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Jewellers joins a awards sparkling line-up

ANOTHER Cambridge business has been shortlisted in the prestigious UK Jewellery Awards 2011.

Hard on the heels of *Business* reporting two weeks ago that Catherine Jones in Bridge Street had reached the finals, it has emerged that Harriet Kelsall Jewellery Design is one of three companies battling it out in the Business Initiative of the Year category.

The Green Street shop was re-opened in February following an interior design make-over by retail consultant Callum Lumsden, who worked with Mary Portas on her BBC2 series *Mary, Queen of Shops* and Channel 4 series *Secret Shopper*.

Managing director of Harriet Kelsall said: "We are so pleased that our innovative approach in bringing bespoke jewellery to the High Street has been recognised by such a respected body.

"For a long time, bespoke jewellery has been shielded by sales

people with the designers hidden away but we wanted to do something different."

The winners will be announced on July 14 at Grosvenor House.