



## HARRIET KELSALL JEWELLERY DESIGN



Alice Rochester is part of the team at Harriet Kelsall Jewellery Design, the award-winning jewellery designers with a showroom on Green Street in the city centre. Harriet Kelsall specialise in commissions, creating unique engagement rings, wedding rings and other jewellery for every occasion. Explorer spoke to Alice about the commissioning process, her influences, and why she loves her job so much.

### **How do you help customers who want a bespoke design?**

"Our customers are all so different; some have a very strong idea about what they want whereas others just know they want something personal and different from anything else, but are unsure about which metals or stones they like."

### **Do you find it nerve-wracking designing a customer's engagement rings?**

"We get so many men coming in and saying, 'I want an engagement ring for my girlfriend but I don't know where to start' so we talk to them about their partners – what kind of person they are, where they shop, what their hobbies are – and start to put some sketches together. It's not nerve-wracking, just really exciting. We get so many letters and emails from our customers thanking us, and letting us know how the proposal went, so it's also a very rewarding job."

### **What metals are particularly popular at the moment?**

"White gold is always popular but lots of people are now choosing to go with rose gold. It's one of those metals that customers don't automatically think of, but rose gold has a slightly pink tinge, which is very warming and suits lots of people."

### **What influences you when you're designing for the ready to wear collections?**

"It can be anything. Sometimes I look at a stone and just know it would look amazing with a particular metal, and I go from there. Other times I'll see something as simple as a flower and it will influence how I arrange the stones in a ring, for example."

### **When can people make appointments with you?**

"I'm now working in the shop full time so customers can drop in Wednesday-Saturday although it's always better to make an appointment if possible. A bespoke jewellery design usually takes six to eight weeks – so if people have a proposal or birthday date in mind, customers should make sure they leave enough time."

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