

# PLATINUM NEWS



PLATINUM

## THE RED CARPET TREATMENT



Jewellers have long been aware of platinum's star qualities, but recently, as more and more celebrities pick platinum jewellery for special occasions, this noble metal has moved firmly into the limelight to become the year's hottest accessory.

The rise and rise of platinum did not of course happen by accident. The Platinum Guild International (PGI) has worked tirelessly behind the scenes to guarantee that the core messages about the metal and its 'Pure, Rare, Eternal' properties are fully appreciated by the glitterati. They also ensure that the stylists who dress the 'A List' celebrities for events such as the Oscars, the annual Golden Globe Awards and other high profile occasions are provided with the drop-dead gorgeous platinum jewellery they need to give the stars that extra sparkle.

### DAZZLING

To do this the Guild is collaborating with a number of big name jewellery houses. The jewellery available to the stars for loan is far from cheap. Angelina Jolie at the recent preview of the film 'Mr and Mrs Smith' dazzled in a Neil Lane platinum and diamond suite of earrings, ring and bracelet with a combined price tag of over three million dollars! If you thought all those tough men with

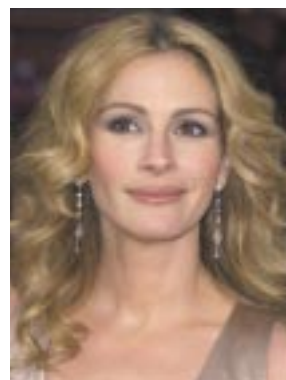
earpieces and bulging suit jackets were there to protect the stars: think again. It's the jewellery that needs the bodyguards.

### TREND SETTING

The red carpet is of course where many fashion trends begin and jewellery is no exception. Popular platinum styles spotted this year have been long, linear drop earrings, vintage style brooches and right hand rings all adorned with richly coloured gemstones in warm hues or set with brilliant cut diamonds.

### NAME-DROPPING

So, for jewellers looking to clinch a sale with a little celebrity name-dropping, who exactly are the platinum blondes - to say nothing of the platinum brunettes and redheads? Well, amongst those most recently spotted, and to name but a few, are Sandra Bullock, Annabeth Gish, Alicia Silverstone, Mandy Moore, Carmen Electra, Marcia Cross, Amber Tamblyn, Jennifer Lopez, Kate Hudson, Madonna, Gwen Stefani and Jessica Simpson.



### Platinum Hollywood Divas

Above: Madonna

Below from left to right:  
Angelina Jolie, Julia Roberts,  
Julianne Moore



# NOW WE ARE EIGHT!

The Platinum Collection – the hottest place to source platinum jewellery suppliers - celebrates its eighth year in production this September.

Retailers seeking the very latest platinum jewellery designs will find them in the 52 page 'Platinum Collection' which will be launched on the Johnson Matthey Platinum stand (602) at International Jewellery London this September.

Since its launch in 1998 this elegant publication, which is sponsored by Johnson Matthey and produced by the Brighton company Blue Inc, has become an integral part of many jewellers' platinum sales kit. This year's edition, with its stylish modern cover and clean, crisp layout features platinum jewellery designs from over 31 designers and manufacturers. Big name participants include Liz Tyler, Helene M Apitzsch, Bentelli, Domino and Furrer-Jacot AG.

As well as providing an excellent reference tool, the catalogue is also a good place to spot emerging talent and the very latest platinum design trends. This year is no exception, with a double page spread devoted to work from the eight winners of the 'Lonmin Platinum Design Innovation Award' – an annual competition to recognise the very best in contemporary platinum jewellery design.

The companies featured in the Platinum Collection all understand how the challenge of selling a luxury product like platinum jewellery can be overcome by offering value through design. Their creativity and skill not only reflect the qualities of platinum but also enhance them - presenting retailers with a stunning choice to offer to their customers.

## Design trends

The Platinum Collection is, by its very nature, an excellent place to spot the latest design trends. So what are the strong stories for 2006? This year's collection is extremely diverse but bold, unusual settings and strong linear designs with interlocking components and connecting pieces as part of a set are definitely 'in', as are large coloured stones.

Copies of the Platinum Collection are being offered free to every visitor at International Jewellery London, where a selection of the jewellery featured in the publication will also be on show.

Alternatively contact the publishers, Blue Inc Ltd., or visit the Collection's dedicated website [www.theplatinumcollection.co.uk](http://www.theplatinumcollection.co.uk) which boasts top ten ratings on all the key search engines. The site is open to both trade and consumer visitors and provides links to all the participating companies and other relevant industry sites.

**Retailers wishing to know more or manufacturers who would be interested in appearing in the ninth Platinum Collection should contact The Platinum Collection on 01273 622342 or email [info@theplatinumcollection.co.uk](mailto:info@theplatinumcollection.co.uk)**

## SLICK ADVERTISING

Retailers can create their own distinctive platinum advertising campaign for use in all types of local media. Choose from 14 different pre-prepared advertising slicks in a range of sizes and different lifestyle images featured in Platinum Guild's national bridal magazine advertising campaign. The adverts are designed for personalisation allowing users to choose the the jewellery featured and insert their name, logo and contact details. An example of the advertising slicks is below.





## HERMIONE BECOMES THE VOICE OF PLATINUM

The actress Hermione Norris, perhaps best known for her work in the multi-award winning TV series 'Cold Feet', has been chosen as the voice to star in the latest platinum radio commercials.

Hermione's distinctive and sexy tones are featured in seven different storylines all of which are available free to retailers planning a radio campaign. The commercials have been produced for Johnson Matthey by GCap Media, a newly merged company which brings together two major commercial radio companies - GWR and Capital - and gives retailers access to 54 analogue and one hundred digital radio stations. The commercials can also be used on other stations and in such cases GCap will not only provide free customisation of the ads but will also give advice on the effectiveness of the campaign being offered.

To ensure maximum impact, the commercials have been based around a number of different platinum occasions including Christmas, weddings, engagements and Valentine's Day and all of them feature the promotional brand line 'Platinum, PURE, RARE, ETERNAL' with scripts that further encapsulate the qualities and emotions that consumers associate with platinum.

The advertisements are being offered FREE OF CHARGE to retailers who have the opportunity to add their own choice of message at the end together with their name and contact details. All the retailer pays for is the airtime.

Previous platinum radio commercials featuring the TV presenter, Vicky Butler-Henderson and the actor Clive Owen (which are still available), have proved to be highly successful in drawing new customers to those retailers who have used them and Johnson Matthey expects even better results from the Hermione Norris ads.

"These commercials provide a professional, ready-to-go radio campaign which is not only easy and cost-effective to put into operation but which has a track record of really drawing consumers in. I would urge all retailers selling platinum jewellery to investigate what it can do for them," says Neill Swan of Johnson Matthey.

For further information contact Tracy Fallon at GCap Media on 07970 2262213 or email [tracey.fallon@opus-media.co.uk](mailto:tracey.fallon@opus-media.co.uk)



## WINNING WAYS WITH PLATINUM DESIGN

The eight winners of this year's 'Lonmin Design Innovation Award' have recently been announced to critical acclaim.

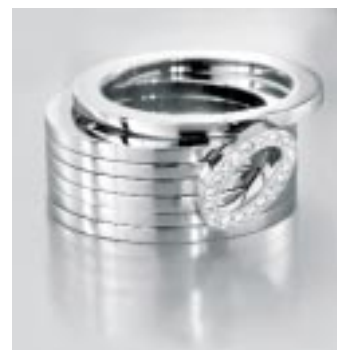
The 'Design Innovation Award' (DIA) organised by Blue Inc, publishers of The Platinum Collection, and sponsored by Lonmin, one of the world's largest primary producers of platinum, is a yearly competition to spot and reward emerging talent in the design of platinum jewellery.

This year's contest, the third to be staged, attracted double the entrants of 2004, and, according to the international jewellery designer Stephen Webster, the judging was fiercely contested and generated 'plenty of debate'. Webster's fellow judges were Lesley Craze of the Lesley Craze Gallery, Neill Swan from Johnson Matthey, Nicole Cooper, publisher of the Platinum Collection, Gary Williams from B&N the Wedding Ring Company and Ruth Donaldson from Platinum Guild International.

The final winners are: Claire Woolley, Jack Turner, Janet Weller, Jig Pattni, Jo Bromley, Naomi Newton, Shona Marsh and Tamara Gomez. All their winning designs, including an expandable platinum brooch and a little finger ring that resembles satellites orbiting in space, will be featured in the Platinum Collection magazine ([www.theplatinumcollection.co.uk](http://www.theplatinumcollection.co.uk)) which will be launched on the **Johnson Matthey Platinum Stand 602** at this year's International Jewellery London, where the winning products will also be on show.



Necklace  
by Janet Weller



Stacking rings  
by Jack Turner



The Easi-Welder 2, a highly advanced automatic spot welder developed in Germany by Lampert Werktechnik GmbH, is now available to British firms through its UK distributor Sutton Tools of Birmingham.

The Easi-Welder 2 is capable of performing many of the same tasks as a laser welder but with virtually no maintenance and at a fraction of the cost. The welding process it uses is very similar to laser welding, in that it allows precise positioning of large and small welding points so enabling



the user to reach difficult and deep lying positions.

Utilizing protective argon gas during welding to prevent oxidation, the Easi-Welder 2 can be used on all precious metals plus stainless steel, titanium, bronze, copper and tin. It is however particularly effective when used with platinum. The Welder is also suitable for joining different metals together, mounting and holding component parts and performing a variety of alterations and repairs including those next to gemstones.

## WHERE THE GOING IS 'EASI'

A brand new 'Easi-welder' machine is slowly revolutionising the way working jewellers handle their platinum work.

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IJL Stand 980

The Easi-welder 2 has many innovative features – it automatically fires after the electrode is placed on the work piece, employing a 'lift start' technology where the electrode automatically retracts enabling the arc to be formed. This ensures no cross contamination between the titanium of the electrode and the precious metal being welded.

The device also features two switches used to set impulse length and welding frequency, so enabling stronger welding points

and quicker welds. The Easi-Welder 2 comes with all of the accessories the user needs to start welding with the exception of the argon gas supply – which is readily available.

"Jewellers across the country are starting to realise the benefits of the Easi-Welder 2, and are experiencing huge time and cost savings from their new bench tool, which would be impossible to achieve with traditional soldering techniques," says Maggie Nichols, Managing Director of Sutton Tools.

## RINGING THE CHANGES

International Jewellery London will see the launch of further platinum and diamond designs from the North London designer goldsmith, Harvey R Sillis. For the fair Harvey will be adding four spectacular new diamond rings, each featuring a large central stone & stone-set shoulders, to his already strong, contemporary platinum collection. There are some 250 different pieces in the collection, which includes not only rings but also earrings & pendants.

Harvey's services have been much in demand recently, especially for bespoke commissions, as more and more retailers and manufacturers come to him to fulfil their customers' requests for personal, hand-made engagement rings and matching wedding ring designs. Trade prices range from around £550 to £2500 and designs can be viewed on Harvey's recently created website [www.harveysillis.co.uk](http://www.harveysillis.co.uk)



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IJL Stand 631

## MAKING THE LINK

'Golden Rule' may seem an unlikely name for a company producing platinum jewellery but this Shrewsbury firm is experiencing growing demand, not only for its gold but also its platinum products. The company was established in 1976 and originally made its mark producing hand-made curb chain bracelets and necklaces in various colours of gold. Its recent platinum collection numbers six bracelet designs, all hand made. These include a 'Figaro' link and various roller link designs, which can be either plain or diamond set on the roller links. Matching necklaces are also available on special request. Retail prices for the pieces pictured start at around £3,100 and rise to over £6,800, depending on the diamond content.

To assist its retailers, Golden Rule is in the process of producing an un-branded, full colour catalogue of its platinum bracelets for use at the point of sale and copies will be available soon.



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## STARRING ROLE FOR DOMINO 'LIFESTYLE'

As platinum becomes the metal of choice for celebrities and consumers alike, Domino offers retailers the chance to buy into a lifestyle.

Domino has long since recognised the qualities of this precious metal and the ways in which it represents luxury and durability for the wearer. While platinum remains the most popular precious metal for engagement and wedding rings there is also an increased demand for unique 'self-purchase' designs in platinum, which customers wish to buy as gifts to themselves.

As the front cover of this supplement demonstrates, you do not have to look very far to find a celebrity endorsement for platinum jewellery. Nor is this a girl thing; male film stars and footballers are also keen

promoters of platinum jewellery, and here too the pieces they choose are often pavé set with many smaller but sparkling diamonds to enhance the cool richness of the metal.

### Self purchase

Always enthusiastic to follow celebrity trends, the consumer too is now actively seeking beautifully crafted platinum jewellery but, without the luxury of a celebrity budget, is looking for pieces which are attractive and affordable. To help meet their demands there is undoubtedly a trend towards setting smaller diamonds in platinum to bring stylish platinum designs within the self-purchase price-point and here Domino can really help.

The company offers an extensive range of platinum jewellery for all occasions. Pieces include

traditional and contemporary wedding and engagement rings, but a range of 'Lifestyle' rings has recently joined these in the Domino collection. These unique rings, which are featured in the 'Fundamentals Catalogue', are designed with the self-purchaser in mind and are perfect for a first platinum purchase. The range of sizes available means that smaller diamonds can be combined with platinum, so making the pieces more affordable to the consumer.

If you would like to order your copy of the Fundamentals Catalogue please contact the Domino office.

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IJL Stand 220



## A BOY'S BEST FRIEND

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Research conducted recently by Bien amongst its network of 1800 stockists has proven conclusively that when it comes to choosing rings men are no longer satisfied with a plain gold band. What today's men want are rings that reflect their image and lifestyle and above all make a statement.



Platinum & diamonds have quickly become 'trendy' for men, with style icons like David Beckham leading the field in stylish diamond set jewellery.

### Fashion Item

This has been reflected in ever increasing sales of diamond set bands and Bien is confident that the growth in this market is set to continue. Furthermore, the company believes that jewellery is fast becoming an essential fashion accessory for men and that they are, at last, starting to self-purchase.

Over the coming year, Bien will be targeting this market

specifically and designing an even broader range with men firmly in mind. The natural patina of platinum lends itself perfectly to the company's latest designs, and along with diamonds, looks set to become every boy's best friend.

The expert in-house design team combines perfectly the latest in technology with the solid values of traditional craftsmanship, enabling them to create the most stunning designs in their field. Providing a truly bespoke service, Bien hand make each design specific to their customers' needs, creating the perfect solution every time.



More and more men are self-purchasing jewellery and platinum is frequently their metal of choice.

## IT'S A MAN THING

Men's rings are particularly big business for the London manufacturer Alfred Terry and whether we are talking products for the straight or the gay market, it would seem that diamonds and platinum are the most popular option for the increasingly fashion conscious male.

"Women self-purchasing jewellery is a well established phenomenon, but now the guys are getting in on the act as well," says John Goddard, marketing director at Alfred Terry. Goddard says that Alfred Terry's aim is not only to meet this growing need but also to provide the widest possible choice of designs at really affordable prices. "Whether it's a self-purchase ring, a pair of commitment rings or matching wedding rings, Alfred Terry has the right platinum ring at the right price and the right quality, he says."

For retailers with an eye to the future and to the 'pink pound', October 2005 may well provide some interesting new sales opportunities. This is when same sex couples can officially 'tie the knot' and Alfred Terry anticipates that there may well be a crop of weddings to celebrate this new found right.

Whether or not same sex couples will opt for matching rings has yet to be established, but for brides and bridegrooms looking for matching or complementary rings, or for brides looking to match an existing engagement ring, Alfred Terry has plenty of bright new ideas with a large number of new ring designs for the girls in its Autumn 2005 collection.

Rings are, of course, only a small part of the Alfred Terry platinum collection, which also includes suites of matching earrings and pendants. Retail prices range from £475 to £2,750.

### Designed to order

Thanks to its investment in state-of-the-art computer design and technology, the company also provides a bespoke service, designing and making pieces to its customers' own requirements. With only a small premium to pay for the bespoke service, Alfred Terry are seeing a constantly increasing demand.

### Support for retailers

Alfred Terry's marketing support is legendary and retailers looking to advertise their platinum products – whether for men or women – can also rely on the company for a range of ready-made platinum advertising slicks and point of sale material.

### Advertising slicks

The slicks, which are suitable for both newspapers and local magazines, are provided entirely free to regular customers and are personalised to include their own contact details.



T: 0208 446 9020  
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## GETTING IT RIGHT!

Award-winning jewellery designer Eric N Smith, who has just celebrated 30 years in business as Scotland's best-known diamond designer, believes platinum has captured the imagination of a young market, eager to share in the metal's desirability and synergy with diamonds – especially when it comes to right hand rings.

One-off commissions for Eric's new right hand rings in platinum are hugely popular while his award-winning 'Morse Collection', in which pieces are set with diamond "dots" and "dashes" in secret Morse Code messages, is a platinum best-seller. The company has also seen a marked increase in the number of engagement and wedding rings being ordered in platinum.

Eric describes platinum as "a noble metal" and "very satisfying" to work. His workshop is committed to top-class quality designs and on-site manufacturing, and includes the company's own platinum casting facility for even greater flexibility when it comes to producing high quality bespoke designs.

Eric is also experiencing success in the USA where he has had a hugely positive reaction, particularly to the Morse platinum range which now includes 'ready made' rings, cufflinks, pendants and brooches - with messages including "Always", "I Love You" and "Forever".

Eric's wife and co-director Yvonne travels the length of Britain supporting trade clients who are increasingly requesting platinum as their preferred first-option in metal choice. "Creativity is the key to our bespoke service and our clients are involved in the whole process from initial sketches to completion of the piece. We do everything in our workshop – nothing is farmed out and that's what sets us apart and allows us to producing creatively challenging pieces," says Eric.

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IJL Stand 421



## DESIGNED TO BE DIFFERENT

These intricate, floral-inspired rings are from the 'English Garden Collection' by quality jewellery newcomer Ungar and Ungar.

This London company, which has been trading since early 2005, offers over one hundred stunning diamond and gem set designs in platinum or 18ct gold, and is already creating a reputation for supplying beautiful and unusual finely wrought pieces.

"We simply aren't in the market for the run-of-the mill. All our jewellery is designed to be different, whether it is rings, pendants, earrings or bracelets," says managing director Bernard Ungar. "The eternity bands in the English Garden Collection, with their pave set petals and hand mill-grained vines, are a case in point."

RRPs for the rings pictured start at around £700 in platinum.

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IJL Stand 403



## WINNING WAYS

Kestrel has received significant exposure over the past two years due to its success in a number of high profile jewellery design competitions. Its effortless sense of style is reflected in its growing platinum range.

Winning the Kayman Diamond Award 2004 set Kestrel on the road to platinum success. The publicity generated by its winning piece, a stylish three-stone 'Trilogy' pendant, persuaded the company's designer Claire Woolley to enter the Platinum Innovation Award 2004, where she scooped the laurels, with an unusual and internationally admired design for a 'Daisy' cuff.

### Design success

More success has come Claire's way in 2005's 'Platinum Lonmin Innovation Award' where her platinum eternity ring, enhanced by a line of diamonds, which entirely encircle the profile of the shank, once again caught the judges' eye.



To finish off this winning spree Kestrel was recently short-listed for the 'Jewellery Designer of the Year' category in the UK Jewellery Awards 2005.

While Kestrel's winning pieces have, in the main, been designed to appeal to the haute couture end of the jewellery trade, they have led to some exciting spin offs for retailers.

The Simon Cox Platinum Collection, which has been launched by Kestrel to meet growing customer demand for all types of platinum jewellery, features a number of pieces firmly based on Claire's winning designs but especially adapted to meet commercial considerations. The resulting 'Daisy' designs,

with their delicate flower patterns, in earrings, rings and pendants, have proven particularly popular, especially, the 1 ct. solitaire ring (pictured), which has been chosen by Claire herself, as her own engagement ring!

The Simon Cox Collection currently numbers some 60 platinum pieces, with more being added this autumn. Trade prices range from £140 to £3,000. A full colour catalogue is available on request or on the company's website.

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## CENTRE STAGE



The continued public interest in platinum has come as no surprise to Centre Jewellery as they have seen an approximate 10% increase in sales of the metal over the past twelve months.

Alisdair McLeish, Managing Director at Centre Jewellery, feels that the underlying desirability of platinum remains strong and believes that a growth in sales will continue for the foreseeable future.

Centre Jewellery feels that the strongest area for potential growth lies in products with a retail price of less than £1000. Strong sales of engagement and wedding rings and the increasing popularity of platinum eternity rings support this belief and have prompted new ranges focused on these key areas.

### Bespoke service

Centre has also seen a significant increase in the number of bespoke platinum wedding rings as the end customer appears to want something a little bit different from what they can get

off the shelf. The diverse driving factors behind the bespoke wedding rings result in a varied output that can range from a dainty wedding rings that fits perfectly around an engagement ring to strong individual masculine rings that can weigh in excess of 20 grams. One thing for sure about platinum is that the desirability for the metal remains in the mainstream and the demand is so varied that it is important for a supplier to be able to offer a wide range of their product in this metal.

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## NEW KIDS ON THE BLOCK

With just three years in business, Apex Jewellers Ltd of Birmingham is already making its mark in the world of platinum jewellery. This fresh young company, which has recently joined the British Jewellers' Association, began as a supplier and manufacturer of 18ct. gold but when its customers started to ask for its designs in platinum, it soon expanded its range and its production to meet demand.

Apex now offers a wide range of both plain and diamond-set platinum bands as well as engagement and dress rings in many attractive contemporary styles. Pendants are also available on request. The company prides itself on providing extremely competitive prices and has no minimum order restrictions. Trade prices for the Apex platinum range start at £50 and rise to over £10,000, depending upon the diamond content. Bespoke designs are also a speciality and the company's in-house designer is happy to work with customers to provide one-off pieces to order. Please telephone to receive a full colour catalogue of the entire range.



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## A BIT OF THE ROUGH STUFF

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IJL Stand 220



Since Charles Green launched its Rough Diamond Cage the piece has received much admiration. The innovative design has caught the imagination of their customers and has proved a huge success.

Held within a platinum cage, the one-carat uncut diamond is allowed to move freely. The combination of the natural uncut diamond and the luxury of platinum creates a stunning contrast. The price for this item is £495, or £525 including the chain.

Charles Green offers a wide range of platinum jewellery including diamond set wedding rings, gem rings, bangles, lockets, pendants and men's signets and cufflinks. The full range can be viewed on the company's website [www.charles-green.co.uk](http://www.charles-green.co.uk).



Martyn Pugh's sleek and elegant contemporary silverware and stylish gold and silver jewellery designs have won him an international reputation for the design and quality of his work. Now, in an exciting new departure, he has expressed his design philosophy in platinum and diamonds.

### Exclusive

IJL 2005 will see the launch of 'ART by Martyn Pugh' an exclusive, branded collection of platinum and diamond jewellery which offers retailers the same core values of fine craftsmanship and personal service that

underpin all aspects of Pugh's existing business.

"ART is jewellery for a style-conscious generation. It is targeted firmly at the discerning 'thirty-somethings' and at independent women and men of all ages, who value a strong design ethic and are looking for the different," says Pugh.

'ART' offers retailers the chance to buy into four distinct 'looks' with a choice of up to eight different pieces within each collection. The jewellery, the majority of which is diamond set, is extremely refined and provides

## 'ART' BY MARTYN PUGH

Internationally acclaimed silversmith Martyn Pugh has turned his design skills to platinum jewellery – the result is pure 'ART'.

bold, elegant shapes as well as finer, more subtle forms. The design is simple and sophisticated and the collection has pieces for both men and women including rings, ear studs and cufflinks. The creative drive will continue with new editions to include neckwear, drop earrings, and wristwear. The colour palette will be widened through the judicious use of yellow gold and coloured stones.

### Point-of-sale

'ART' will be supported with catalogues for retailers and consumers as well as providing point-of-sale materials, display

stands and strong packaging. All diamonds over 0.5ct will be backed with a certificate.

"This is a tremendously exciting departure, but one which we know makes sense. Platinum is undoubtedly the metal of choice for discerning consumers and 'ART' has been created for them to collect," says Martyn Pugh.

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## SOMETHING BLUE



No more hunting around for 'something blue' on your wedding day, thanks to PH Wedding Rings, the blue in the band.

Platinum wedding bands incorporating fancy blue diamonds are just one of several bright ideas to be featured in PH Wedding Rings' exciting new collection for Autumn 2005.

Over the past 35 years, PH has built up an enviable reputation for the quality and diversity of its products and 'X@PH' – its specialist wedding ring collection-

has become a firm favourite with retailers countrywide.

2005 has seen considerable media exposure for the PH brand with its product being featured by Platinum Guild International in its strong generic bridal advertising campaign in glossy magazines. The company is also featured in this year's Platinum Collection magazine and

will also be showing at International Jewellery London.

So what is hot at PH for 2005? Well, according to managing director Gary Sinclair, new designs to look out for include wide 'boxy' diamond-set designs for men; diagonal channel set rings combining platinum with 18ct and pave diamonds; 'link' dress rings where the individual components are pinned together like a watch strap and 'sleeve' rings where the outer platinum coating is cut in patterns, and in some

cases stone set, to reveal the 18ct gold beneath.

New additions to the X@PH range are, as usual, supported with full colour catalogues and, for those buying six rings, an attractive free-standing perspex display unit is also available. Trade prices start at £100.

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IJL Stand 216

## REMEMBER THE DAY...

Sharman D Neill Ltd introduce the 'Memoire Range'- a collection of solitaire diamond set rings in all platinum, supported with retailer-specific point of sale materials.



These feature the slogan 'she'll always remember the day you asked'.

The range features three main ring styles set with either round brilliant or fancy cut centre stones with diamond set shoulders.

The round brilliant cut diamond ring featured contains a 0.72ct centre, the princess contains a 0.79ct, with 0.33ct of diamonds in the shank.

Sharman D Neill is now celebrating its 15th year of trading as a diamond jewellery manufacturer.

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IJL Stand 419

## RINGING THE CHANGES AT BENTELLI

United Jewellery Trading will use International Jewellery London to launch a number of additions to its highly successful 'Bentelli' range of platinum and diamond jewellery.



Of particular note is a collection of stunning ring designs featuring contemporary claw settings and incorporating intricate patterns along the shanks of the rings. These patterns can be viewed from both sides when the rings are being worn and provide a highly individual look. The latest designs include a number of different diamond cuts including round brilliants, tapered and princess stones at weights from 0.45 to 0.85ct.

The Bentelli range offers retailers a wide choice of over 60 affordable designs, with more to come. Prices start from £77.

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W: [www.ujt-ltd.com](http://www.ujt-ltd.com)  
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As anyone in the jewellery trade knows, if you're buying diamonds then you go for the four 'C's – cut, clarity, carat and colour. But if it's platinum and diamonds you're after then you might like to consider a firm that sometimes describes itself as 'the fifth C' – **H. Chalfen Limited**.

## CELEBRATING THE FIFTH 'C'



H. Chalfen, which was established in 1958, has a long-standing reputation for the breadth and quality of its platinum ring collection. Its portfolio is extensive and the modern classics it has designed were with classic Middle England firmly in mind. "We are not into bling!" says MD Brian Chalfen. "Our jewellery is ideal for the independent county jeweller in that it is generally conservative, but it has also had enough of a 'tweak' to give it a fashionable edge. Our latest best-selling shank for example has a decidedly sexy little waist to it."

Self-branding may be big for some UK manufacturers, but not for H. Chalfen. "Retailers are their own best brand," says Brian adding: "our customers all have their own niche and we are there to service them. They know they can rely on us for consistent quality, a speedy response to repeat orders and a flexible and fast service for special, one-off, bespoke designs."

Chalfen's ten-strong team, which includes a number of recent graduates with their fingers very much on the pulse of current trends, designs and makes all the company's jewellery in-house in its Hatton Garden workshops. The company is proud of its ability to produce in the UK at a time when more and more jewellery is being sourced overseas.

"We hold an extremely comprehensive range in stock and can react really quickly to orders. We are also always happy to offer pieces on approval if our customers have a particular enquiry they are looking to source. We know that our speedy, local service helps them to win orders," explains Brian.

### Bella Bianco

The latest collection from Chalfen, which is launched this autumn just in time for the Christmas season, is 'Bella Bianco' – a charming and romantic sounding name, which when translated from the Italian, means literally 'Beautiful White'. This Collection underlines the company's commitment to platinum – the most noble of all the white metals - and comprises over 700 diamond and platinum dress rings, in a variety of diamond cuts and styles, many of which have semi-rub over settings.

Trade prices for Chalfen's platinum ring range start at around £300 and rise to £30,000. To assist its retailers, the company also offers a comprehensive and glossy full-colour catalogue of its designs, which can be provided without the Chalfen name, and used at the point-of-sale to assist customers looking for a particular design.



## INVITATIONS TO BUY

It is now almost a year since British retailers were offered the opportunity to buy into the global re-branding of platinum. Since its UK launch, the memorable brand line 'PURE RARE ETERNAL' has rapidly become a crucial part of the parlance of UK platinum jewellery sales and retailers countrywide have benefited from its accompanying point-of-sale materials featuring glamorous and sophisticated lifestyle images. The platinum brand message has also been backed by an extensive PR campaign and a series of generic advertisements in the national bridal press.



### New Promotional Materials

For Autumn 2005 there are some exciting new additions to the popular range of promotional materials, all of which are provided free of charge. Items include:

### Buyers Guide

This user-friendly guide is designed to help consumers thinking of buying platinum jewellery. As well as stressing platinum's intrinsic values the leaflet also answers frequently posed questions about this noble metal.

### Mini Leaflets

These full colour ring box size leaflets, featuring lifestyle images, reinforce intrinsic values and provide tips on aftercare. These are designed to be given away to customers who purchase platinum.



### Plastic String Tags

Brand your platinum products with stylish white plastic tags bearing the Pt logo and the word 'platinum'.



### Display signage

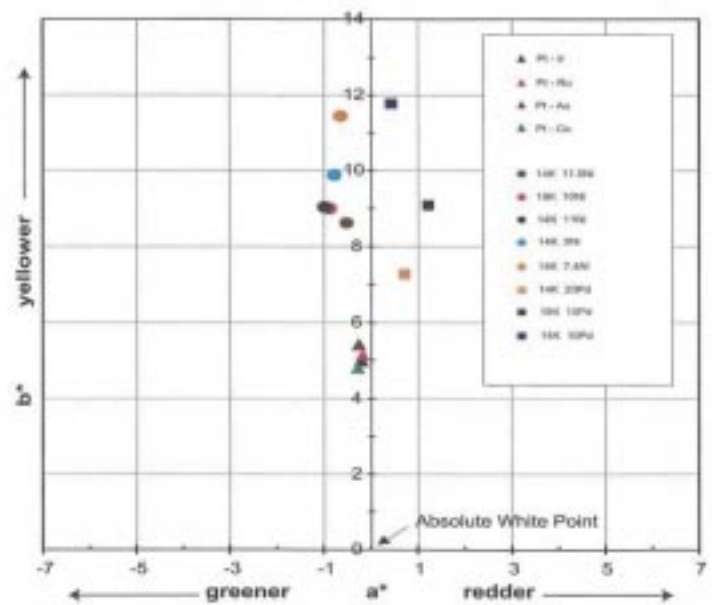
Retailers looking to draw attention to platinum in their windows or cabinets can benefit from brushed acrylic cubes (3x3x3 cm) and prisms (6x2 cm) carrying the Pt logo and brand line, as well as counter cards of lifestyle images.



### Making a splash!

IJL will give retailers an opportunity to view a number of more elaborate display materials designed for companies willing to pay, at cost, for their production. The displays will help focus consumer attention on the most effective advertisement retailers have at their disposal – their shop window.

## WHITER THAN WHITE?



Platinum is whiter than the whitest of white gold alloys and that's a fact! This chart shows how various platinum alloys compare with a variety of white gold alloys used in the USA. As you can see, when it comes to getting your whites right it's best to stick to the leading brand – platinum.

London and Birmingham Assay Offices now offer a service to certify the 'whiteness' of precious metals. For further information contact 0207 6067010 or 0121 236 6951.

## TRAINING FOR SALES

The key to selling platinum jewellery is understanding and communicating its superior qualities. To help retailers inspire their staff and to give them a real passion for this noble metal, Johnson Matthey is offering retailers a 'Platinum Sales Training' manual.

This attractively produced 34 page booklet is easy to read and highly informative and explains not only why platinum is 'Pure, Rare and Eternal' but also how staff can increase sales by 'Offering Platinum to Every Customer', 'Overcoming Objections' and going 'Beyond Bridal'. Even experienced staff will find plenty of useful nuggets of information.

The training manual is the first part of a suite of platinum training materials. A pack being developed by Platinum Guild International will include several modules on DVD together with student work books and a trainer manual. This will be available in the UK in early 2006. In the meantime, to receive a copy of the manual, contact Johnson Matthey direct.

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