

**Client:** Lindsay Ephgrave PR  
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## Harriet Kelsall launches design competition

In a first for the UK jewellery industry, Hertfordshire and Cambridge-based bespoke jewellery designer Harriet Kelsall is to launch a design competition through YouTube. Students at the University of Creative Arts, Kent, will be briefed in October via the social media site.

Students will watch a clip of an actress posing as a customer asking for a bespoke ring. The 'customer' will talk about her inspiration behind the ring and her budget just as in a real-life design consultation. Students must come up with four design concepts that meet the customer's brief.

The winning entry (chosen in March 2012) will be brought to life by Kelsall's team of goldsmiths and the successful student will also be invited to complete a work placement at Harriet Kelsall giving them a unique opportunity to experience bespoke jewellery design on the shop floor.

In initiating the competition, Kelsall hopes to raise the profile of bespoke jewellery design among young designers.