

BUSINESS INITIATIVE OF THE YEAR

WINNER



Harriet Kelsall Jewellery Design

"It's fab for the industry, great for future talent and a really revolutionary," was how one judge described Harriet Kelsall's initiative of bringing bespoke to the high street. Kelsall's model was her Cambridge store, which offers entirely bespoke jewellery, even the limited ready-to-wear that the shop stocks comprise one-offs. However, what really impressed the judges was Kelsall's desire to inspire other jewellers to employ goldsmiths and designers in order to offer bespoke options. **"There are so many design graduates not ending up as jewellery designers,"** says Kelsall and this is the situation her initiative has sought to change. The judges loved her passion for investing in the future of the industry and that her concept was one that could easily be adopted by independent retailers. A real inspiration.