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WINTER 2019 #57

The Company of Master Jewellers Magazine

YOUR
BUSINESS
ON THE
AIRWAVES

UP-SELL
LIKE A PRO

*How to Retain
Your Staff*

THE BEGINNER'S
GUIDE TO SEO

In Review...

- + THE CMJ AUTUMN
TRADE EVENT
- + PROFESSIONAL
JEWELLER AWARDS
- + 2019 INSPIRING
INDEPENDENTS



WELCOME

With International Jewellery London and the Hong Kong trade shows already behind us, the CMJ Trade Event in August may seem like a distant memory for some. However, everyone here at the CMJ is still celebrating the success of the event, which saw record numbers of both Approved Suppliers and Retail Members visiting. Thank you to all who participated and made the event such a fantastic success.

Your feedback on our Autumn Trade Event surpassed expectations; a fresh approach to the layout of the exhibition halls, a new retailer reception area and bite-sized training sessions from industry professionals clearly did the trick. Fresh collaborations with the National Association of Jewellers, the Birmingham Assay Office and Sheffield Assay Office were also launched and we are confident that these joint ventures will offer benefits to our Retail Members.

Overall, we are excited about the future of our new-look CMJ Trade Events and we invite you to take part again in 2020. Special thanks must go to all our head office team, who worked tirelessly to bring the event to life, and our exhibiting suppliers who raised their game with fresh stands and inspiring spaces to do business.

The elephant in the room continues to be Brexit, meaning an uneasy High Street environment and declining footfall. Consumer confidence is a very delicate thing, but we see small patches around the country where outstanding service is reaping rewards. As a CMJ member, we want to support your initiatives that aim to bolster consumer confidence and increase sales. Our communication, social media and networking opportunities are all improving, and our Growth & Learning Network events are simply a must-attend. If you haven't already participated, I recommend you sign up for an event near you in the future.

We are now in the process of recruiting new Directors for the CMJ Board. This succession planning will enable the board to seamlessly transition over the next 18 months. If you are interested in shaping the CMJ over the next five years, please speak to Karen Cobby at our head office.

Looking ahead to 2020, I predict the CMJ will continue to deliver what is required to *Lead, Engage, Enhance*. Thank you for your support and I hope you enjoy this, our final issue of *Facets* for 2019.

Michael

Michael Aldridge, CMJ Chairman

Contents

CMJ NEWS

2 What's New?

Insights from the CMJ membership team

5 Movers and Shakers

News from CMJ Retail Members and Approved Suppliers

12 All About August

Everything you missed from the Autumn Trade Event

14 Professional Jeweller Awards

The big winners from across our Membership

17 Inspiring Independents

Behind-the-scenes at *Retail Jeweller's* event

24 Here Comes the Bride

A look at Allum & Sidaway's beautiful bridal boutique

27 Expanding with Style

Jack Murphy Jewellers plots an ambitious store overhaul

40 Growth & Learning

Snaps from the latest CMJ Growth & Learning Network events across the country

BUSINESS & PLANNING

20 Super Sales Skills

Top advice on improving your up-selling techniques

28 People Power

Keep your staff engaged with management advice

32 Inspiring Retailers

Meet the team behind The Clean Kilo

SALES & MARKETING ADVICE

35 Go Gaga for Radio

Why local radio advertising could work for you

36 SEO for Beginners

Brush up on your digital lingo with the SEO experts

33



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Network for Success

CMJ membership support manager, Sam Glew, shares the highs of the most recent CMJ Trade Event and considers the future for CMJ Retail Members and Approved Suppliers.

For those of you who I haven't had the chance to meet personally, my name is Sam and I am your membership support manager at the Company of Master Jewellers. I have worked for the CMJ since October 2014 and have been in my current role since 2017. During my time at the CMJ, I have experienced the many highs and some of the lows that our members face, and I enjoy finding new ways to celebrate these successes and tackle the challenges. My role is incredibly varied, which means no two weeks are ever the same.

Since returning to my role in April after being on maternity leave for 10 months, I have focused my efforts on delving into members' expenditure. We have a wealth of data to consider and analyse at the CMJ and I am a firm believer that knowledge is power. The CMJ Autumn Trade Event was a fantastic opportunity for me to speak to members and consider rates of expenditure among CMJ Retail Members and Approved Suppliers over the past 12 months. From this data, we have been making informed decisions about who would most benefit from being introduced to aid networking and, hopefully, encourage new fruitful relationships.

The CMJ Autumn Trade Event was the ideal platform to put some of the results of this data analysis to the test. We introduced a new networking solution, Get Your Rocks On – a kind of speed-dating inspired method to connect CMJ Retail Members with relevant Approved Suppliers. I am thrilled to say that the response we had to this was phenomenal; more new business was conducted at this event than in previous years and our Retail Members were exposed to suppliers that perhaps weren't, but should be, on their radar.

This latest event, which you can find out more about on pages 10 and 11, is a more accurate reflection of where the CMJ is going. Our focus is on celebrating jewellery, offering useful training sessions, escalating buying and offering considered networking opportunities, supported by our knowledge of you and your business.

As we look ahead to Christmas and to another New Year, I am excited for the future of the CMJ. I believe we should, as a collective, be leading within the industry and be creating a strong network of support that instils confidence in all our members, whether that's to try something new in the retail space, launch a new range or establish mutually beneficial relationships.

Our guiding principle at head office is to take the CMJ back to its core purpose, which is to sharpen and support the amazing business model we already have as a buying group that works together. I am hopeful I can achieve many great things. I encourage you to pick up the phone and talk to us about what we can do to help you, what you want to see from the CMJ, and what expectations you have of your membership. After all, we simply don't know what we don't know. Your feedback, participation in surveys, attendance at trade events and networking meetings is vital to help us improve and grow.

For all the CMJ Retail Members I already know well, please continue to share your thoughts, ideas and opinions with me. For those who don't know me, please take this *Facets* magazine column as an invitation to introduce yourself! I am also keen to establish new relationships with CMJ suppliers; your ideas are not only valuable but essential when it comes to navigating trends and understanding sales insights.

And finally, I wish all CMJ members a strong and profitable Christmas sales period. Perhaps Christmas Day feels like a distant point in the future right now, but as we all know, time flies when you are having fun.

Best wishes,

Sam.





What is the history of Saul Cass Jewellers?

The business is 99 years old and was established by Mr Saul Cass. The business was managed by three generations of the Cass family before being sold to the current owners in 2013. Saul Cass is very much a traditional jeweller, but we move with the times. Local people know about us and have been very loyal. We have a wonderful team who have been with us for many years the manager and assistant manager are sisters, and the granddaughter of the manager has recently joined the business. Our longest-serving staff member

joined at the age of 17 and has been with us since 1981.

How have your customers' shopping and spending patterns changed over the years?

We have seen a move towards branded jewellery, even branded jewellery that is made of non-precious metals. The average purchase is lower than it used to be, but there are sales of larger diamond and precious stone jewellery. Customers are more inclined to have their precious jewellery repaired and restyled than in the past.

A Warm Welcome

Saul Cass Jewellers in Llanelli joined the Company of Master Jewellers this summer. Here, we speak to director Simon Schachter, to find out more...

Why did you decide to join the CMJ?

We had previously been part of the CMJ, so it felt like coming back home. The CMJ is being run very efficiently and one gets the sense of being part of a large family with all the benefits that entails.

How are you tackling the challenges of the High Street? Does being situated in the St. Elli Shopping Centre help?

The local council could do a lot more to improve the town centre

and streets around St. Elli Shopping Centre, like improving the nearby car parks and not charging for their use. The owners of the Centre are trying their best, but they are having to deal with a very challenging marketplace. We are grateful that our loyal customer base is keeping us busy and in business, however we do work much harder than in the past to achieve the same figures as we are selling more, lower-priced items of jewellery.

Team Building

We are pleased to announce that Frances Hopes has been appointed as head of marketing for the CMJ. Frances was previously employed at the CMJ as communications manager from 2011 to 2015. Her new role has been especially created with the aim of raising awareness of the benefits of the CMJ in order to increase membership and support existing CMJ Retail Members and Approved Suppliers.



Insights FROM IJL 2019

CMJ membership development executive, Amber Saunders, shares her thoughts on the success of International Jewellery London 2019, held from September 1-3 at Olympia London.

"A key focus for the CMJ is to increase our membership numbers – and with one in two cities and towns without membership representation – there is huge potential. IJL provided the ideal platform for us to promote our strategy of boosting membership and connecting in person with prospective members. We targeted over 100 carefully

selected retailers inviting them to join us at IJL to learn more about the benefits of becoming a CMJ member. I am delighted to say that it was extremely productive for us, presenting lots of opportunities with prospective members. We also enjoyed welcoming many of our retailers and suppliers at IJL and it was great to have so many positive conversations."

SAY HELLO! Atkinsons the Jeweller in Sutton Coldfield, West Midlands, has become a CMJ Retail Member. The 25-year-old business is owned by Paul and Keeley Atkinson and has recently moved to the Gracechurch Centre in the royal town.

WAVE GOODBYE! The entire CMJ team would like to extend its thanks to Julie Langford, who has stepped down from her non-executive director role on the CMJ board after three years of diligent service. Langford was appointed to the CMJ board in 2016, bringing with her a wealth of experience with the National Merchant Building Society (NMBS). Langford's positive contribution to the CMJ will be missed and we wish her good luck in all her future endeavours.



Time for Success

Andrew Cope of Cope Jewellers in Nottinghamshire recently called upon the services of CMJ supplier, Axiom Design Resource, to give his thriving pre-owned watch business a visual merchandising lift. Here, Andrew explains more...

“We’ve been selling second hand/pre-owned watches for over 30 years, but it’s really been in the last five years that we’ve focused more on this area, and sales in that time have risen tenfold. In the past it was just watches that customers traded in/part exchanged that we took in and then re-sold. These days, although we do not yet advertise that we buy second-hand watches, we get plenty of people

coming in to the shop to see if we would make an offer for their watch.

“Our best-selling pre-owned brands are Omega, Rolex, Breitling, TAG Heuer and Longines. Panerai, Cartier and Jaeger-LeCoultre do well but we just don’t get so many of those coming in. Customers will usually ask how old a piece is, if it’s guaranteed, if it has its original box and papers, and how

much a new one would cost. We always offer a minimum 12-month warranty and provide a Cope presentation box if the original is missing.

“I believe the demand for buying pre-owned has been driven by the following: pre-owned

is usually a lot cheaper than buying new (there is usually less VAT on a pre-owned watch); you can buy watches that are discontinued or no longer available and the demand for retro and vintage is strong; and some watches, Rolex in particular, may have waiting lists for certain models that are available pre-owned, albeit at a premium on the RRP.

“We used to display pre-owned watches together, with different brands on one display stand. However, as the stock has grown, this is no longer possible, and I believe it also confuses customers. Most other jewellers seem to do something similar, with lots of different brands jumbled together on one stand. New watches would never be

displayed like that and this is what inspired us to have displays created that show off our pre-owned watches in the same way that the high-end new brands would be professionally displayed.

“Additionally, we print out a small display card, which states that an item is pre-owned, along with its brand, product ‘family’, age, whether it has its box and papers, RRP if still a current model, and price.

“We knew we would not be able to re-produce the brands’ logos due to trademark issues, but each display clearly states ‘Pre-Owned Omega’ etc. so that there is no misunderstanding. We also used elements of colour on some of the stands to tie in with the brands, such as yellow for Breitling, red for Omega and green for Rolex. We did have a firm idea about what we wanted, but Axiom was very good at suggesting things like magnetic images to apply to the backboards so that we can change the look easily and keep things looking fresh.

Get advice from the Axiom team by visiting: adrdesign.co.uk.



Championing BRITISH CRAFTS

The NAJ launched its long-awaited campaign to champion British-made jewellery in September, called Created in the UK. Designed for both suppliers and retailers, the NAJ will now present licences to jewellery manufacturers who pay an annual fee and meet certain criteria to be listed as part of the scheme. This will allow them to place the

Created in the UK mark on authorised products (alongside hallmarks) from January 2020. Participants must provide proof of compliance, agree to be audited and sign up to a code of standards.

To find out whether your products comply with Created in the UK conditions or to learn more, please contact the NAJ on: **0121 237 1110**.

JOINT EFFORTS The CMJ and NAJ have launched a joint task force aimed at increasing sales and membership services. As part of the enhanced collaboration, the NAJ’s Jewellery Education and Training (JET) qualifications will be available to CMJ members at a discounted price, including the popular Jewellers Certificate and Diploma and the more specialist Business Development and Management Diplomas.

What's New At... HOT DIAMONDS GROUP

Adryan Cresswell, head of commerce at Hot Diamonds Group, explains more about the Hot Diamonds Celebrations Counter-Top retail unit, which was snapped up by 60% of retailers who visited its stand at the CMJ Autumn Trade Event.

What encouraged you to design and develop the new unit?

The instigation of the counter-top unit project came from retailer feedback that the Hot Diamonds range could be stronger at the £40 entry price point level. We were discussing this internally and felt that just adding new £40 RRP designs onto the current display might not have the required effect, as they could get lost within the range as a whole.

That's when the idea of the counter-top unit came to us. From there, we really focused on how to make the unit as amazing as possible, from all angles including jewellery, gift-wrap, usability and the quality of the furniture itself.

What were some of your main considerations when developing the unit?

We decided very early on that, even though the average price of the jewellery in the unit is relatively low, we wanted the unit itself to be luxurious and crafted to a high quality.

The unusually high amount of space dedicated to graphics helped us to create a luxurious feel and helped enormously with the storytelling around the product itself.

This is really a gifting unit and so we wanted to accentuate the attributes of each collection and the pricing of each collection very clearly so the consumer can make a purchasing decision seamlessly. The strong advertising of our gift wrap



proposition on the unit is no accident, as this also really helps to convert gifting orders. The personalised message ribbons that consumers can select add a finishing touch to further entice the consumer.

What do you think made the unit so popular among CMJ Retail Members?

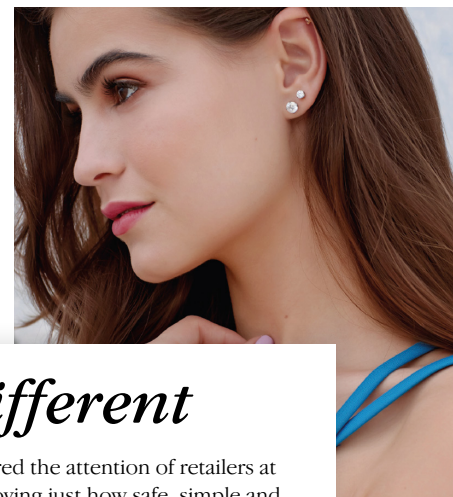
We think the overall cost to the retailer (£795 including the unit itself) is very attractive and

retailers believe the return on investment will be very quick and very positive. This is, of course, very important to retailers at the moment. Also, when we designed the unit, we focused a lot on usability. Therefore, the unit is completely self-contained, with all packaging stored within the unit's centre – it really could not be easier to use and serve from.

Look Out For...

CMJ Supplier Unique & Co. has been appointed by the Festina Group to distribute its newly acquired Kronaby brand of hybrid watches in the UK. Unique & Co. is currently the exclusive distributor for all Festina Group brands in the UK, which is one of the few Spanish companies listed in Deloitte's Top 100 largest luxury companies in the world. Kronaby watches combine a sleek Scandinavian aesthetic

with smartwatch technology that promises to be "Connected. Not Distracted".



HELLO HIGH STREET Industry trainer, consultant and CMJ supplier, Jo Henderson, has opened a new retail boutique in Altrincham, Cheshire. Hill & Hill the Jewellers (H&H) opened its doors on August 24 with brands like Shaun Leane, Lucy Quartermaine, Claudia Bradby and Brown & Newirth on offer.

Something Different

The Inverness ear piercing system captured the attention of retailers at IJL 2019, with on-site demonstrations proving just how safe, simple and gentle the process is. The business recently signed a UK distribution deal with Goodman Bros (Connoisseurs UK) and training sessions are now being offered to interested retailers.

Find out more via enquiries@invernesspiercing.co.uk.

Cool and Connected

Casio has expanded its sophisticated Edifice collection with a new addition – the super slim EQB-1000D.

Equipped with a variety of features, including Casio's Tough Solar Technology and Bluetooth connectivity, and sporting a sleek 8.9mm slim case design, the EQB-1000D makes a statement on the wrist of any consumer.

Designed with a super slim case measuring 8.9mm in thickness and a sapphire crystal face, this really is a timepiece with style and functionality. The EQB-1000D also features a Tough Solar chronograph with enhanced charging technology that can efficiently store energy for power as well as maintain a charge. It can even be charged in low or fluorescent light. After a full-charge and without further exposure to light, the timepiece has a battery life of approximately five months. Additional features include water resistance up to 100 meters, a 1/1000th second

stopwatch, 200 Lap memory, daily alarm, full auto calendar and more.

Speaking of the new Edifice collection, Janet Errington, Head of Timepieces for Casio says: "The new slimline EQB-1000 chronograph is a watch without compromise – our Solar and Bluetooth connectivity is still present with lap timing functions despite the case being only 8.9mm. In terms of style there is a perfect balance of dress and sport watch features giving it a really nice broad appeal. Based on our retailers' reactions and support of this series we are excited to



timekeeping when paired to a smartphone and interfacing with the Edifice Connected app via Bluetooth technology. The EQB-1000D

updates to 300 cities worldwide as soon as it connects, allowing users to become familiar with the latest time zone and Daylight Saving Time information.

For additional information on Casio's Edifice collection of timepieces, please visit: edifice-watches.co.uk

present this product for peak trade for the perfect gift or self-purchase."

Packed full of features, the EQB-1000D also provides an additional layer of accurate



A Tough Challenge FOR A GOOD CAUSE

The team at Michael Matthews Jewellery in Bournemouth recently took on the Tough Mudder challenge to raise money for a local charity. Here, director Matt Corica shares the story...

Tough Mudder is self-proclaimed as the "the craziest, muddiest, toughest, teamwork-inspired challenge on the planet". It did not disappoint, nor did my team of 16. Together as a team we faced and were able to overcome each obstacle, something I am very proud to be able to say.

More importantly is the "Why?" This year represents a special year for a special local charity, Amelia's Rainbow. The idea for the charity started with Amelia when she used some of her money to buy an Xbox for one of her friends whom she spent time with in hospital. She appreciated the gifts that she benefited from, but felt that other children should also have the same

opportunities that she did. Had Amelia survived, she would have been 18 years old this year. The charity continues in her name and provides opportunities for children with terminal and life-limiting illnesses. These opportunities can range from family day trips and activities or use of the charity's beach hut or the remarkable retreat home.

Our efforts will fund the charity beach hut for 2020 and help in some small way to enrich the lives of young children and creating special memories for families. Quite an easy "Why?" really! Support the Michael Matthews Jewellery team at uk.virginmoneygiving.com/Team/GoldRush



“LET’S TALK AND TRADE”

The new-look CMJ Autumn Trade Event was a great success for our Retail Members and Approved Suppliers, who benefitted from networking opportunities, educational workshops, on-site social media advice and evening entertainment. Here’s what you missed and why you should join us in February 2020...



Sometimes change is needed, which is why we were excited (and perhaps a little bit nervous) to introduce our new-look CMJ Trade Event in August. Fortunately, the response of CMJ Retail Members and Approved Suppliers has been overwhelmingly positive and we would like to thank everyone who attended and exhibited.

The twice-annual CMJ Trade Event is an opportunity to network, find something new and catch up with existing suppliers. One of the goals of the CMJ in 2019 has been to return to what we do best as a membership organisation. We hope you will agree that the CMJ Autumn Trade Event did just that, with a few surprises to keep all our Members on their toes!

Retail Members and Approved Suppliers spoke of promising leads and strong pre-Christmas orders in the immediate aftermath of the event, which took place at the Hilton Birmingham Metropole next to the National Exhibition Centre, Birmingham. We are thrilled to say that 104 suppliers opted to take part, many of whom enjoyed unprecedented

sales success and secured new partners with exclusive show offers.

NEW FACES, NEW OPPORTUNITIES

There were lots of new faces at the CMJ Autumn Trade Event, including new supplier icatcha and its founder Gill Segar, who has 25 years’ experience as a visual merchandiser. Elsewhere, Dartmouth Brands, a business specialising in licensed watch brands and its own in-house watch collections, joined us as a guest supplier; Gem-A (the Gemmological Association of Great Britain) made a welcome return; Kerry Gregory presented her business, Gemology Rocks, which offers affordable and practical gemmology services; Hanover Saffron impressed with its photography, digital design and creative production finesse; Innovare highlighted its retail design consultancy services; family-owned business Lichfield Safe Centre offered insights into its full range of safes, including a bespoke design and manufacture service; Royal Asscher presented its fascinating story that spans 165 years; and Visionary Creative Displays inspired retailers with its advanced showcases and hassle-free service.

Sheffield Assay Office and Birmingham Assay Office also shared a stand for the very first time at the Autumn Trade Event, perfectly reinforcing our message of strength in collaboration. Both showcased their shared hallmarking services, as well as their respective analytical services, e-learning and diamond screening options that serve our industry.

A LITTLE BIT OF SOMETHING NEW

The CMJ Autumn Trade Event was completely redesigned to offer a more dynamic experience for all CMJ members. From jewellery speed-dating to free training sessions, here are just some of the new initiatives that got guests talking:



Pearls of Wisdom

Training is vital for any business, which is why we were pleased to introduce new Pearls of Wisdom training sessions for CMJ Retail Members and Approved Suppliers this August. Consultant Helen Dimmick kicked things off with a talk on coloured gemstones and pearls, followed by top tips for understanding and selling watches delivered by Guy Allen. To conclude the afternoon, Jo Henderson shared her insights into the customer journey and how to capitalise on every opportunity from the moment a customer walks through the door.

Get Your Rocks On

Undoubtedly one of the highlights of our Autumn Trade Event, a series of Get Your Rocks On speed-networking events brought CMJ Retail Members and Approved Suppliers together to great effect. CMJ Retail Member Richard Wehrly, director of Wehrly Bros





LES GEORGETTES STAND



in Sligo, Ireland, said: "The speed dating mechanic used at the recent Trade Event was fantastic as it engaged us in conversation with suppliers whom we hadn't previously met."

Instagram Health Check

Our marketing support agency Cognition hosted a drop-in Social Media Helpdesk along with two Instagram workshops to get members up-to-speed on this vital platform. Having taken note of all your questions and concerns, we have created a cheat sheet that can be downloaded from the resources area of the website.

Hall of Innovation

This new exhibition area dedicated to innovative ideas and forward-thinking product lines was so popular that it spilled into other halls. The space boasted a fantastic array of service providers and brands that prioritise doing things differently, including



SHAUN LEANE STAND

icatcha, First Data, Jeweller Solutions, Magpie/Gemtags and Pursuit.

Bespoke and Personalisation Trail

Inspired by some of the biggest trends in the jewellery sector right now, the Bespoke and Personalisation Trail presented a new option for navigating the halls and meeting suppliers. A crucial aspect of the new-look CMJ Trade Event is to help you find what you are looking for, and maybe what you didn't know you were looking for.

New Membership Reception

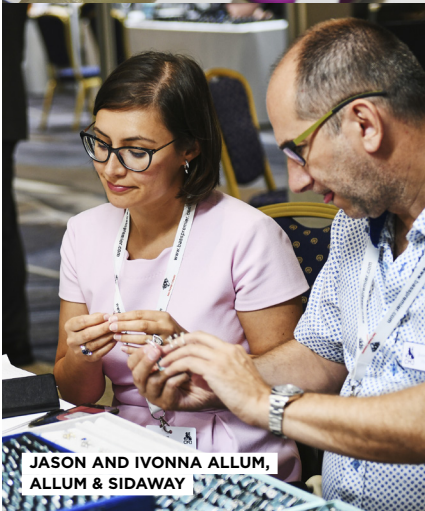
We listened to your helpful feedback and introduced a new welcome reception area for visiting CMJ Retail Members. Plus, our Finance Helpdesk provided a great go-to space for all portal, procedural and processing queries. It's our goal to make your visit as helpful, informative and useful as possible.

Thank You

The CMJ team would like to thank everyone who attended and exhibited at the Autumn Trade Event. It is your participation, investment and valuable time that allows us to fulfil our core values to *Lead, Engage, Enhance*.

JOIN US IN FEBRUARY 2020!

The CMJ Spring Trade Event will take place from February 16–17, 2020 at the Hilton Birmingham Metropole. Online registration will be available soon.



JASON AND IVONNA ALLUM, ALLUM & SIDAWAY



HEMSTOCKS TEAM



AMY & DAVID FULFORD, BENSONS OF LUDLOW

Dates for your Diary

A round-up of the most relevant industry events over the coming months



What: THE WONGS WINTER BALL

When: November 8

Where: Royal Liver Building, Liverpool

Having firmly established itself as an annual event, CMJ Retail Member Wongs will host its Winter Ball for the fourth consecutive year this November, with all proceeds from the event going to Alder Hey Children's Hospital in Liverpool. This year's event is set to be extra special as the retailer also marks its 40th anniversary in business. Tickets are available for £110 each. To book email cynthia@wongsjewellers.co.uk

What: VOD DUBAI INTERNATIONAL JEWELLERY SHOW

When: November 13-16

Where: Dubai World Trade Centre

Now in its third year, VOD Dubai International Jewellery Show is organised by the Italian Exhibition Group, the organisation responsible for the twice yearly VicenzaOro show in Italy. Designed as an event that fuses both trade and consumer buyers, VOD Dubai has grown year-on-year since its debut in 2017 and last year attracted in excess of 25,000 visitors from 80 different countries. The show offers a hosted buyer programme for overseas visitors and a business matching programme to pair international retailers and wholesalers with relevant exhibitors. For more information visit jewelleryshow.com/dubai-exhibition/visit



What: THE BRITISH JEWELLERY & GIFTWARE FEDERATION BENEVOLENT SOCIETY BALL INCORPORATING THE NAJ AWARDS

When: December 5

Where: St John's Hotel, Solihull

The annual ball in aid of the British Jewellery & Giftware Federation Benevolent Society returns to the St. John's Hotel in Solihull on December 5, with all proceeds going to the charity. The evening also incorporates the National Association of Jewellers (NAJ) Awards, with accolades given out in several different categories, recognising, everything from retail and design through to suppliers and workshop employees. There will also be a charity raffle as well as a silent and live auction taking place on the night. For tickets, email Gill.Price@batf.uk.com

What: CMJ SPRING TRADE EVENT

When: February 16-17, 2020

Where: Hilton Birmingham Metropole

The first CMJ Trade Event of 2020 will take place in Birmingham on February 16-17, offering a fantastic opportunity to meet and buy from CMJ Approved Suppliers, feel inspired and network with industry peers. The successful Pearls of Wisdom series of talks and advice sessions, first launched at the new-look CMJ Autumn Trade Event, will return for the spring with a fresh selection of speakers and industry experts. For more information visit masterjewellers.co.uk

What: NATIONAL ASSOCIATION OF JEWELLERS AND RETAIL JEWELLER CHARITY GOLF DAY

When: April 9, 2020

Where: The Forest of Arden Golf Club

The National Association of Jewellers (NAJ) will host a charity Golf Day in conjunction with *Retail Jeweller* magazine in support of the British Jewellery & Giftware Federation Benevolent Society and the NAJ Education Trust. Price for the day is £360 for a four ball and includes breakfast and a meal afterwards. Sponsorship opportunities are available, and all proceeds will go to the two chosen charities. To book your place or for more information email garry.lane@naj.co.uk

Even more in 2020...

VICENZAORO, January 17-22, 2020, vicenzaoro.com/en

JEWELLERY & WATCH, February 2-6, NEC Birmingham, jewelleryandwatchbirmingham.com

Don't forget! Jewellery & Watch has moved to Hall 1 for 2020. A complete re-edit of Spring Fair and integrated Jewellery & Watch with Fashion sector exhibitors, while also allowing easy access to Greetings & Stationery in Hall 2, Gifts in Hall 3 and 4, and Retail Solutions in Hall 5.