



PRESS RELEASE

Cambridge jewellery designer becomes Queen of Shops with a high street new look for the New Year

Embargoed until Thursday 3rd Feb 2011

PRESS PHOTOCALL

Thursday, February 3rd

@ Harriet Kelsall Jewellery Design, 6/7 Green Street, Cambridge, Cambridgeshire, CB2 3JU

6.30pm Photocall 1: Harriet Kelsall + Callum Lumsden

7.30pm: Photocall 2: MP Andrew Lansley and Harriet Kelsall officially open the new look shop, with ribbon cutting and wine

SHOP designer and friend of the stars Callum Lumsden has been turning 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 worked with **Mary Portas** in the last BBC series of Mary Queen of Shops in the BBC 2 as well as her current Secret Shopper series on Channel 4, has treated Green Street-based Harriet Kelsall Jewellery Design to a fresh look for the New Year. To mark the launch **Cabinet Minister Andrew Lansley** will be attending the official opening– to offer his support to a thriving local business.

Callum, now working as an independent retail designer, explained: “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 them. The challenge for the retail design team, which I creatively directed at

my previous company, was to transform the shop in Cambridge into a retail equivalent of their jewellery studio in Hertfordshire.

“This required not only an environment which delighted and enticed customers, it also had to convey the message to them that Harriet Kelsall was no ordinary jewellery shop, but something really special. This has been done by conveying the stories of current and past clients of Harriet's which have inspired her to create some truly unique designs and to delight them with jewellery which is truly special to them.

“It has been a delight to work with Harriet and her team on this project 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.”

Harriet Kelsall Jewellery Design, which first opened its Cambridge studio in 2005 is the UK's leading bespoke engagement, wedding and eternity ring design company and this Cambridge studio is one of only two in the UK run by designer Harriet Kelsall.

Director Harriet Kelsall explained: “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 herself 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.”

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 Fairtrade 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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