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Harriet Kelsall Jewellery transforms Cambridge store

Shop designer Callum Lumsden, currently working with consumer guru Mary Portas in her Channel 4 series *Secret Shopper*, has turned his attention to bespoke jewellery designer Harriet Kelsall Jewellery Design, transforming its Cambridge high street shop into a brand new design studio.

The contemporary, new-look premises now serve as a venue for customers to sit with in-house designers to discuss their commissions, as well as continuing to function as a retail store.

To mark the occasion, cabinet minister and Member of Parliament for south Cambridgeshire Andrew Lansley joined Callum and over 100 other guests for a celebratory launch event and charity raffle.

Talking at the event, director Harriet Kelsall commented: "Despite the recession we have continued, over the last few years, to grow as a company and we have timed our Cambridge refit to stay ahead of the game and bring a new jewellery high street concept to the city. This is one that puts bespoke first and explains it in a friendly and immediate way to browsers.

"For years now we've been hearing plenty about how our high streets are suffering at the hands of the chain stores and how their 'evil plan' to take over Britain's streets is forcing local businesses to shut up shop. Our feeling is that businesses need to improve in order to compete with the chains – so that is exactly what we are doing."

