



HARRIET KELSALL
BESPOKE JEWELLERY

PRESS RELEASE

Cambridge jeweller is 'blazing a trail' to improve industry ethics

Harriet Kelsall Jewellery Design www.hkjewellery.co.uk in Cambridge has blazed yet another trail in improving the ethics of the jewellery industry becoming the first independent company in the UK to be certified by the Responsible Jewellery Council (RJC).

This is a significant achievement for an independent business, which is now the only company in the world to be certified by the RJC and licensed to use Fairtrade gold.

It became one of the first 20 jewellers in the UK to be able to work in Fairtrade gold earlier this year.

Harriet Kelsall Jewellery Design is now a member of an elite group of just 45 companies around the world that have been certified by the RJC, including big brands Chanel and Van Cleef & Arpels, which are committed to operating responsibly to improve ethical practices in the jewellery industry from mine to retail.

The ethics of the jewellery industry including the mining of conflict diamonds and the treatment of workers has been under scrutiny for some time.

Apart from the Kimberley Process, which certifies the origin of diamonds as being from sources free of conflict, regulation of the jewellery industry has been limited, until now.

Having been awarded RJC certification and worked closely with the Fairtrade Foundation on the launch of Fairtrade gold, Harriet Kelsall Jewellery Design is hoping to help lead the way to improve the ethics of the jewellery industry as a whole.

Harriet Kelsall, Managing Director, said: "I am absolutely delighted that we are the first independent UK business to be certified by RJC.

"I was a very early member of the RJC and have long supported what they have been doing. I was keen to be involved to help ensure that smaller jewellery businesses don't get left behind."

The RJC's member certification system is supported by two significant UK organisations, the British Jewellers Association (BJA) and the National Association of Goldsmiths (NAG), which are keen to build upon the precedent set by Harriet Kelsall Jewellery Design.

Simon Rainer is CEO of BJA, he said: "Harriet has, once again, blazed a significant trail here that others must follow. The first UK independent jeweller achieving RJC certification is very important – especially within the current industry context.

"I am delighted at this news and look forward to other BJA members following suit."

Michael Hoare is CEO of NAG and said: "The last decade has seen considerable change in the jewellery sector. Many more miners, raw material processors, designers and jewellers want to act responsibly and ethically, and with due respect for the planet and the people that populate it.

"The RJC is the first to bring an integrated certification scheme from mine to retail, and Harriet is in the vanguard of UK retailers achieving that standard".

RJC's Chief Executive Officer Michael Rae commended the company saying: "RJC is indeed delighted to congratulate Harriet Kelsall Jewellery Design Ltd on its certification".

Harriet Kelsall Jewellery Design underwent a rigorous audit and inspection process in order to achieve certification, which, until now, has only been granted to large jewellery businesses and chains in the UK and internationally.

Every single rule and procedure has to be checked from employee training on conflict diamonds to compliance with health and safety.

"I thought long and hard about whether my business could afford the man hours to go through the process but I'm glad we did because we did find areas of the business that needed improving, we learnt a lot and we are now stronger for having done it," said Harriet.

"Having gone through it also makes me feel ready and able to improve things further with a new found energy of the 'cleanness' and security of mind that we are doing all that we can to be a responsible company.

"It was, at times, a very difficult process but I wanted to be the first UK small independent to show that it can be done and isn't just for the 'big boys.'"

2011 has been an incredible year for Cambridge's leading independent jeweller, which has won a string of awards and accolades including Business Initiative of the Year in the UK Jewellery Awards, inclusion in Professional Jeweller's Hot 100, listed as the top independent jeweller in Cambridge by Retail Jeweller, winning Woman of the Year at the Specsavers Everywoman in Retail Awards and now the first UK independent business to be certified by RJC.

"We have really had an amazing year," said Harriet.

"We've won a number of industry awards, received various industry accolades as well as re-designing our Cambridge studio and continuing to design and make high-quality, one-off pieces of jewellery for our customers.

"The business really is going from strength to strength and I feel really proud that we are helping

to lay the foundation for a more ethical and transparent industry. We are all very excited about what the future holds.”

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Notes to Editors

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About Harriet Kelsall Jewellery Design

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.

Harriet Kelsall Jewellery Design is an award-winning bespoke jewellery design company. In 2011, the company was awarded Business Initiative of the Year in the UK Jewellery Awards for the re-design of its Cambridge studio, an initiative which brings proper bespoke jewellery design to the High Street for the first time.

The company was also listed in Professional Jeweller’s prestigious Hot 100 list – the who’s who of the jewellery industry - and was included in Retail Jeweller’s list of the Top 50 Inspiring Independents coming in at number 25 making it the top independent in Cambridge. And topping off a glittering year of success, Harriet Kelsall was named Woman of the Year at the Specsavers Everywoman in Retail Awards. This coveted award recognises the company’s enormous achievements as well as Harriet’s vision and passion for innovation and inspiring the younger generation of jewellery designers and goldsmiths.

For more information contact Harriet Kelsall Jewellery Design on 01462 790565 or enquiries@hkjewellery.co.uk or visit www.hkjewellery.co.uk

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 340 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from

mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products. The Council has developed the RJC Member Certification System, a certification system, which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third-party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

RJC Certified Members

Gay Frères
Cartier
Raymond Bloch SA
Metalor Technologies SA
Rubel & Méнасché
Fred Meyer Jewelers and Littman Jewelers
CHANEL
AV10
Signet Jewelers
Chaumet
Aurum Holdings Ltd
Venus Jewel
Charles Perroud
Regal Imports Ltd
Crossworks Manufacturing Ltd
R Steinmetz & Sons
Oteline
Argor-Heraeus
Kiran Exports BVBA
F.Hinds Limited
Baume & Mercier
Piaget
Star Diamond Group NV, Antwerp
AMC NV, Antwerp
Dalumi Europe BVBA
Lazare Kaplan International Inc.
Julius Klein Group
FRED
Yaelstar Bvba
Abhidimon BVBA
Suashish Diamonds (HK) Limited
L&N Diamonds
Tiffany & Co.
KP Sanghvi HK Limited
Taché
Ben Bridge Jeweler Inc
Interjewel Europe NV
Jaeger-LeCoultre
Eurostar Diamond Traders NV (Belgium)
Boucheron
Supergems NV
Van Cleef & Arpels
Shrenuj NV
S.V Gems NV
Harriet Kelsall Jewellery Design Ltd