



PRESS RELEASE

Cambridge jewellery designer becomes Queen of Shops and unveils her high street new look for the New Year

SHOP designer and friend of the stars Callum Lumsden has turned his magic on Cambridge this month – working with the UK’s leading bespoke jewellery company to transform its high street shop into a stunning studio brimming with real life romance.

The shop designer, who is currently working with consumer guru **Mary Portas** in her current Channel 4 Secret Shopper series and was an integral part of the last BBC series of Mary Queen of Shops, treated the Cambridge-based Harriet Kelsall Jewellery Design studio to a fresh and innovative look for 2011.

Callum, now working as an independent retail designer, attended this month’s high profile launch.

“True stories and romance are the inspiration behind the studio’s new look , with this amazing company producing exquisite jewellery which is unique to everyone who commissions a design from them,” said Callum. “It has been a delight to work with Harriet and her team and I can truly say that they have inspired me as well, not only by what they create, but also with their determination to show the world that an independent high street retailer really can rise above the mediocre design ethos of so many of the high street chains.”

To mark the event **Cabinet Minister and Cambridge MP Andrew Lansley** joined Callum at the event, along with over 100 other guests from across the UK. Speeches were made by the MP, by designer Callum and by Harriet herself – who welcomed guests to

her new-look studio and presented well known stage actress and former Casualty star Jaye Griffith with a hand made and bespoke necklace.

Talking at the event Director Harriet Kelsall, who opened her first Cambridge studio in 2005, said: “Despite the recession we have continued, over the last few years, to grow as a company and we have timed our Cambridge refit to stay ahead of the game and bring a new jewellery high street concept to the city. This is one that puts ‘bespoke’ first and explains it in a friendly and immediate way to browsers.

“Customer service is also at the heart of all that we do. Like shop guru Mary Portas we take it very seriously. In fact it is at the heart of all that we do, with all our designers sitting down with our customers and getting to know them as people before any designs are drawn up.

“For years now we’ve been hearing plenty about how our high streets are suffering at the hands of the chain stores and how their ‘evil plan’ to take over Britain’s streets is forcing local businesses to shut shop. Our feeling is that businesses need to improve in order to compete with the chains – so that is exactly what we are doing.”

A charity raffle, with a one off piece of Harriet Kelsall jewellery as the prize, raised over much needed funds on the night for OWL (opportunities Without Limits), part of leading disability charity Papworth Trust which provides work, learning and leisure opportunities to people with disabilities.

Harriet Kelsall Jewellery Design’s relaunched studio features customer stories and photos, which are snapshots of real people’s lives. Each story board tells a couple’s story and the journey of their ring design.

The contemporary, new-look Cambridge premises now act as both a design studio, where customers can sit with in house designers to discuss their commissions, as well as a place for people to come in and browse, with displays of ready to wear jewellery, all handmade, one-off designs.

- For more information contact Harriet Kelsall Jewellery Design on 01462 790565 or enquiries@hkjewellery.co.uk.
- Log on to www.hkjewellery.co.uk
- For information about log on to www.Fairtrade.org.uk

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Notes to Editors

Harriet Kelsall Jewellery Design is the UK's leading bespoke jewellery design company specialising in engagement rings, wedding rings, commitment rings and eternity rings as well as jewellery for other memorable occasions.

Based in Hertfordshire and Cambridge, Harriet Kelsall's team of designers and goldsmiths work closely with clients to create unique and stunning pieces of jewellery to an exceptionally high standard.

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