWF (World Wildlife Fund). This examines the top ten holding companies for luxury brands, ranking them according to their own sustainability reporting, as well as the way in which they have been judged in the media and by non-governmental organisations.

"The report is of very poor quality and reflects just as badly on its authors and its publisher, WWF-UK, as it does, albeit totally undeservedly, – on a number of CRJP members who have been grossly maligned without cause in the report," a CRJP spokesman said.

The BJA AGM will take place at 2.30pm on February 19, 2008 at Goldsmiths' Hall in London and full details will be circulated to BJA members in due course.

For further information telephone Geoff Field on 0121 237 1111 or email [geoff.field@bja.org.uk](mailto:geoff.field@bja.org.uk) Membership of the CRJP is open to all interested parties with yearly subscription rates

calculated on a pro rata basis according to turnover. The minimum yearly subscription is £60.

[www.responsiblejewellery.com](http://www.responsiblejewellery.com)



### Barrie Dobson to be Chairman

The BJA's Annual General Meeting on February 19, 2008 will see the inauguration of Barrie Dobson, Sales Manager of the global jewellery sourcing company International Bullion (IBB) as Chairman of the Association. Dobson takes over from the incumbent Chairman the designer silversmith Martyn Pugh who steps down after the customary two years in the role.



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# Working together for the common good

In March 2008, after two years in the post, Martyn Pugh will step down from the Chair of the BJA. JIB spoke to him about his time in office.

"During the past few years the jewellery and silverware trade in the UK has changed out of all recognition. The number of companies producing here is shrinking and it is more important now, perhaps than ever before, that all sides of the precious metal industry should work together," says Pugh.

Pugh, who in addition to his involvement with the BJA and the Association of British Designer Silversmiths, is also a Guardian at Birmingham Assay Office and a recently elected Liveryman at the Worshipful Company of Goldsmiths, believes under his Chairmanship closer links have been achieved amongst the various trade organisations, not simply at home but also overseas, and that this has been of huge benefit.

He is also keen to point out the growing breadth of the BJA, in terms of the type of companies that belong. "We have long ceased to represent solely jewellery and silverware producers. BJA members span the supply chain from designer makers to internet traders. The fact that Stella Dorsett, my predecessor is European President of Cookson Precious Metals and my successor, Barrie Dobson, is a director of a global jewellery supplier; while I am a designer and silversmith demonstrates this diversity."

"It has been a deliberate policy for the BJA to reach out to other industry bodies, such as the National Association of Goldsmiths, the Worshipful Company of Goldsmiths, CIBJO and the Council for Responsible Jewellery Practices. We are removing the barriers and there is regular contact between the key people in these organisations enabling us to work for the common good. We are all in the same boat and what we need is cooperation not competition. There is real strength in numbers," he says.

Pugh cites the successful pan-industry challenge to the Royal Mail on the threatened cessation of its 'Special Delivery' service as an illustration of what can be done when all sides of the industry work together. So too the BJA's successful 'London Jewellery Exports Project', which is being undertaken as part of the Jewellery Industry Sector Project and has already helped around 100 UK companies reach overseas markets for their products.

"The biggest threat to us all is apathy and a lack of imagination in tackling the changes that are occurring in the industry, especially with regard to ethical matters. However, I am pleased to say that our Chief Executive Geoff Field and his hard-working team have made it their business to be well-informed and their



on-going and conscientious work on behalf of the BJA in the ethical and other pertinent arenas continues to be of real assistance to members."

While the current economic climate may be challenging, Pugh nevertheless believes that the UK precious metals industry is still second to none in terms of its reservoir of skill and sheer technical craftsmanship. "The challenge for my successor Barrie Dobson will be to ensure that the BJA, working closely with other industry bodies, really supports the next generation of precious metal entrepreneurs. It is essential that British jewellery and silverware is not only the best in the world, (which in my view it undoubtedly is) but that it is also perceived as being the best," he concluded.



## James Newman opens retail outlet

The BJA National Committee member, James Newman, is the latest jewellery designer to go straight to the consumer with his designs, with the opening of his own shop in the heart of Birmingham's Jewellery Quarter.

Newman, who has attracted considerable attention both nationally and internationally for his jewellery, has been working in The Quarter since 1998. The eponymous shop, which will stock his entire collection, will provide customers with the only opportunity in the Jewellery Quarter to see work

on permanent display, designed and made on site by a jewellery designer with an international reputation. The range includes pieces in silver, 18ct gold platinum and diamonds and RRP's start at £29.00.

Newman who currently sells to over 100 design-led jewellery retailers throughout the UK will continue to grow this side of his business. He will also undertake commissions such as his latest assignment from a leading Milan fashion house which has approached him to design its jewellery collections.



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Published by EMAP Retail

## FREE jewellery photography at Spring Fair



To help them market their products, members of the BJA are being offered the chance to benefit from free photography and photography training on the Association's stand at Spring Fair.

"We know from the very many product shots that are submitted to us for our regular page in Retail Jeweller magazine that many of our members have still to get to grips with top class photography," says the BJA's Lindsey Straughton, who has devised the Spring Fair Photography Workshop programme.

As Lindsey points out, the old cliché 'a picture speaks a thousand words' is true. "When a product shot is unimaginative and badly lit the messages going out about the products pictured are not going to be positive," she says.

To address this problem the BJA has engaged the respected jewellery photographer Rob Popper of Electronic Market Square to provide participants with a couple of professionally taken images of their jewellery whilst also giving them tuition in how to plan their own photo shoots.

Members will be able to book appointments with Popper, who will have a small studio on the BJA stand in Hall 17, C37 during the Tuesday and Wednesday of the show. "Each company can bring along two or three items which they would like photographed and Rob will talk them through what he is doing while at the same time explaining the fundamentals of good lighting and how to organise a pain-free photo shoot," says Lindsey Straughton.

Telephone 0121 237 1108 or visit the BJA stand at Spring Fair to make an appointment.

### Ten tips for better photography

1. Position your items properly in relation to the available lighting. A direct light pointed at your diamonds and finding the right angle to take the shot will make all the difference.
2. Don't over light your products or you will lose all the subtlety and texture.
3. Try angling your product to add interest to the shot.
4. Even if you are going for a white background, a little shadow will give three-dimensionality to the jewellery.
5. Don't put too many pieces in the frame – they will compete for attention.
6. Tightly cropping your images so the jewellery takes centre stage is important.
7. Try using 'invisible' nylon thread to hang items like earrings. Simple 'props' can always be removed afterwards using Photoshop.
8. Group shots are difficult to do well, so unless you have lots of specialist lighting it is better to shoot one piece at a time.
9. Very close up photography shows everything – so keep a look out for dust, hairs and finger marks.
10. Bad photographs can be helped by Photoshop but too much will make your pieces look false. Reality is better.

## TV ads for Jewellery Quarter

Birmingham's Jewellery Quarter staged a high profile ITV advertisement campaign during the pre-Christmas period in an effort to boost retail jewellery sales. The campaign was the work of The Jewellery Quarter Marketing Fund, a collaboration of around fifty local businesses whose contributions to the fund have received match funding from the local authority allowing a specialist manager to be appointed to carry out a number of marketing initiatives.

As well as TV advertising, pre-Christmas activities included the use of plasma screens featuring jewellery in the City's busy Bullring Shopping Centre and a special promotions' day. The TV advertisement, which included products from a number of local suppliers including Domino, was well received and according to Anna Gibson, the Fund's marketing manager, it received a great deal of favourable comment.

The project continues into 2008 with the launch of a customised Jewellery Quarter website, which is being produced in conjunction with the government's 'Visit Britain' initiative. There will also be a new tourism guide to the area and a Valentine's Day promotion which will include competitions and closer cooperation with travel operators and hotels.

## PR for London Jewellery Week in 'So British' Magazine

'So British', Visit Britain's international magazine, is devoting its front cover and 12 pages of its Spring/Summer edition to Coutts London Jewellery Week. This 120-page title, which is distributed in the USA, has a circulation of 200,000 and is a vital source of information for visitors to the UK.

So British is dedicated exclusively to stories about Britain and British products. It includes information on fine dining, leading hotels, gardens, modern spas, top-end retail items for men and women and a definitive calendar of events. The magazine, which has its own dedicated website, [www.sobritish.org](http://www.sobritish.org) also features special promotions from high-end partners.

The publication is an integral component of VisitBritain's unique Good Living campaign dedicated to the endless opportunities for consumers to 'recharge their batteries' and to enrich their mind, body and soul with the finer things in Britain. Other elements of the Good Living campaign includes e-mail and online marketing, print advertising in major lifestyle magazines and newspapers and public relations to position Britain as a premier luxury destination in the U.S.

"This is a great opportunity for anyone with a London Jewellery Week story to tell who would like to reach a strong international audience for their business," enthuses the

BJA's Lindsey Straughton, who is a member of the Week's advisory panel.

If your company is intending to celebrate London Jewellery Week then 'So British' would like to hear from you in order to promote your plans to its substantial international audience. In the first instance please contact Fiona Philip on 020 7630 1411 or email [fphilip@thecomunicationgroup.co.uk](mailto:fphilip@thecomunicationgroup.co.uk)



## Toye set to pass on skills

Councillor Brew, the Lord Mayor of Birmingham and Fiona Toye, Sales and Marketing Director of Toye Kenning and Spencer are pictured together during the Mayor's visit to the 320 year-old company at the end of last year:

The mayor who has pledged to raise the profile of manufacturing skills in Birmingham commented, "I was a champion of the Jewellery

Quarter before, but after visiting your factory, I am even more so. Firms like yours must survive to preserve our manufacturing industry." Fiona Toye agrees and has stated her company's commitment to ensuring that the vitreous enamelling, polishing, mounting and engraving skills of the current workforce, many of whom have been with the firm for decades, are passed on to the next generation.



## Bullion to be sold by Sutton Tools



Sutton Tools, the Birmingham supplier of jewellery tools, equipment and materials, which is celebrating its 125th anniversary has announced that it is to sell bullion products. Its range will include over 450 best-selling gold and silver materials including sheet, wire, chain, findings, solder and wedding ring blanks. The material can be bought off the shelf from the company's Birmingham showroom, with no wait and no minimum order:

Suttons has long offered a next day delivery service throughout

the UK and this applies to its new precious metal line. "We are constantly looking at ways of improving the service we provide our customer," enthuses Maggie Nichols, Managing Director of Sutton Tools. "Businesses want instant access to tools and materials and for the first time we can provide all this under one roof."

To kick-start its anniversary Sutton Tools has issued an open invitation for 'celebratory cakes' on its stand at Spring Fair (Hall 17 G50) on Tuesday Feb 5 at 4.00pm.



This year's 'Jewellery Party' the annual event staged by Trade Promotion Services, organisers of Spring Fair Birmingham, especially for jewellery exhibitors and their guests will take place on Tuesday February 5, 2008 at The Jam House in St Paul's Square, Birmingham. The Jam House ([www.thejamhouse.com](http://www.thejamhouse.com)) which was established by Jools Holland, is on three floors of a converted Georgian House in the Jewellery Quarter. It is one of the city's most fashionable, live-music, night spots and has a friendly, relaxed atmosphere. Tickets are £35 + VAT and include hot food and a free drink on arrival followed by live music and dancing. A 10% discount will be given to those purchasing ten or more tickets at the same time. For further information and to book tickets visit [www.springfair.com/jewelleryparty](http://www.springfair.com/jewelleryparty)

## New premises for Sheffield Assay Office

Construction work began in December 2007 on new premises for the Sheffield Assay Office. When complete the 32,000 sq ft building, in the Upper Don Valley area of the city, will provide Britain's largest dedicated metal hallmarking and analysis laboratory. Between seven and eight million items pass through Sheffield Assay Office each year. These include not only precious metal items for hallmarking but also costume jewellery, accessories, toys and electrical goods for various analytical tests.

"This is an exciting time for us. When this building is complete, we will be the only Assay office to have all our production facilities on one floor. Our hallmarking and laser marking operations will be even more efficient and streamlined and we will be able to integrate more of the latest technology to meet demand in growth areas such as metals and materials analysis," says Assay Master, Ashley Carson. The new premises will also include a two-storey building to house the Assay Office's library and silver collection together with meeting rooms and exhibition and training facilities.



## FREE computers from Clogau Gold

Clogau Gold has launched an innovative marketing campaign. It is giving retailers that order over £2500 worth of stock for Valentine's Day a free Acer Aspire 5051WLMi laptop computer. This tempting offer, which opened on January 7, 2008 will close on February 1, at 5.00pm.

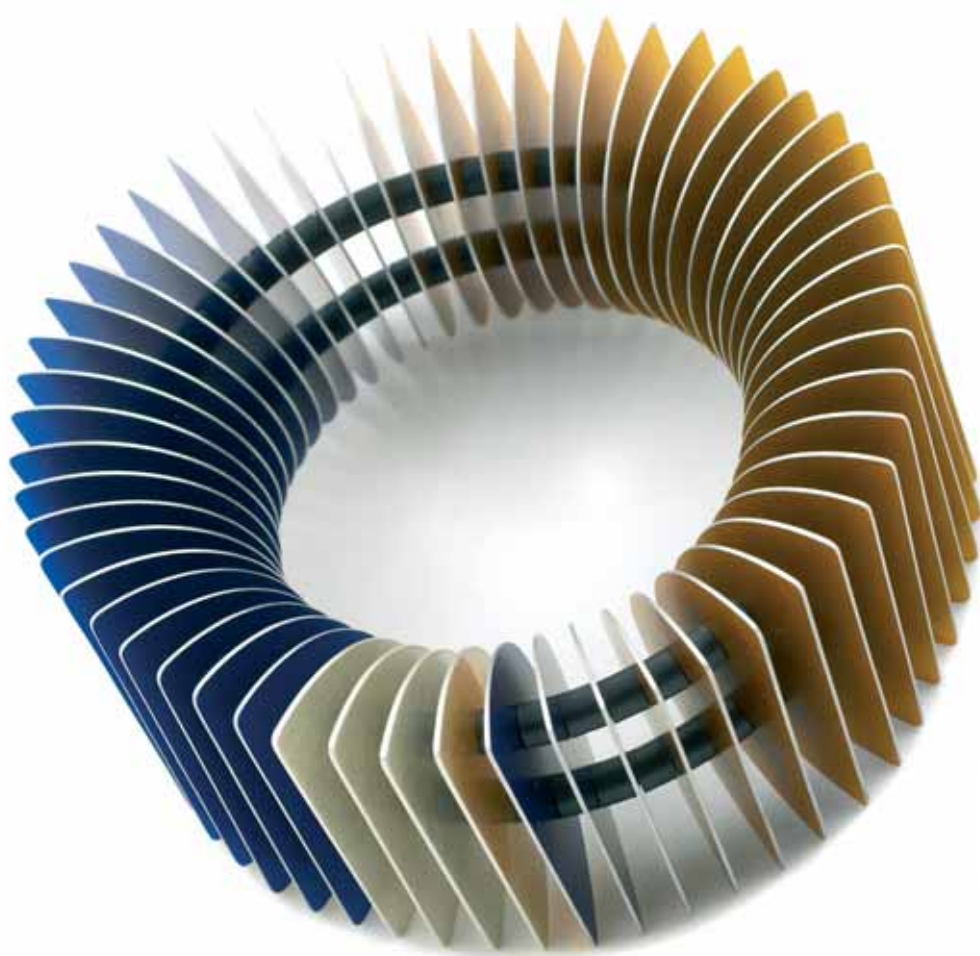
"We launched a website for our stockists last year and expected 10% - 15% of our wholesale business through this channel, realistically it's been more like 25% and the whole process is automated so that stock is delivered next day, a far cry from where we were just two years ago," says Clogau's Managing Director, Ben S Roberts.



# kayman award 2008

*for Collections of mixed-metal jewellery*

# WINNERS



## See the Kayman Award at Spring Fair - Hall 17 Stand C37

Perfectly timed at the start of the buying year (February 3-7, 2008) Spring Fair's three dedicated jewellery halls are home to the UK's biggest gathering of British and international jewellery designers, manufacturers and distributors.

A high quality international audience of over 11,800 jewellery specialists, ranging from independent jewellers to buying groups, multiples and department stores come to see the very latest collections being launched at the show by their favourite suppliers, as well as to spot fresh new talent and innovation.

Visit [www.springfair.com](http://www.springfair.com) for further information.

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RETAIL JEWELLER



# WINNER

*for Collections of mixed-metal jewellery*

**JOHN MOORE**  
**THE VANE COLLECTION**

16 Denby Buildings  
Regent Grove  
Leamington  
Warwickshire CV32 4NY

T: 01926 332 454  
E: [info@johnmoorejewellery.com](mailto:info@johnmoorejewellery.com)  
W: [johnmoorejewellery.com](http://johnmoorejewellery.com)

RRPs: necklace £475,  
earrings £185, bracelet £275



Repetition, rhythm and the relationship between individual pieces and the greater mass are the themes that underlie the VANE collection from John Moore.

Moore, who graduated from Manchester Metropolitan University in 2002, says he was also inspired by Venetian blinds and the way in which parrots' feathers are blue on one side and yellow on the other. The word 'vane' is an ornithological term which refers to the number of fibres on a feather. It is also a nice play on the word 'vain'.

The winning VANE collection incorporates silver and anodised aluminium discs. The latter - like the feathers that inspired them - are in strong yellow and vibrant blue. The discs are strung onto silicon rubber cord

and separated by silicon tube. While Moore uses the industrial techniques of stamping and water-jet and laser cutting to create his component parts, the jewellery is assembled by hand.

It is a collection of surprises. The cuff, thanks to its silicon band, does not need a catch and expands to roll over the wrist. It is also reversible and can be worn to expose either the straight edges or the curved edges of the aluminium 'slats' to give two distinctive looks. The necklace too is easy to wear as the silver clasp is magnetic and needs no fastening.

Moore welcomes the changes to the hallmarking act and feels that its introduction will help consumers to appreciate jewellery

for its intrinsic design qualities rather than simply its precious metal content. "The silver content of these pieces is very much the focal point and provides a perfect, precious foil for the vivid colours of the aluminium. This jewellery, because of the weight, to say nothing of the cost, simply could not be made totally in precious metal," he says.

#### **THE JUDGES' VERDICT**

**"The judges verdict was unanimous. These pieces provide an innovative and interesting use of mixed metals in pieces that are at the cutting-edge of jewellery design and production. The result is strong, flexible, vivid and eye-catching designs that are also hugely wearable."**

# SECOND

*for Collections of mixed-metal jewellery*

**JULIE SPURGEON**  
**THE STIPA COLLECTION**

'Studio Design' for Alfred Terry  
Reco House  
928 High Road  
North Finchley  
London N12 9RW

T: 0208 446 9319  
E: am@alfredterry.com  
W: alfredterry.com  
W: julie.spurgeon.com



RRPs: necklace £1430,  
ring £350, earrings £490,  
pendant £750, bracelet £780

The STIPA range from freelance designer Julie Spurgeon combines the whiteness and lightness of silver with the allure and warmth of yellow gold. The high-gloss reflective surfaces emphasise these differences, while the layering of forms captures a feeling of movement, energy and abundance. The design was inspired by the soft, bursting organic geometry of fleshy succulent plants.

"I wanted to create a collection which is intriguing and emotive and which connects with the individual personality of the wearer whilst having a resonance and relevance that is beyond the merely fashionable," says Spurgeon.

The collection is available on special request via the Studio Design division of Alfred Terry

**THE JUDGES' VERDICT**

**"This jewellery is beautifully conceived and executed with great care and attention to the detail. The catches on the necklace and bracelet are so well done it's hard to spot them. The whole suite has great design integrity."**

## ABOUT THE KAYMAN AWARD

The Kayman Award which honours the memory of the manufacturing jeweller, Gerald Kayman, is organised annually by the British Jewellers' Association with the sponsorship of Spring Fair Birmingham and the support of Jewellery in Britain, Retail Jeweller and the BJGF Federation. Its aim is to draw attention to the very best in contemporary jewellery design and manufacture across a range of different jewellery categories.

The independent panel of judges which comprises jewellery journalists, designers and retailers, is looking for innovative design, high-quality manufacture and pieces which have commercial viability. This year's judges were Ash Allibhai, Retail Jeweller, Mary Brittain, Jewellery in Britain, Michael Allchin, Birmingham Assay Office, Martyn Pugh, BJA Chairman and designer silversmith,

retailers Lisa Chambers and Helen Hulston and designers Abigail Fleissig of Birmingham City University and Aldyth Crowther, jewellery designer and consultant to the London Jewellery Exports project. The winner receives a free stand in the Designer jewellery section of Spring Fair Birmingham in the year following their win, as well as a free page of advertorial in the May 2008 issue of Jewellery in Britain and a commemorative trophy.

Details of the 2009 competition will be published in the May issue of Jewellery in Britain.

For further information please contact:  
The British Jewellers' Association, 10 Vyse Street,  
Birmingham B18 6LT T: 0121 237 1108 www.bja.org.uk

# THIRD

*for Collections of mixed-metal jewellery*

## **NEIL RAYMENT TRUE MEN COLLECTION**

Advanced Jewel Craft  
35 Gabalfa Road  
Llandaff North  
Cardiff

T: 02920 912866  
E: info@advancedjc.co.uk  
W: advancedjc.com



RRPs: cufflinks £585, ring £1015,  
pendant £615, bangle £1325

This unusual collection uses palladium, the latest 'must-have' precious metal which is due to have its own hallmark in 2008, with various shades of 18ct gold to great effect. "I wanted to create jewellery to match modern man's spending ability and taste," says designer Neil Rayment and he has certainly succeeded.

**THE JUDGES' VERDICT**  
**"This collection offers a well-designed and sophisticated alternative for men who want jewellery that is just that little bit different."**

# HIGHLY COMMENDED

*for Collections of mixed-metal jewellery*

## **ATELIER GILMAR HARLEQUIN – THE FIVE CARNIVAL CUFFS**

PO Box 81  
Monmouth  
Monmouthshire  
NP75 3WY

T: 01600 715454

RRPs: £450 - £495



The Harlequin collection has been created by Gill and Alan Saunders of Atelier Gilmar to, they say, 'elevate silver to a new level' and to provide hand-made, high-end jewellery without a high price point. The company has worked closely with Birmingham Assay Office to ensure all its pieces meet the new mixed metals hallmarking requirements and carry both the sterling silver and 18ct gold hallmarks.

**THE JUDGES' VERDICT**  
**"These cuffs have real sophistication and should have great shelf appeal."**