

harriet KELSALL

OWNER, HARRIET KELSALL JEWELLERY

This year has been a revolutionary one for Harriet Kelsall. As well as completing a gorgeous refit of her Cambridge studio, Harriet was awarded a UK Jewellery Award for Business Initiative of the Year for bringing bespoke jewellery to the high street. Harriet also had the honour of being one of the first 20 designers to work with Fairtrade Fairmined gold; something that she believes has well received by her customers.

Harriet believes that it is her ability to work her customers' stories into the jewellery that she creates that sets her apart from her competitors. "Everybody has a story to tell and we just love bringing these stories into our work," she says. An example of this that Harriet gives is a peacock feather-inspired engagement ring that she created for a customer from Australia.

As well as great design, Harriet is passionate about quality. Her business is run by a small team of dedicated designers and craftspeople and so she is able to ensure the highest standards are exacted for her loyal clients.

As well as fostering her own team of experienced craftspeople, Harriet is also a champion of young designers entering the industry. She has recently run a design competition with students at UCA and believes that working with new talent helps retailers to keep their offer fresh.

Harriet is hoping for another successful year in 2012 and is planning to open more branches based on her Cambridge model, which will not only bring bespoke jewellery services to more cities in the UK but will also allow her to bring more graduates under her wing as well as giving her current flock a larger forum to work with.

