

facets



SPRING 2020 #58

The Company of Master Jewellers Magazine

GET SMART

*Garmin
reveals big
plans for 2020*

TRADE EVENT PREVIEW

*Spring into
action at the
February
show*

CURTEIS



GOLD

BANGLES



WELCOME

Happy New Year – I hope you all had a pleasant Christmas.

Tough trading conditions appear to have continued right up until the last week before Christmas, when shoppers seemed to be slightly more relaxed and in the mood to spend. Having spoken to many of our retailers across the country and after reviewing the results of our post-Christmas survey (see page 10), it was a very

mixed bag; some stores traded like for like with last year, whilst others found trading extremely challenging and saw double-digit decreases.

With the political landscape more settled and early signs of consumer confidence returning, albeit slowly, retailers will be presented with the chance to gain a little traction and secure much needed business. The high street is changing and we must look to challenge ourselves regularly to ensure that our offer is still relevant and appealing – consumers are looking for the best possible service in the right environment and one that they feel is competitive and pleasant to be in.

As we move into the 2020s, online shopping will need to be embraced in the best possible way and whilst we can see that margins potentially will be eroded, consumers will expect to be offered the option to do business in this way.

Whilst these clearly are very challenging times, many opportunities will present themselves and the CMJ board is now looking at how our service levels can be improved by adding new and exciting services for the sole benefit of our members.

I would also like to announce that due to all the hard work of our head office team and your board of directors, I am in a position to confirm that despite the economic uncertainty we have made the decision to guarantee a retrospective rebate for the next two years. I am sure many of you will see this as a very positive statement of intent and one that shows that the CMJ is even more relevant for our members and potential new members than ever before.

With Amber, our membership development executive, now also overseeing supplier liaison, our aim is to offer our retailers the best possible deals and product collections so that trading outside of the group becomes unnecessary.

Our Trade Event is nearly upon us and I look forward to seeing as many of you as possible, and would like to thank all of our suppliers for their support during what has been a difficult trading period. **I hope 2020 will be a more positive year but I know we will all have to work a little harder and be a little smarter if we are to achieve our goals.**

Michael

Michael Aldridge, CMJ Chairman

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Welcome

35



21

Contents

3 News

The latest from the CMJ and its members

10 Christmas Survey

How our members fared in the festive season

14 Be the best in 2020

Calendar of this year's Growth & Learning Network events

16 Get smart

What's new from Garmin

18 Trade Event Preview

What to look out for at February's show

40 Consumer Survey

Insights from our consumer research

16





I saw you and
straight away,
I knew.



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FLEETING MOMENTS • LASTING MEMORIES



CMJ launches virtual community on WhatsApp

The CMJ has set up a WhatsApp group for its retailer members, which aims to increase collaboration and communication between independent retail jewellers.

The virtual community on WhatsApp is a place for retailers to share best practice, feedback on products and to compare their own retail sales performance with other businesses across the UK and Ireland.

The WhatsApp group was launched in October and already has 40 participants, with more signing up every week. Since the original group's formation, a specific Buy & Sell

Stock group has also been set up following a request from a member.

Phil Ainsworth, director of Ainsworth Jewellers in Blackburn and a CMJ Board Director, said: "Coming out of a discussion at one of the CMJ's GLN meetings, the new CMJ Retailer WhatsApp group is what the CMJ is all about – an area for networking, encouraging and questioning, as well as reassuring and helping

make sure that whatever the day or customers throw at us there is an outlet to share. I would encourage all CMJ retailers to sign up and take advantage of it."

Helen Molloy, director of Forum Jewellers in Broadstone, Dorset, added: "I've been championing for a WhatsApp group for a long time, so I'm thrilled it's been actioned by the CMJ. Communication is key and the WhatsApp group enables a

quick response. To be one message away from support and encouragement from my peers in the industry is invaluable when you are an independent business in tough times."

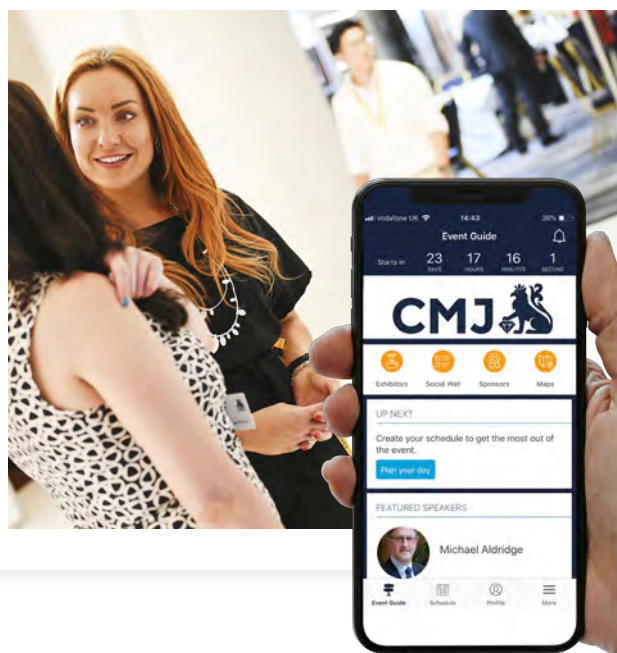
Any CMJ retailers wishing to join the group should send a request with their mobile number to info@masterjewellers.co.uk or send a message to 07803 50391.

CMJ goes mobile with LAUNCH OF EVENT APP

The CMJ is going digital for its Spring Trade Event, with the launch of a show App. The new App, which is available to download now, will provide all members with information on exhibitors, show offers and the seminar programme. It will also feature a social media stream from the event.

Frances Hopes, head of marketing at the CMJ, said: "We are delighted to be launching this App,

which will have all the info attendees need to know in one place. The benefit of the App is that we can update and add information throughout the show, so that suppliers can engage with members, communicate their offers and share social media content with ease. Since it will replace our printed show guide too, it is a small but significant step towards being more green as a business."



Retailers deck the halls for our Christmas comp

In the run up to Christmas, the CMJ invited its retail members to enter a competition and submit photos of their festive window displays using the hashtag #cmjxmaswindows.

We received some creative and inspiring designs from across the country, including concepts from A Simmonds, Allum & Sidaway, Atkinsons, Drakes and Wehrly Bros.

The lucky winner, who received a luxury hamper of chocolate, was Johnsons Jewellers in Nuneaton. The Johnsons team created impact with a classic silver theme that perfectly complemented the store's red and cream display materials. Well done to the team!



CMJ welcomes new retailer

The CMJ has approved a new retail member into its membership, Oliver & J Jewellery, an independent jewellery store in the picturesque market town of Beccles, Suffolk. It opened its doors in October 2016 and offers a selection of jewellery from more than 40 British and international designers.

WINNER, JOHNSONS JEWELLERS



WEHRLY BROS



Get set to celebrate AS CMJ TURNS FORTY

This year sees the CMJ mark its ruby anniversary as it celebrates 40 years in business. To mark this milestone, the group is getting set to celebrate in style with a black-tie Ruby Ball, at the CMJ Autumn Trade Event, which will take place at the Hilton Birmingham Metropole on 2 and 3 August 2020.

As a thank you to all our

retailers and suppliers, and to make the event one not to be forgotten, any business that attends the Spring Trade Event in February will receive one complimentary room for the August event. So don't miss out, and make sure you book your place for February – and save the date for our celebration later on this year!

GROWTH & LEARNING NETWORK 2020

We have launched our Growth & Learning Network events for this year, and they are available to book now. **Turn to page 14 to find out more.**

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CW Sellors announces latest COLLABORATION WITH FABERGÉ

Following the success of their 2019 collaboration and ground-breaking Derbyshire Blue John designs, CW Sellors and Fabergé have once again joined forces to produce a new and iconic jewellery range – and objet piece – for another much-loved British gemstone.

The new limited edition Fabergé Whitby Jet collection has been produced to mark the 160th anniversary celebrations of

W Hamond, which was established in 1860 and has been CW Sellors' Whitby-based workshop and part of their family business since 1999.

The Whitby collection is only the second time Fabergé has used a British gemstone in any of its jewellery, building on the success of their range utilising Blue John, which is as synonymous with Derbyshire as jet is with Whitby.

Any Fabergé collection wouldn't be complete without a classic "objet" piece and this offers a showpiece in the form of a free-standing egg mounted on a Whitby Jet base. The 18ct yellow gold vermeil piece features green guilloché enamel, round white diamonds and opens to reveal an 18ct gold Whitby Abbey, which, as with the lockets, sits on a pedestal of Whitby Jet.



Ntinga creates pendant in memory of great nephew

Ntinga's managing director Howard Graham has created a handmade pendant in 18ct gold with a 1/3 carat fine diamond in memory of his late great nephew Charlie.

The pendant was presented to his niece Shelley Legge on the day of Charlie's funeral.

Within the first few months of Charlie's fight for life, the Ntinga team raised more than £7,000 for the Teenage Cancer Trust.

Sadly Charlie lost his battle against two types of rare and aggressive forms of leukaemia on 30 September 2019, aged 16.

Graham said: "Charlie expressed life through drums, so we wanted this to live on.

The drum pendant was handmade and comes from gold from my mum and late father's jewellery. Charlie loved music and was a self-taught musician, playing most instruments and writing his own music. He also represented his school band as a drummer and played at the Menin Gate in Belgium to

remember the fallen of the First World War. During the last few months of his life, he even played drums on stage in a concert raising money for the charity that were looking after my family, the Golden Geese Charity."

Exactly a year before Charlie's death, the Gold Geese Charity, which helps families affected by childhood cancer in Southend and the surrounding areas, organised a huge drive to ask people to donate bone marrow to find a match for Charlie.

Ntinga is encouraging people to keep donating to the Gold Geese Charity to help other children with cancer. If you would like to support you can do so via Just Giving at [justgiving.com/goldgeese](https://www.justgiving.com/goldgeese).



DIAMNET *launches lab-grown diamond service*

Diamnet has added a lab-grown diamond list to its existing natural diamond platform, which lists more than 250,000 diamonds from top suppliers across the UK and abroad.

Diamnet founder Howard Levine said: "At Diamnet, we believe that a retailer should have the chance to test the waters of lab-grown diamonds without having to purchase any stock. With information at their fingertips 24/7, the Diamnet service allows natural diamonds to be directly compared with their laboratory-grown alternatives and give customers exactly what they require.

"In the past, it fell on the shoulders of the shop owner to

decide what their customers could purchase, but in the age of the internet, this isn't the way anymore. Consumers come knowing what they want and Diamnet makes it easy for a good retailer to meet their clients' demands. Don't dictate any more – let the customers decide what they want!"

Diamnet is a free service to the UK retail trade and can be added to a retailer's website or viewed in store.



Luminox partners with BEAR GRYLLS FOR NEW RANGE

Swiss-made watch brand Luminox has announced a long-term partnership with survival expert and outdoor adventurer Bear Grylls.

Grylls said: "It's incredibly important to me to work alongside world class trusted partners and Luminox have proved that and more.

I've been wearing Luminox since my early adventuring days, so it's great to now be a part of the family. The rugged watch range has been carefully crafted featuring multi-functional design and state-of-the-art materials – set to inspire and encourage the adventurer in everyone – men and women, boys and girls, outdoor novices and experts."

For Luminox, the partnership underscores what the Navy SEALs, the Icelandic Association for Search and Rescue (ICE-SAR) and many other professionals have known for many years – the brand's watches can survive just about anything. Water resistant up to 300 meters and cased in light, durable, and tough CARBONOX or stainless steel, these watches are built to accompany you in the most extreme conditions on Earth.

"Working with Bear Grylls is perfect for Luminox," said Niels Moller, CEO of Luminox. "We have always developed watches for the toughest people and

situations on earth, for use by Navy SEALs, first responders, law enforcement and more. Bear is famous for thriving in the world's most challenging environments, and so is Luminox."

The watches will all feature Bear Grylls' logo and motto, "Never Give Up," on the dial and the case back. Depending on the model, the watches incorporate chronograph functions, compasses, paracord straps, morse code decoders, rulers, walking speed scales and Luminox Light Technology, which means the watch is visible in any lighting conditions.

FORUM LEAP YEAR CAMPAIGN *gets set to boost engagement ring sales*

The significance of Leap Year is being fully embraced in a marketing campaign currently being run by Forum Jewellers in Broadstone, Dorset. The aim is to boost awareness of engagement rings and men's proposal rings.

The "Will He or Should She?" campaign features videos that show different scenarios as a couple visits the shop each with their own agenda. But who will be the one doing the proposing? Followers on Forum's social media channels will be entertained up to 29 February, when the final verdict will be revealed.

Forum's director Helen Molloy explained the thinking behind the campaign: "We were looking for something different to

promote our engagement ring selection, particularly as we are now offering Royal Asscher diamonds and customers have the opportunity to design their own rings too."

She continued: "The Leap Year tradition of a woman being able to propose to a man was just too good an opportunity to miss in addition to Valentine's Day this year! Plus Poundland then launched its men's proposal rings, which has added to public awareness of Leap Year."

In addition to the videos, the campaign is also supported by an ongoing radio promotion directing listeners to Forum's social media platforms. To view Forum's Will He or Should She? campaign, visit forumjewellers.co.uk/will-he-should-she/.



CMJ RETAILER HENRY HALLPIKE in London welcomed a VIP through its doors in November. **Sajid Javid, Chancellor of the Exchequer**, paid the store a visit to interview director Dominic Cuss about high street shops and ask his opinions on retailing.

ATELIER SWAROVSKI

FINE JEWELRY MADE WITH SWAROVSKI CREATED DIAMONDS
CRAFTED IN A LABORATORY, NOT THE EARTH

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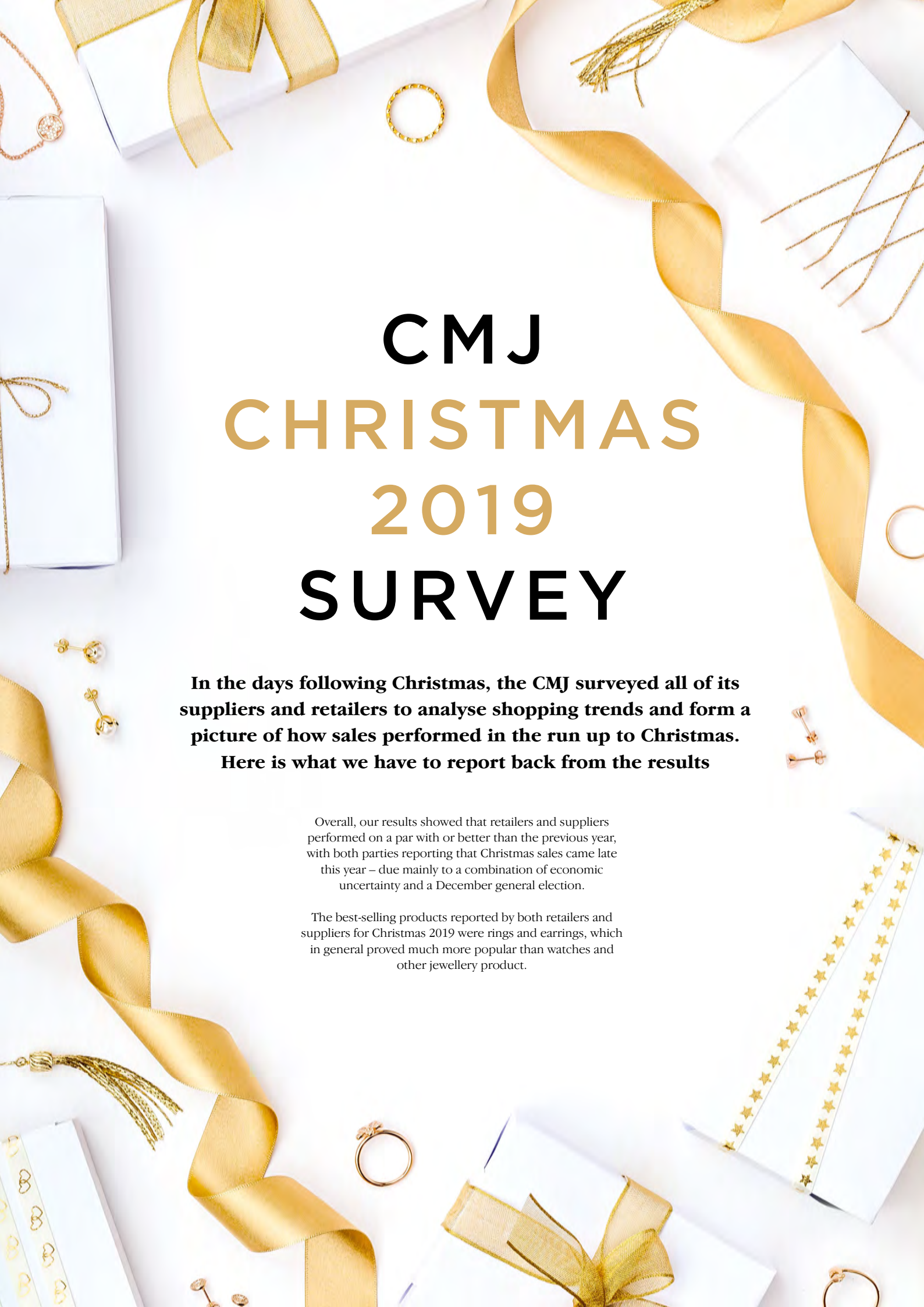


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CMJ CHRISTMAS 2019 SURVEY

In the days following Christmas, the CMJ surveyed all of its suppliers and retailers to analyse shopping trends and form a picture of how sales performed in the run up to Christmas. Here is what we have to report back from the results

Overall, our results showed that retailers and suppliers performed on a par with or better than the previous year, with both parties reporting that Christmas sales came late this year – due mainly to a combination of economic uncertainty and a December general election.

The best-selling products reported by both retailers and suppliers for Christmas 2019 were rings and earrings, which in general proved much more popular than watches and other jewellery product.

The report from retailers

For CMJ retail members, we have seen a year-on-year trend of consumers making last-minute purchases, and Christmas 2019 was no different. It was widely reported that high street retailers suffered in the run up to Christmas. Retailers reported that discounted online prices had a significant impact on footfall and that consumers are purchasing online rather than in store more than ever before. Even though retailers experienced a slow December start, there was a "rush" in the last week of the festive period.

This December, the 2019 general election also influenced consumers' high street habits as they were less willing to spend money until after the results; 50% of retailers saw sales pick up after the election. Chris Ellis, owner of Dipples, Norwich, said: "Trade picked up in the last week and was better than the equivalent week's trading last year. The start of December was subdued, which I expected considering we had a December election and the general malaise on the high street regarding Brexit and lack of consumer confidence."

Pre-Christmas sales success was in line with the previous

year as over a third (36%) of retailers reported that they experienced better sales than 2018 whilst 31% of retailers' Christmas sales remained the same and 33% saw a decline.

When it came to Christmas promotions and marketing, social media and targeted online marketing were the most widely used methods. It was also reported that 46% of retailers with a transactional website saw sales increase this Christmas in comparison to Christmas 2018, confirming the demand for online purchases. Other promotions and marketing tactics used by CMJ retailers included in-store promotional offers to try and increase footfall and in-store events.

On Black Friday, some 53% of retailers took part in the event, which is an 11% increase from 2018.

The event appears to divide retailers as some were left disappointed with the lack of sales whereas others saw a significant increase, especially on branded products.

In terms of the type of jewellery that customers bought this Christmas, a significant

number of retailers were disappointed with overall sales of branded items, reporting that they sold slower than they have in previous years, with bespoke and fine jewellery sales increasing. However, jewellery brands that retailers reported performed well this Christmas were Clogau, Nomination, Pandora and Swarovski. The most popular sale value over the festive period was £100–£250. Rings were the best-selling piece of jewellery this Christmas followed by earrings and necklaces. Watch sales seem to suffer more than they had in previous years, reportedly due to online price competition.

CMJ retailers said that pre-Christmas sales for 2019 were as expected and that high street shopping habits were consistent with 2018. Nevertheless, some retailers sold more "big ticket" items in comparison to last year, which was a "nice surprise".



CLOGAU WAS A BRAND THAT PERFORMED WELL THIS CHRISTMAS

"Though business was slow through the early part of the month, sales took off from 16 to 24 December, pretty much as we had predicted."

PAUL ROCKALL, HEART OF GOLD JEWELLERS, BRENTWOOD, ESSEX

RINGS WERE THE BEST-SELLING PIECE OF JEWELLERY THIS CHRISTMAS





The story for suppliers

Sales for suppliers were up compared to last year's Christmas sales. Of the CMJ suppliers who responded, 64% said sales had increased, while 23% stated that sales remained the same.

Over half (54%) of suppliers reported that sell-in started at the same time in 2019 as it did in 2018, however the remaining half were split equally over sell-in starting earlier or later than in 2018. Suppliers found that sales significantly increased later in December as a result of last-minute purchasing habits and the impact of the 2019 general election. A resounding number of suppliers also observed that year-on-year retailers bought later in the run up to Christmas. Lee Ruben from Gemex commented: "Christmas trading period was up 22% due to our ability to take orders with up to a week to go."

Black Friday participation was low and 95% of suppliers didn't take part in the event, although this figure will partly be due to the event not always being relevant to suppliers, particularly for those that are trade-facing. Those that did choose to participate were conflicted about whether to run the promotion again next year with some suppliers finding it successful and others not.

When asked what specific marketing activities were used in the run up to the festive season, over half (53%) of suppliers did not engage in anything specific, whereas 13% increased their social media activities. Other suppliers offered the ability to fulfil last minute orders in order to keep up with demand and Christmas events evenings, which they found very effective.

50% of the suppliers that were surveyed reported that the

best-selling price point this Christmas was over £1,000 with some sales as high as £8,000. When it came to the most popular products, rings and earrings were noted to be top of the list for Christmas sales, while wristwear appeared to be the least popular product.

Overall, despite the struggles that retail is facing with consumer buying habits, CMJ suppliers were feeling very positive about festive sales and were surprised at how strong the season was. Andy Bass from Bass Premier said: "It was a good Christmas overall, all last-minute orders/deliveries were made on time and I didn't say no to any orders, even two days before Christmas. At the end of the day, you can succeed if you hold stock at any level, whether wholesale or retail."

"This year's sales were similar to last year, however after the election things were really busy."


DANIEL VECHT, LONDON PEARL





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Be the best IN 2020

Now in their second year, we have extended our programme of Growth & Learning Network events for 2020. From glass blowing to gin tasting, retailer tours to escape rooms, they offer something to inspire every CMJ member.

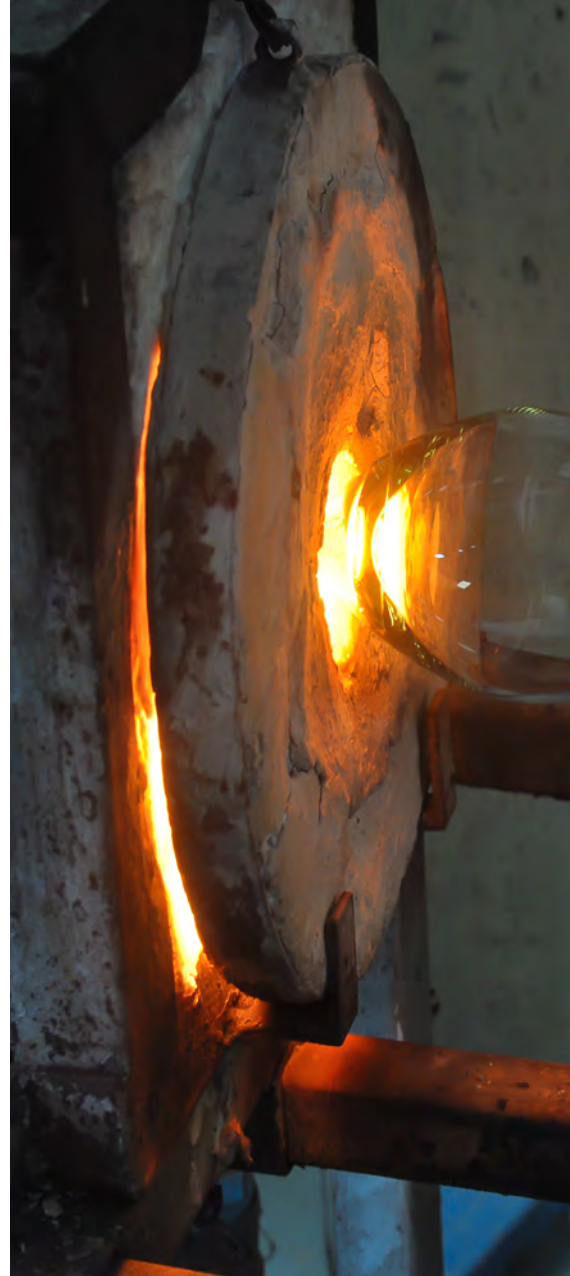
The CMJ's Growth & Learning Network events promise to be bigger and better than ever before in 2020. After receiving overwhelmingly positive feedback from attendees last year, we have listened to your comments and acted on suggestions that we hope will make the events even more invaluable.

Our Growth & Learning events mix business development and learning opportunities with networking and team-building activities, providing CMJ members with invaluable professional and personal development.

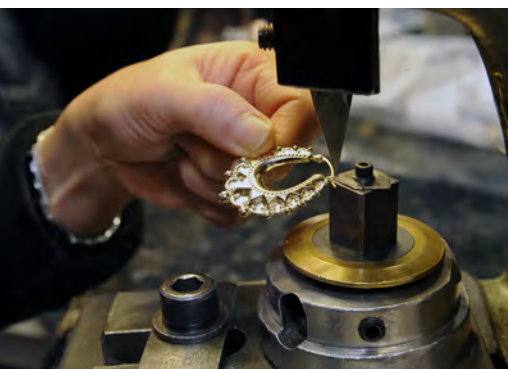
In 2020, every event will be open to both retailers and suppliers. Each event will also take place over two days, to give attendees the chance to fully immerse themselves in the networking opportunities in a relaxed environment.

These events are free to attend, and your booking includes overnight hotel accommodation, group activities and meals.

We have an exciting calendar of events planned for this year, which we hope you will find inspiring.



To find out more or to book your place, visit info.masterjewellers.co.uk/growth-learning-network.



SHEFFIELD

**Wednesday 11 &
Thursday 12 March 2020**

ESCAPE ROOM

- Team-building activity at Escape Room
- Overnight stay at a luxury independent hotel
- Tour of the Sheffield Assay Office and local retailers
- Training workshop led by business expert on "thinking in 3D"

EDINBURGH

**Wednesday 22 &
Thursday 23 April 2020**

SCOTCH WHISKY TOUR

- Scotch Whisky Tour
- Bagpipe classes
- Tour around independent jewellers and the famous Thistle Street, which is full of inspiring independent businesses

BATH

**Wednesday 13 &
Thursday 14 May 2020**

GLASS BLOWING

- City tour of Bath and its many independent stores
- Glass-blowing activity to create your own Christmas bauble
- Overnight accommodation with Thermae Bath Spa package



“If you don’t attend a Growth & Learning Network session, you’ll never know what a strong, positive, informative session it is. Once you go to one, you’ll attend more”

STEEVAN WHITTAM, WR BULLEN

BELFAST

Wednesday 8 & Thursday 9 July 2020

TITANIC EXHIBITION

- Titanic exhibition tour and lunch/evening meal
- City tour of independent retailers in Belfast



LANCASHIRE

Wednesday 17 &
Thursday 18 June 2020

GIN TASTING

- Gin tasting and distillery activities
- Gemmology Rocks talk
- Tour of Ainsworth Jewellers in Blackburn
- Independent retailer visits

NORFOLK

Wednesday 16 &
Thursday 17 September 2020

NORFOLK BROADS

- Visit CMJ retailer stores
- Tour of Norwich independent retailers
- Norfolk Broads tour with dinner and music

LONDON

Dates TBC October 2020

INSPIRING INDIES

- Factory tour of Allied Gold
- Evening meal and talk
- Opportunity to attend *Retail Jeweller's* Inspiring Independents event

HOW SMART *is your watch offer?*



Garmin has evolved. From market leader in the sports market, the addition of more fashion-led collections means the brand now has a broad appeal while keeping its heritage at its core. We talk to Ollie Stone, head of UK & Ireland watch sales at Garmin, about the brand's plans for 2020

Founded in 1989, Garmin specialises in GPS technology across markets including aviation, marine, fitness, outdoor recreation, tracking and mobile apps. The brand is recognised for its high-quality, wearable smartwatches. In 2006, Garmin began diversifying its offering into the fashion market by producing luxury watch collections.

For any retailers who are unfamiliar with Garmin, what is the brand all about?

Garmin is an established and innovative global brand that celebrated its 30th anniversary last year, having built in this time a strong reputation for quality. Our unrivalled history of engineering, coupled with our spirit of innovation, has inspired a range of premium smartwatch collections that will help their owners stand out from the crowd.

We pioneered the use of GPS and wireless sensors in performance sports and were amongst the first to embrace smart technologies and connectivity. Whether in the air, on water or in unknown terrain, our accurate, intuitive GPS guidance technologies and custom multi-sport features deliver premium wearable watches that help fuel people's passions. Garmin designs, develops and produces all of its watches in house, and we take pride in the fact that our engineers and designers are passionate about what they do and are continually pushing the boundaries to deliver best-in-class wearables. Designed to be robust, functional and elegant,

we condense the highest of modern-day technology into watches you can wear both in the office or in the most demanding outdoor environments.

We offer you the opportunity to attract a brand new set of customers – those looking to invest in a timepiece with the latest smartwatch technology without compromising on design and quality. We are also able to add considerable value in the sub £1,000 price sector, as well as compete and add a point of difference to the luxury market with our MARQ collection.

How was 2019 for the brand?

Last year was a fantastic year for Garmin. We launched our most premium collection to date with MARQ, and also began our journey with many new watch and jewellery independents within the CMJ group. As we do not anticipate the growth rate within the smartwatch category to slow down in the near future, it gives me every confidence that 2020 will be our best year yet within this category!

What are you launching in 2020?

2020 will continue to push Garmin forward as we will continue to launch new products, introduce new and innovative features and continue to drive the smartwatch category forward.

What sort of retail price points does the brand cover?

We cover a wide range of retail price points, from the Instinct collection at £269 to the

“We offer you the opportunity to attract a brand new set of customers – those looking to invest in a timepiece with the latest smartwatch technology without compromising on design and quality.”

OLLIE STONE, HEAD OF UK & IRELAND WATCH SALES



MARQ collection, which retails up to £2,249, meaning there should be a smartwatch to suit all customers.

What do you offer jewellery retailers to support sales?

We offer a wide range of support to our retail partners, including personal face-to-face training with e-learning opportunities, multiple display options to fit into different store scenarios, high-quality brochures, promotional/marketing material, a social media plan, with continuous stories with new material to promote our watches, and inclusion on the Garmin.co.uk Dealer Locator.

What is Garmin's USP?

Three simple words that describe our products, our company, our culture and our future are “Built to Last”. As a leading, worldwide provider of navigation, we are committed to making superior products for automotive, aviation, marine, outdoor and sports that are an essential part of our customers' lives.

Our “vertical integration” business model keeps all design, manufacturing and warehouse processes in house, giving us more control over timelines, quality and service. Our user-friendly products are not only sought after for their compelling design, superior quality and best value, but they also have innovative features that enhance the lives of our customers.

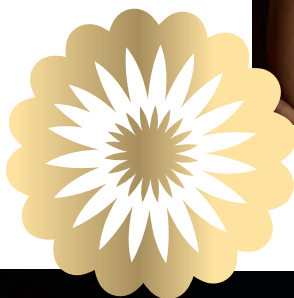
To find out more about Garmin, visit www.garmin.co.uk





WHAT'S NEW?

From created gemstones to sustainable packaging and staff development, we have a selection of new suppliers attending the Spring Trade Event in February, who all offer a point of difference and the best quality products and services. Check them out here and visit them at the show to find out more

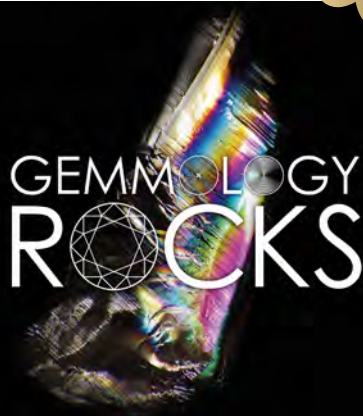


ATELIER SWAROVSKI ▲

A family-run company since 1895, Swarovski is committed to finding long-term solutions to creating a more sustainable jewellery industry. Through Conscious Luxury, Swarovski aims to lead by example and encourage others to adopt the new consciousness that will define the future for the luxury industry.

Atelier Swarovski Fine Jewelry is made with Swarovski Created Diamonds, Swarovski Created Gemstones, responsibly sourced genuine gemstones and responsibly sourced gold, reflecting the brand's commitment to Conscious Luxury. For Atelier Swarovski, Conscious Luxury is a dedication to using responsibly sourced materials and methods to craft beautiful products with care, while striving to have a positive impact on people and the planet. This ethos builds on Daniel Swarovski's founding vision of doing business in a way that puts compassion, wellbeing and sustainability at its heart.

The brand has collaborated with acclaimed actress Penélope Cruz, rock 'n' roll jeweller to the stars Stephen Webster, and contemporary designer Paige Novick to create their own iconic collections that are inspired by Conscious Luxury and Swarovski's heritage in innovation. The designer collections embody the brand's DNA, pushing the boundaries of creativity and craftsmanship through collaboration.



GEMMOLOGY ROCKS

Gemmology Rocks was born in 2017, when founder Kerry Gregory was frustrated with a gap she saw that was preventing businesses moving forward with their staff development.

"I understand how hard it is to run a small business and to try to develop your staff, particularly if you're based outside the jewellery circles of London and Birmingham, and I also know how hard it can be to study

via distance education when working full time or raising a family... or both. Gemmology Rocks is able to provide a bespoke service to each client because I have extensive commercial experience in all of the content that I teach; I understand the issues that my clients are facing as I have lived it, worked it and solved it... and made money doing it."

Gemmology Rocks came to life to bridge this gap by bringing development to businesses: you learn in your own space, in your own time, in your own way. After a discussion with the client regarding their needs, each project is assessed on an individual basis: each training session is bespoke and tailored to the needs of that particular SME, and to their own learning styles – thus delivering efficient and effective training and business development, whilst the client is able to continue to run their business.

The ethos of Gemmology Rocks is to continuously build people up and assist them in achieving their potential: to support people in improving their careers and support businesses in developing their staff.





GUARDIAN BRANDS

Guardian Brands, the exclusive distributor of Angel Whisperer from Englesrufer in the UK and Irish market, will reintroduce the brand at the CMJ Trade Event in

February 2020.

Spearheaded by Guardian Brands founder Stewart Arvan and his team, Angel Whisperer from Englesrufer is the company's sole focus as it looks to establish new independent retail partnerships in 2020.

Previously known as Englesrufer, the refreshed Angel Whisperer brand has a new, contemporary look and feel, refreshed point-of-sale materials and a renewed focus on the sentimental meanings behind each range. Its recognisable and sentimental sound ball pendants can be personalised to suit each customer, with angel wing charms adding extra layers of customisation.

MANJA JEWELLERY ▶

Manja jewellery is a union of exoticism and sophistication, bringing the energy and fire of Madagascar to the cosmopolitan woman. Semi-precious gemstones in tropical, fiery colours are brought together in refined, elegant sterling silver settings. Using only the highest quality materials, Manja creates wearable and enduring pieces that can be cherished forever.

As the price of gold has increased significantly over the past decade, Manja's mission is to create high-quality jewellery using natural semi-precious stones set in sterling silver to cater for the modern woman who likes gemstones but cannot invest in gold jewellery.

The Manja design process is underpinned by an intuitive understanding of jewellery and the wearer. Individual raw gemstones are thoughtfully hand selected for each unique design, before being expertly cut and crafted into the final pieces. An artisan quality craftsmanship produces a finish usually associated with fine jewellery, setting Manja apart from its counterparts.



ROAMER ▼

Roamer was founded in 1888 by Fritz Meyer to create a robust yet elegant watch, a precious accessory that everyone would like to own.

By 1923, production grew to one million units. In 1932 the company started its own dial production line. In 1955 Roamer patented the Anfibio watertight watchcase, which is still used by other Swiss watch brands today, and in 1972 Roamer launched its first quartz movement. Roamer is a member of the federation of the Swiss Watch Industry, still manufactures and assembles in Switzerland, and is one of the few remaining Swiss watch manufacturers. The brand aims to be an entry price point into Swiss watchmaking, with retail prices starting from £159 to £789.



HATTON AND SPENCER ▲

Jewellery packaging giant Ch. Dahlinger and trend-led packaging supplier Hatton and Spencer are collaborating on a complete line of sustainable packaging, tailored to UK jewellers. The Ch. Dahlinger 137 Naturale collection is one of the first full jewellery packaging ranges in the UK to feature fully sustainable materials throughout, from its quality cardboard construction to pioneering wool-cardboard inserts, which offer a recyclable alternative to traditional foam.

The new range comes in at an affordable price point and delivers on a stylish, clean aesthetic with a natural undyed finish and

simple lift-off-lid design. Jewellers will be able to personalise their boxes for free with eco-friendly debossing, without the use of hot foil. The packaging is available in a wide range of dimensions and caters to all popular jewellery shapes and sizes, from small rings to large necklaces.

137 Naturale is one of several new collaborative projects between the two jewellery packaging suppliers following the launch of their UK seller partnership in Autumn 2019. The collection arrives alongside an affordable cardboard postal series and three premium soft-touch packaging collections.



WEDDS & CO. ▶

Wedds & Co. is launching its new website wedds.co.uk in time for the CMJ Trade Event. The website will incorporate the very best of customer-facing applications and is mobile and tablet friendly. It also works seamlessly alongside its wedding ring box to make life as easy as possible for retailers. Wedds & Co. will also introduce new lines to ensure that it provides retailers with a full service of British manufactured rings.



BROWN & NEWIRTH ▶

Brown & Newirth will debut its latest lovingly handcrafted wedding and partnership jewellery exclusively first to members of the CMJ. It will be extending its best-selling Bloom collection with designs featuring double halos, split shoulders and French settings. It will also introduce its new industrial-inspired suite of men's commitment rings, as well as showcasing its latest boutique display options and 2020 in-store and online visuals.

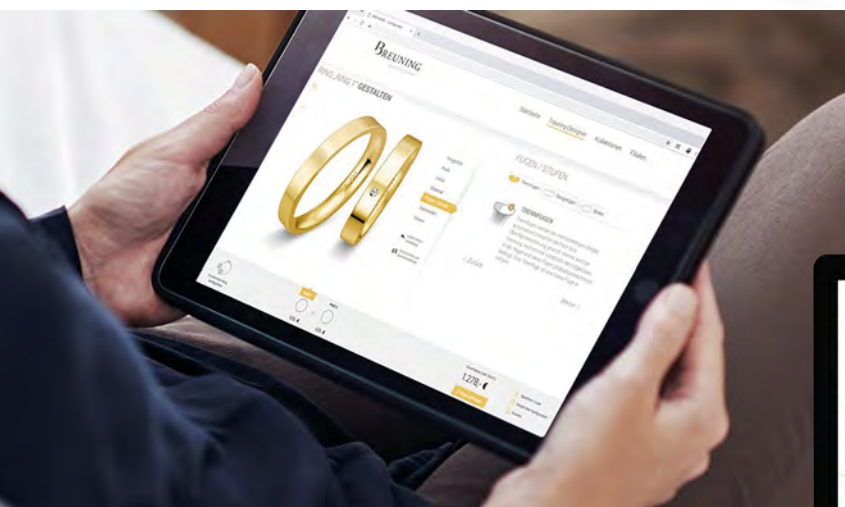


GEMEX ▶

New for the CMJ Spring Trade Event is a brand new collection of trilogy rings with and without diamond-set shoulders. These rings are adorned with either GIA or IGI certified centre stones from 0.2ct to 1ct and beyond. Also, ask about Gemex's £5,000 + VAT buy now and pay in September 2020 offer, as well as its free state-of-the-art CAD/CAM service.

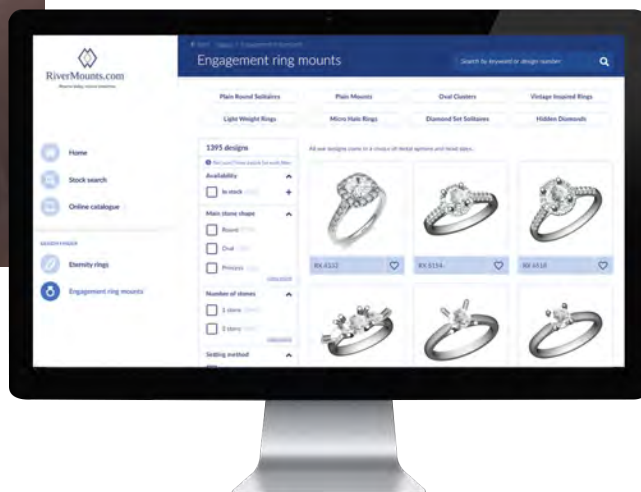
BREUNING ▶

Breuning has been producing wedding rings and jewellery in the "Gold City" of Pforzheim, Germany since 1927. Showcasing its latest jewellery designs in silver and gold plus its online wedding ring design tool, Breuning represents innovation and quality.



RIVER MOUNTS ▶

River Mounts is presenting its newest feature to its ever-improving website. With Engagement Ring Finder, you can browse through hundreds of designs, mark favourites, create personalised lists of your best sellers and more. See the team if you want more information on how to sign up or would like a demonstration on how to use the latest features.

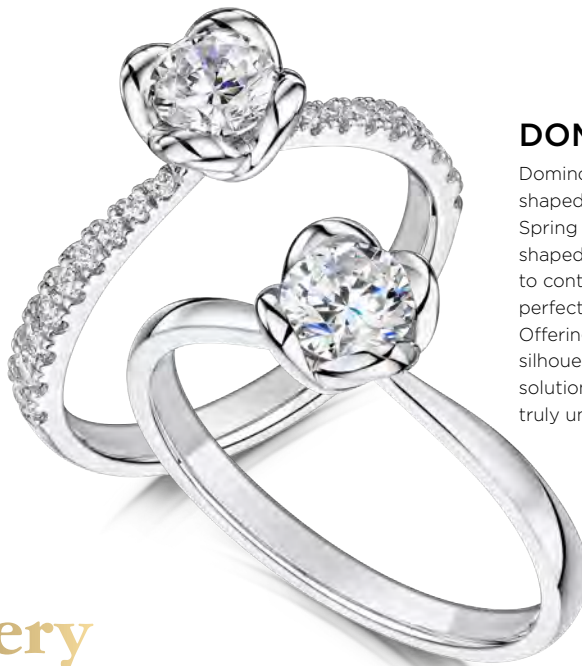


SPRING INTO ACTION

Join us at the Spring Trade Event in Birmingham on 16 and 17 February to see the latest collection from our jewellery, watch, service and giftware suppliers. Here is a sneak preview of what will be on display at the show

HOCKLEY MINT ▶

Hockley Mint will showcase its award-winning Embrace bridal jewellery collection at the CMJ Spring Trade Event, which includes engagement rings, wedding bands, pendant and earrings with a looping setting. The range is available set with fancy-cut diamonds, giving retailers the chance to build their own British-made capsule collection window displays. The range boasts accessible price points and a heart-shaped profile across many engagement rings – perfect for summer proposals.



DOMINO ▲

Domino Jewellery will be debuting its shaped wedding bands collection at the Spring Trade Event, featuring 25 brand new shaped and decorative designs, responding to continuing personalisation trends and perfect for consumers seeking a unique look. Offering a variety of setting styles and creative silhouettes, the range provides the perfect solution for a consumer seeking something truly unique.



Bridal Jewellery

GREENSPARK ▶

Greenspark's Three Stone Diamond Ring Collection has been a consistent best seller for CMJ retailers, and for 2020 it is introducing a range of Art Deco inspired designs as well as new unusual fancy shapes and different sizes to expand its classic range. GIA or IGI certified diamonds all feature and are carefully hand picked by its diamond expert to ensure they match perfectly and have the very best proportions and symmetry between the three diamonds.



CORONA ◀

Corona has recently celebrated 60 years of manufacturing as a family business and 20 years of supplying the UK market. Its luxury brand, Maple Leaf Diamonds, is set with Canadian traceable-to-source diamonds. Each diamond is laser engraved with a unique tracking number and comes with a Certificate of Canadian Origin.

HOT DIAMONDS ▶

Hot Diamonds is celebrating its 20th year and continues to be one of the UK's most popular sterling silver jewellery brands. At the CMJ Spring Trade Event, Hot Diamonds is welcoming retailers to view its extremely popular spinner concept as well as its exclusive CMJ Show offers. Also, Hot Diamonds will showcase its brand re-launch at the show, which will focus on a more fresh and feminine display as well as packaging inserts. This is a must see for all current retail partners as well as any members looking to add a classic silver brand to their store.

Silver Jewellery

CW SELLORS ◀

Presenting a new range of British jewellery designs for 2020, CW Sellors' new Bloom jewellery range offers a choice of sterling silver designs featuring individual stones – as used in two sizes of single pendants – and as multi-clover designs across a range of bracelets and necklets. Utilising individual pieces of hand-cut Whitby Jet gemstone, the Bloom collection combines simple yet elegant styling as delicate four-leaf clover shapes are wrapped in subtle droplet edge designs. All Whitby Jet used in the production has been carefully sourced from the north east coast of Whitby, hand-cut and set into finished jewellery pieces at C W Sellors' Derbyshire workshop.

VIXI JEWELLERY ▲

Inspiration for Vixi jewellery's new Desert Flowers collection is drawn from the determination, strength and natural beauty of cacti and succulents. The triple leaf detail of hand finished brushed texture contrasts with the smooth sparkle of pavé-set tiny faceted zirconia and was recently shortlisted by *Professional Jeweller* magazine as Collection of the Year. The sterling silver collection has RRP's from £65.

▶ UNO DE 50

Uno de 50 has drawn inspiration from deep within the heart of Asia and its culture for its latest jewellery collection, a striking fusion of colours, materials and unique details that have given rise to four distinct lines: Japan, China, India and Indonesia.



ANDRE MICHAEL

FINE DIAMOND JEWELLERY



© LovelyColorPhoto/Shutterstock

Luxury Wedding Bands



Andre Michael Ltd is rolling out premium wedding bands from Giloy and Söhne in the UK.

For a nominal investment, retailers will have access to a silver sample range of 160 rings.

The range of Giloy wedding bands is available at www.andre-michael.com.

A brand new website has also been launched enabling retailers under their own logo to offer real-time prices in Giloy wedding bands.

Email: Info@andre-michael.com | Instagram: [andremichael_jewellery](https://www.instagram.com/andremichael_jewellery)

Website: www.andre-michael.com | Telephone +44 207 430 1122

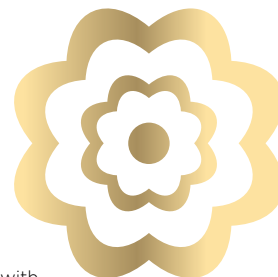
ACCURIST ▶

With a rich British history in producing exceptional watches for men and women for over 70 years, Accurist combines the skills of expert watchmaking with modern artistry for designs that stand the test of time. New product releases for spring 2020 include sparkling additions to the Signature collection, which offers classic timepieces of unrivalled quality and high specification including solid stainless steel and ultra-scratch resistant sapphire crystal glass. The brand will also continue to build on its successful Retro collection, introducing new chronograph timepieces.



FESTINA ▶

Festina watches have become an international successful brand due to their high-quality, modern designs and value for money. New for 2020 is a classic collection of three-hand automatic models with a stylish leather strap or an elegant stainless steel bracelet, for him or her. This collection offers adds yet another facet to the all-inclusive Festina brand.



BULOVA ▶

Dive deep into style with the new Bulova Marine Star, with classic styling and bold accents. The watch features a deep red dial and black sub-dials, gun metal case and bracelet, and is water resistant to 100 metres.

GARMIN ▶

Like the thousands of athletes and explorers it was inspired by, Garmin's fēnix 6 Series is built to redefine expectations. The latest iterations build on its legacy of innovation to feature brand new designs with larger display sizes. It includes improved mapping and navigation, and the new added feature of solar charging in the fēnix 6X Pro Solar means the battery can be boosted whilst out on a run, enabling the wearer to go even longer between charges. The fēnix 6 multisport GPS watch series brings cutting-edge design and performance to any fast-paced lifestyle.



ELLIOT BROWN ▶

Elliot Brown Watches has launched a version 2.0 of the Nato webbing strap, with its unique elements but smarter, classier and more technically competent. The new webbing is woven specifically for Elliot Brown by a Derbyshire-based family-run business. The patented buckle is designed to hold the webbing securely in a hinged clamp and ladder lock. RRP is £40 and the strap is available in 10 colours.



Watches



LOTUS ▲

Lotus is well known worldwide for combining aesthetics and functionality. Elegant yet young, exclusive and on trend, Lotus speaks to a modern audience with a desire for something special. The new Sports collection features a sporty and colourful black-plated chronograph watch with steel bracelet with an RRP of £129.



◀ CITIZEN

There is an understated simplicity about the new Citizen ladies Mini Eco-Drive, which features an eye-catching sunray dial detail, rose gold tone markers with a stainless steel case and pretty pink leather strap. With Citizen Eco-Drive technology, the watch is powered by any light and never needs a battery.



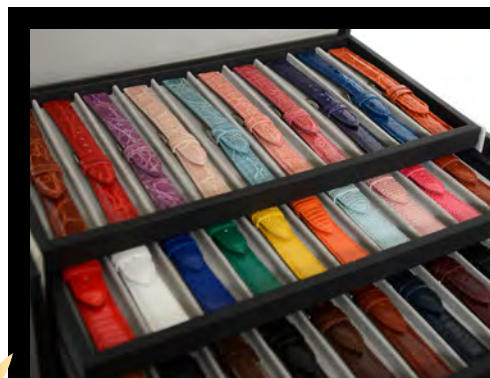
ALPINA ▲

The new edition of the Seastrong Diver 300 remains faithful to the distinctive design that has made the model so recognisable over the years: an oversized case with strong lines, luminous indices and a unidirectional bezel. The design of the Alpina Seastrong Diver 300 provides optimal diving-time readability and stands out thanks to its features and functional beauty.



FREDERIQUE CONSTANT ▲

Frederique Constant has introduced the Art Deco Round to its feminine Classics collection. The Classics Art Deco Round is both classic and elegant; a balanced combination of modern materials and vintage aesthetics turn this timepiece into a unique fashion accessory. It features a guilloché decoration on the white mother-of-pearl dial, black roman numerals and diamonds around the bezel.



DARLENA ◀

Darlena will be showcasing its extensive range of watch straps, featuring new models and specialist items to fit some of the most popular, exclusive Swiss watch brands. The handmade Italian Puccini collection, designed in conjunction with expert leather manufacturers, offers retailers the opportunity to have their company name or logo embossed on the strap, at no extra charge, as well as offering a luxury alternative to time-consuming and costly branded replacements.

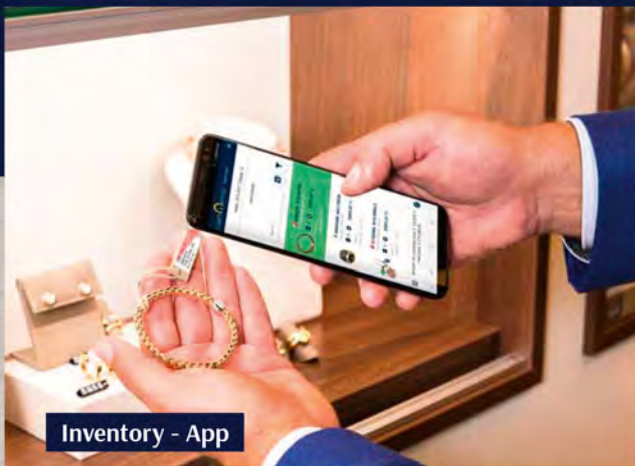
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BASS PREMIER ▲

Bass Premier has one of the most comprehensive ranges of loose and certified diamonds, including matching sets of all shapes.



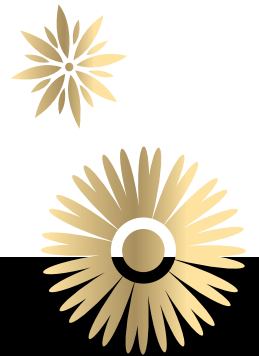
ANDRE MICHAEL ◀

Hatton Garden-based diamond jewellery supplier Andre Michael has expanded its diamond circle pendant range in response to strong demand from retailers. The latest circle pendants feature a total of 1ct of diamonds - G/H colour, SI - set in yellow, rose or white gold, in response to customers asking for more substantial diamond-weighted circles.



AMORE ▲

Retailers can fashion a completely unique and bespoke collection from Amore's comprehensive in-house designs, tailored especially for their customers. Flexibility is a key factor in Amore's success and it continues to offer 9ct or 18ct yellow, white or rose gold with numerous gemstone combinations. New for this year is an expanded offering of higher price point jewellery together with a new collection of "big show for your money" rings, all designed with the modern Amore twist.

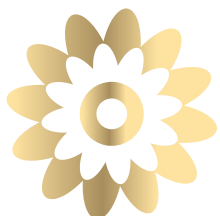


NTINGA ▶

At this CMJ Spring Trade Event, Ntinga will bring new additions to its ranges of gemstone jewellery, offering more bespoke pieces in unusual colours as well as additions to its lines including gemstone eternity bands. Ntinga is launching a birthstone range of gemstone and diamond jewellery complete with product images and marketing. After having a successful year with the Geometric collection, it has also developed new lines for this range and will continue to expand with new pendants and earrings.



Diamond Jewellery



▶ UNGAR & UNGAR

"A thing of beauty is a joy forever." Undulations of loveliness feature in Ungar & Ungar's new collection of stackable rings, incorporating arresting stone combinations. Customers old and new are invited to visit the stand and immerse themselves in its collection of exquisite pieces with a vintage flavour.





▲ UNIQUE & CO.

For 2020, Unique & Co. has minimalised flora and fauna inspirations to create pieces that take the wearer from day to night. The new additions are easy to wear and will last a lifetime in 9ct gold. Hoops are a new look for this season and embrace the must-have earring style for 2020. Designed with its pared back flower motif, the earrings work well stacked with other mini hoops or simply worn alone.

BINDER ▲

Today Binder is an international player, exporting to more than 50 countries. The company produces chains in 9ct, 14ct and 18ct gold, platinum, silver, brass and steel, as well as chains for well-known jewellery brands, reputable wholesalers and retail chains. Binder provides a wide range of finished goods (stock), which can be ordered directly at its new B2B web shop, and provides a counter showcase made for basic chains to display the chains in store.

Gold Jewellery



STUBBS & CO. ▲

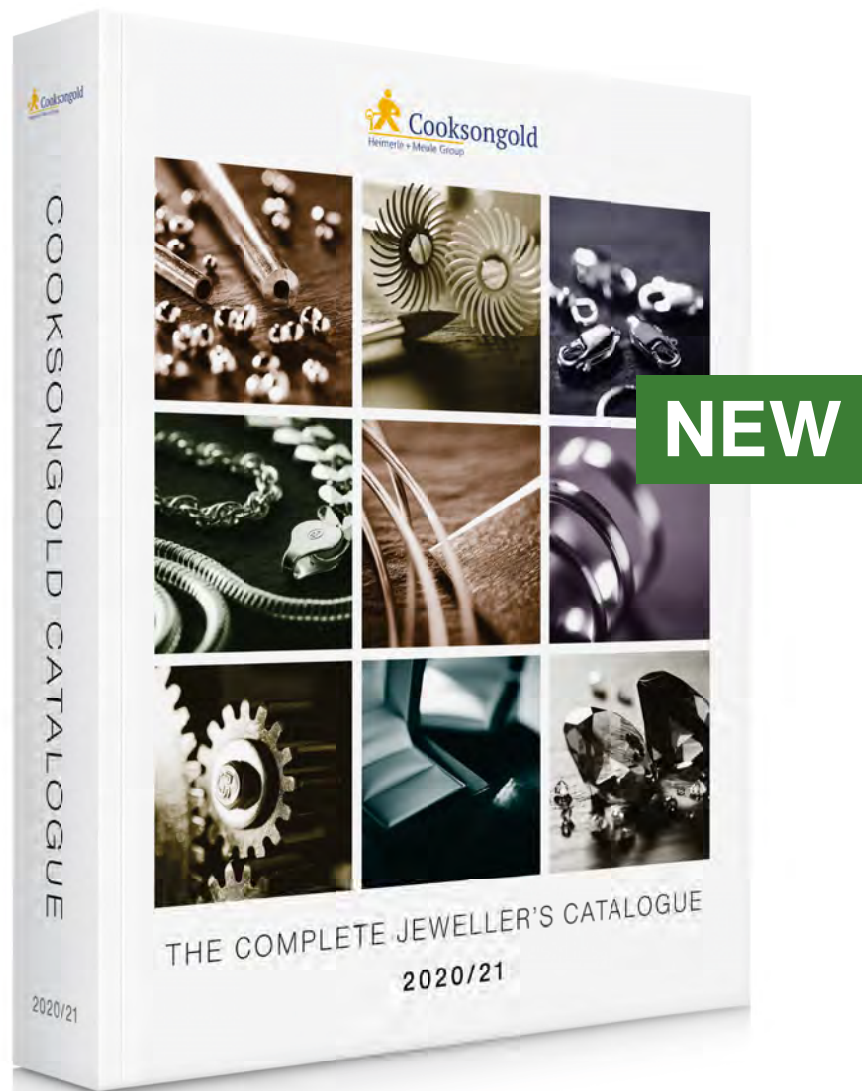
At Stubbs & Co, signet ring sales grew exponentially in 2019 and so, to ensure that all CMJ members can share in this new profitable segment of the market it has launched a signet ring sample box that will be the core of its 2020 bespoke signet ring programme. The programme combines the simplicity and ease of use of ConfigureRing with this elegant box, allowing the retailer to show hundreds of different designs of signet rings to customers without having to hold large stocks. The programme can be completely personalised with members' brands and pricing preferences.



MARK MILTON ▲

Mark Milton offers an extensive range of 9ct and 18ct gold jewellery available for fast and efficient delivery and backed up with impeccable and friendly service. It offers something for every price point, from 9ct stud earrings retailing at £25, to 18ct or platinum diamond rings that retail at more than £5,000.

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The fine gold used in the fabrication of Canadian Certified Gold product is certified as .9999 pure Canadian gold. This innovative technique allowed the fine gold to be refined to .9999 purity, while still being able to ensure complete Canadian origin. A unique symbol of authenticity is engraved on the product. All pieces of jewellery bearing this unique mark are guaranteed to have been made using only gold that was mined in Canada.



SHAUN LEANE ◀

Shaun Leane will be launching its new Serpents Trace collection at the CMJ Spring Trade Event. The current Serpents Trace bracelets are available in silver, yellow gold vermeil, rose gold vermeil and black rhodium in both slim and wide versions and available in three different wrist sizes. Retail prices for the bracelets start at £450.



▶ GECKO

Gecko Jewellery will be debuting all of its new spring ranges at the CMJ's 2020 Spring Trade Event. Fiorelli and the Elements Silver and Gold ranges will be refreshed with a focus on trend-led, highly saleable pieces across a wide breadth of price point. Gecko will also present a preview of the new Beginnings collection, available in March, home to best-selling personalised jewellery collections including Alphabet, Birthstones, Zodiac Signs and Numbers ranges.



SOLAR DESIGNS ▲

Traditional gold and silver lockets reflect the original JA Main range, offering Oxford-made bangles in solid silver or hollow gold.



CLOGAU ▶

Clogau is a second-generation family business based in Wales. For 30 years, its growing range of jewellery has captured the hearts and imaginations of jewellery lovers from far and wide. Every piece Clogau creates contains rare Welsh gold – the Gold of Royalty for over 100 years. Clogau jewellery is seen as an heirloom with both a personal and cultural meaning and a permanent tie to Wales – something valuable to pass down the generations.



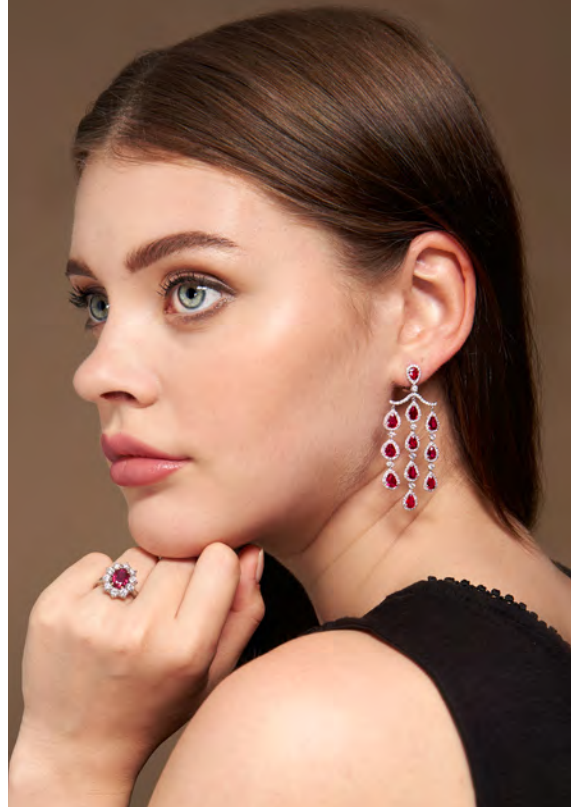
PJ WATSON ►

PJ Watson will be showcasing a large number of one-of-a-kind pieces featuring some of the best quality coloured gemstones, including this aquamarine ring. It will also be showing its ever-growing range of core collections.



SHELDON BLOOMFIELD ►

Sheldon Bloomfield has significantly increased its diamond offering over the past 12 months as well as adding more than 150 new coloured stone pieces especially for the CMJ Trade Event. It has also added new items to its popular multi-coloured sapphire collection.



IDJC ▲

IDJC group manufactures all its fine jewellery range in the UK using top qualities of diamonds and coloured stones. Visit its new website diamondsfortoday.co.uk for special offers on its core range.

Gemstones/Pearls



TI SENTO MILANO ▲

New for spring/summer 2020 from Ti Sento Milano is the Under the Mediterranean collection, which is broken down into three stories. Coral Haven, inspired by the hidden treasures of the Mediterranean seabed, sees coral colours and shapes mixed with 18ct yellow gold-plated pieces and mother of pearl. Infinite Blue combines aqua greens, elegant dark blues and bright turquoise, while Garden Secrets celebrates fields of colourful flowerbeds and scented primroses with hues of nude pinks, grey-greens, 18ct gold rose-plated pieces, silver and pavé.



Domino

JEWELLERY



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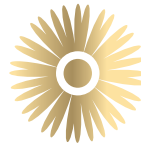
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TIVON ◀

Tivon will be showing an array of the most spectacular gems and new designs – focusing on the rare and sought after – which stand out from the crowd as it continues to use superior gemstones from around the globe. It will be offering a Click & Collect retail programme as Tivon continues to push forward in building its brand hand in hand with its retail partners.

CMJ AUTUMN TRADE EVENT

2-3 AUGUST 2020
SAVE THE DATE

▶ FRED ULLMANN

Fred Ullmann has the largest selection of coloured stone rings and jewellery in the UK, bought directly from source. Its comprehensive jewellery range offers new designs for spring 2020, including an extensive collection of both classic diamond rings and bespoke CAD designs.



RITONE ◀

Ritone (UK) Ltd is a UK wholesaler that specialises in 18ct fine diamond and semi-precious gemstone jewellery, including rings, earrings and pendants. The business is based in the heart of Birmingham's Jewellery Quarter and always strives to provide excellence services to all of its retailers in the UK, Ireland and the EU.



SAMUEL JONES PEARLS ▶

With prices from £9, Samuel Jones Pearls' 9ct pearl jewellery range will provide an opportunity to top up and refresh displays for 2020. Samuel Jones will be offering attractive prices on discontinued lines exclusively at the CMJ show, and the 103-year-old business will be running a competition to identify types of pearl with a chance to win great prizes. The business will, as ever, carry its extensive range of rows, 9ct and 18ct jewellery and information on repair services offered.





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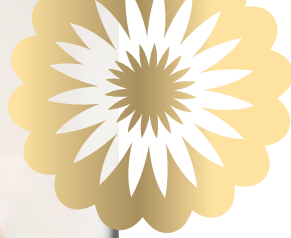
16th-17th
February 2020
Stand 316

Hilton Birmingham
Metropole



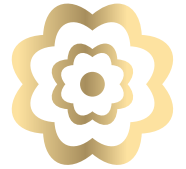
ELEMENTS
GOLD

New Collection



V12 RETAIL FINANCE ◀

V12 Retail Finance works with its retail partners to offer a range of simple and straightforward finance options. Its cutting-edge technology-led approach helps retailers give customers the freedom to purchase how, when and where they want. Specialists in the jewellery sector, the V12 platform is simple and adaptable, which means it can be tailored to any business. V12 fully understands how point of sale credit can unlock your sales potential by generating customers and increasing online, in-store and mail order purchases.



Services

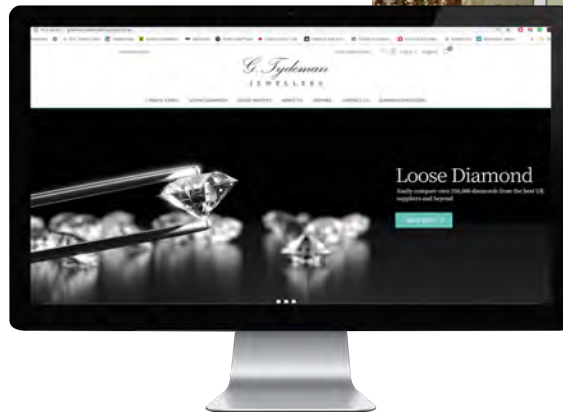


ROYAL SELANGOR ▲

Royal Selangor's latest addition to its Bunnies' Day Out collection introduces the Hawaii edition, which takes them to the Aloha state for sun, sand and surf. The 3R photo frame features the long-eared holiday goers ripping some epic North Shore waves, while their relaxing retreat on the balmy shores of Waikiki takes centre stage on a 4R photo frame. The collection also includes a child-friendly cutlery set, music box, container and tooth box, which features an ukulele-playing bunny with a Polynesian drum.

DIAMNET ▶

Diamnet has now launched its first white label online diamond showroom and will be showing working websites at the CMJ event for the first time. Diamnet has also recently launched a lab-grown listing for diamonds alongside its natural list. This list works in exactly the same way as the natural diamond list works now and even includes a number of stones that are available on approval.



CARRS SILVER ▲

Carrs Silver – the only start-to-finish silver cutlery manufacturer in the UK – is a family-owned business based in Sheffield, rich in the traditional silversmith skills the city is famous for and committed to strengthening its reputation in the global market for classic and contemporary silverware. Established in 1977, initially making silverware gifts and accessories, the business has grown to become one of the UK's premier manufacturers of fine quality silverware and the largest supplier of cutlery blanks to many other silverware companies.

MAGPIE ◀

Jewellery label manufacturer Magpie is offering an additional 5% discount on all orders placed at the Spring Trade Event. The GemTAGS brand of labels has been developed to offer extreme durability and is fully compatible with all jewellery stock control systems such as Clarity & Success, Bransom, Pursuit, Anagram and others. With a wide range of label shapes and colours and extensive stock, the GemTAGS labels are available for immediate delivery. Tamper-proof labels have become increasingly popular with jewellers, especially for online sales.





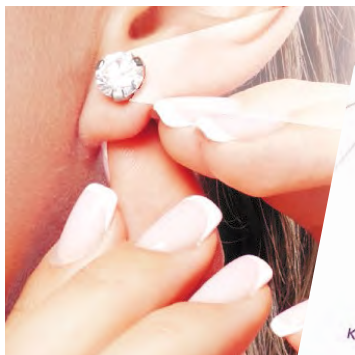
PURSUIT

Mobile till pioneer Pursuit is poised to introduce a series of break-through innovations partly focused on the needs of independent retailers. Older IT systems may suffer problems – including technical support – although contractual commitments may block switching providers. With a payment-free window until the incumbent supplier's contract expires, Pursuit's unique trade-in option makes the latest technology affordable, and for smooth transition, arrangements can include automated data transfer – the new system installation could be live in 24 hours.



STONEHAWK ▲

StoneHawk delivers armed robbery prevention training tailored to each brand. Whilst demonstrating best practice techniques to significantly reduce crime and protect staff, its empowering approach is proven to create confidence and resilience in full staff teams, to ensure that each store becomes significantly much less of a target for criminals. Recognised by law enforcement throughout the UK and Ireland, it is endorsed by the leading insurance companies for jewellers.



LOX ►

Lox secure earring backs, which fit all earring types, including screw backs and swan necks, are now available in rose gold tone. The earring backs are hypo-allergenic, comfortable, safe and secure. They lock at any post depth, and the design automatically adjusts to the post's diameter.



HS WALSH ►

The GemPen Diamond Screener makes it possible for the user to identify sophisticated synthetic diamonds on the go, saving valuable time in the valuation process. The key word here is "on the go" as it is unusual to get reliable results for certain types of synthetic diamonds without sending them to a gemmological institute for validation, which can take weeks. The GemPen is the ideal tool to use when valuing a piece of jewellery or when buying in off the street or from the trade.

INVERNESS ▲

Inverness is the world's safest and most gentle ear-piercing system. CMJ retailers can now pierce with confidence and offer a professional piercing service. Offering this in store helps boost service, sales and footfall.



CONNOISSEURS ▲

Connoisseurs' bespoke luxury two-ply jewellery and watch polishing cloths, which are non-toxic and made from 100% cotton, remove tarnish and help prevent further build up. Trade prices start at £2.25.



GET PERSONAL WITH
THE BEGINNINGS RANGE



Q&A:

DESIREE PRINGLE, CREATIVE DIRECTOR, GECKO

How was 2019 for Gecko?

"It was a fantastic year for Gecko, quite simply because it was a fantastic year for our customers. And we know exactly why. We focused on the provision of both choice and newness. Also, we actively seek out customer feedback and we have definitely felt the benefit of this approach on our bottom line. In fact, our biggest success stories in 2019 were all collections that we improved based on specific and detailed feedback from a wide range of our customer base. Our major success story was our key personalisation ranges within our Beginnings collection, which ended the year about 20% up on 2018."

What products/collections are you launching in 2020?

"In Q1 we will launch a refresh Elements Gold range, which will focus on the provision of beautiful, classic, timeless pieces that are easy to wear all day, every day. We have a slightly slimmed down Elements Silver range, and we are also looking at an exciting new charity collaboration following the success of the bee range we launched with the British Beekeepers Association."

"Fiorelli will see a focus on organic styling and striking pops of colour, and finally, Beginnings will see an exciting new holiday collection launching in March."

What trends do you think will be key this year?

"Personalisation will most definitely continue to be key, along with layering, with necklaces and bracelets coming back to prominence after years of earrings being at the forefront. We also see the trend for multiple ear piercings becoming huge with mini hoops and studs being a key part of this, along with a continued interest in coloured gemstones."

What sort of support do you offer jewellery retailers to support sales?

"At Gecko, we offer a holistic service to our retailers. From the print and digital product catalogues and display visuals to our slick ordering system, through to our beautifully crafted merchandising units, we are constantly seeking ways to support our retailers so that they can concentrate on selling beautiful products to their customers."

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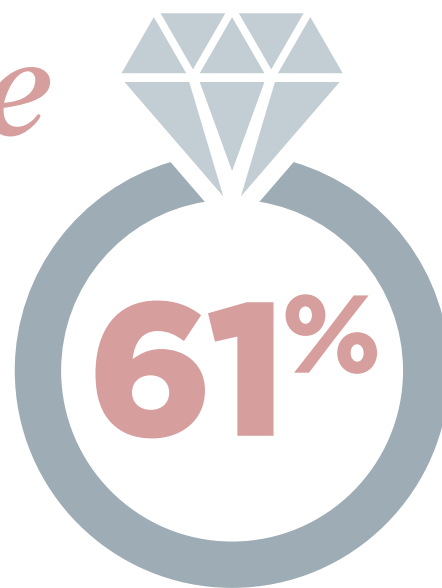
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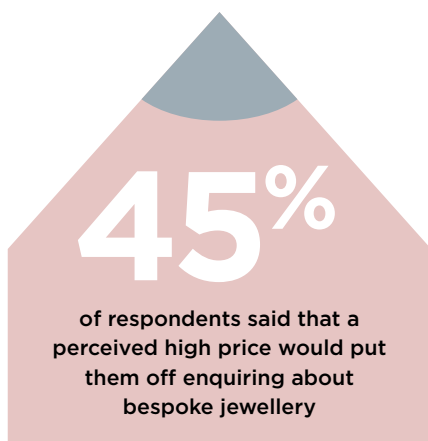
At your service

Sales may have been challenging over Christmas, but our recent consumer survey yielded some positive results for retail jewellers, especially regarding consumer perception of retail jewellery stores. Here are some of the key findings.

In December 2019, the CMJ carried out a survey in collaboration with the National Association of Jewellers (NAJ) and the Goldsmiths' Company with the aim of finding what drives consumers to buy jewellery. We surveyed more than 2,500 consumers, and the results were encouraging for independent retailers.



of UK consumers who buy jewellery said their local jeweller has an effect on what they buy, greater than both the royal family [52%] and friends and family [59%]



When asked to choose words that most describe the branding, retail experience and advertising of their local independent/family jewellers, the most popular were...



of consumers voted an independent jewellery store as being the most popular purchase location for jewellery; the predominant demographic of these voters are 55+ year olds with £1,001+ disposable income per month



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