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CambridgeFirst

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Fighting the feather blaze

New look for jewellery store

A CAMBRIDGE jewellery store is to re-open with customers' real-life stories decorating the walls.

Harriet Kelsall Jewellery Design, Green Street, will open next week after a revamp from shop designer Callum Lumsden, who worked on the BBC's *Mary Queen of Shops*, a show that turned around the fortunes of ailing stores.

The new store will use customers' stories about personal jewellery designs as the focus.

Mr Lumsden said: "True stories and romance are the inspiration behind the studio's new look and this amazing company produces exquisite jewellery which is unique to everyone who commissions a design from it."

Harriet Kelsall, director, said the design is a move away from bland chain stores.

The shop, which is now open, will officially launch on Thursday, February 3.

