



PRESS RELEASE

Harriet Kelsall announced as finalist in the
2011 Specsavers everywoman in Retail Awards

25 July 2011 - Harriet Kelsall, Founder and Managing Director of the UK's leading bespoke jewellery design company [Harriet Kelsall Jewellery Design](#), has been announced today as a finalist in the 2011 Specsavers everywoman in Retail Awards in the Entrepreneur of the Year category.

The awards were established to help readdress the gender balance in management roles within retail by highlighting inspirational role models and their accomplishments.

They draw attention to women in the industry who have shattered glass ceilings through hard work and determination to succeed.

Harriet Kelsall says "I am thrilled to be a finalist in these highly-regarded awards.

"I feel very strongly about inspiring the younger generation and being an inspiring role model, particularly in the jewellery industry where it can be really difficult to break through and succeed.

“It would be fantastic if my achievements inspired someone to push themselves and realise their ambitions,” said Harriet.

Harriet Kelsall started the business in 1998 in her spare bedroom but by 2000 it was so successful that she moved into her first studio in Weston, a village in Hertfordshire.

Harriet has been winning awards for her business skills and design work since 1999 and in 2004 Harriet moved into stunning new premises in Halls Green, also in Hertfordshire.

From the rather modest beginnings in 1998 Harriet Kelsall Jewellery Design grew rapidly from a one-woman business to a company that now employs 10 designers, five goldsmiths and 12 support staff across two locations in Hertfordshire and Cambridge.

The company’s Cambridge studio recently underwent a magnificent re-design resulting in another award, the UK Jewellery Award for Business Initiative of the Year announced on 14 July 2011, which recognises Harriet’s innovative approach in bringing proper bespoke jewellery to the high street.

The other two finalists in the Specsavers everywoman Entrepreneur of the Year category are Georgina Cooper, Company Director and Founder of PretaPortobello Ltd and Ann-Maree Morrison, Director of Labels4Kids Limited.

Maxine Benson MBE, Co-founder of everywoman stated “The quality of entries in this year’s awards was very impressive - inspirational women like this show that with hard work, passion and leadership, there is a place for ambitious women in retail. These finalists are a huge inspiration for other women and I wish them all the best of luck”.

Dame Mary Perkins, founder of Specsavers says, “There are some excellent opportunities for women in the retail industry. Although there are not as many women in senior positions as there should be, there are many good prospects. At Specsavers, many of our stores are owned by female opticians who recognise the importance of excellent customer service and high retail standards”.

The winners of the seven different categories will be announced at a glittering ceremony at The Savoy on 14 September.

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Notes to Editors

Media contacts

Lindsay Ephgrave
Lindsay Ephgrave PR Ltd
07540 399976
lindsay@lindsayephgravepr.com

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.

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

About everywoman

To arrange interviews with the Co-Founders of everywoman, Maxine Benson MBE and Karen Gill MBE or the judges and for further information, please contact Charlotte Heath-Bullock at Cultural Communications on 0203 286 6980 - charlotte@culturalcommunications.co.uk

everywoman is an organisation that challenges and change the mindsets of women in business to increase the number and raise the status of women in the economic community. Founded in September 1999 by Karen Gill and Maxine Benson, it is the UK's largest female business community with over 40,000 members and growing. Through its programme of events, projects such as Modern Muse, training and awards, everywoman offers members support, skills and recognition. Members are supported to clarify their goals; ensure they have the right mindsets to realise them; gain skills to generate long-term success and are recognised for their achievements. Its ambition is to become the world's largest and most influential female business network, inspiring generations of businesswomen and championing their cause, talents and prospects on a global scale. Karen and Maxine were both awarded the MBE in January 2009 for services to women's enterprise. For more information visit: www.everywoman.com

- Last year the UK retail industry employed over 2.8 million people, which equates to 11% of the total UK workforce*.
- Although 60% of employees in retail are women, there are very few females in senior management positions, with less than 5% female CEOs in retail companies and only 8% of purchasing decisions within these organisations being made by women*.
- This situation has not changed over the past decade, which indicates the urgent need for action to rebalance this situation by identifying positive role models to inspire other women.

About Specsavers

Specsavers Opticians was founded in the spare bedroom of the Guernsey home of optometrists Doug and Dame Mary Perkins in 1984 and is now the largest privately owned opticians in the world. Specsavers has more than 1500 stores in the UK, Europe, Australia and New Zealand. All are owned and run by optician joint venture or franchise partners.

About Asda

Founded in the 1960s, ASDA today is one of Britain's leading retailers. It has over 175,000 dedicated ASDA colleagues serving customers from over 400 stores, including 25 ASDA Living stores, 23 depots and eight recycling centres across the UK (Great Britain and Northern Ireland). It has its main home office in Leeds, Yorkshire and its George clothing division based in Lutterworth Leicestershire. ASDA serves over 18 million shoppers a week in store and its growing home shopping business serves over 97 per cent of UK homes.

* **British Retail consortium**

** **Skillsmart Retail**

*** **BRC-KPMG Retail Sales Monitor**

Judges

Sue Brownson OBE, Group Managing Director, Blue Bell BMW Group

Esther Crew, HR Director - Group Logistics & Supply Chain Division, Wm Morrison Supermarkets Plc

Jo Delbridge, Director of Public Relations, Specsavers Optical Group

Gaynor Gillespie, People & Corporate Development Director, Capital & Regional Plc

Wendy Hallett, Founder and Managing Director, Hallett Retail – The Concessions People

Judith McKenna, Chief Financial Officer, Asda

Karen Richards, Founder, Women in Retail

Carrie Rubin, Director, Pentland Group plc

Anne Seaman, CEO, Skillsmart Retail Ltd

Sue Shipley, Partner & Head of Retail Practice, Odgers Berndtson