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Harriet's initiative is winner

A JEWELLERY designer based in Cambridge who has thrown her weight behind the Made in Britain campaign has picked up a major award.

Harriet Kelsall Jewellery Design was awarded "Business Initiative of the Year" at the Retail Jewellery Awards 2011.

She told the *News* she had been pushing for a Made in Britain mark in the jewellery trade for years.

"I think the campaign is a great idea. It is hard for customers to tell where jewellery is made," said Harriet.

"I have noticed a real trend in consumers wanting to buy British and there has certainly been a sudden awareness – whether it is because of the recession or positive feeling around the country.

"Britain has some of the best designers and manufacturers out there and it is about time people knew about this."

Fraser Hart, who have a store in Cambridge's Grand Arcade, were also among the prizewinners, being named Multiple Retailer of the Year.

Vanessa Burkitt, owner of Catherine Jones Jewellers, in Bridge Street, was also nominated for an award.

