

PRESS RELEASE

Hertfordshire girl Lisa Snowdon chooses local jewellery company for birthday pendant

TV presenter, radio DJ and model Lisa Snowdon, originally from Welwyn, chose Hertfordshire-based Harriet Kelsall Jewellery Design to design and make a pendant to mark her 40th birthday on 23 January.

The pendant, inspired by an ancient Sanskrit symbol the 'Aum', is made entirely from Fairtrade gold and features a laser optic cut garnet, Lisa's birthstone.

Lisa grew up in Welwyn and her father still lives in the town. Lisa's sister lives in Hoddesdon so she regularly returns to the county.

Lisa met Harriet Kelsall in July 2011 at the UK Jewellery Awards when she presented her with the award for Business Initiative of the Year and the company's base in Hertfordshire struck a chord with local girl Lisa.

Harriet Kelsall is the Founder and Managing Director of Harriet Kelsall Jewellery Design, she said: "When I met Lisa we talked about my business as I had just won a UK Jewellery Award and I explained that I specialise in bespoke jewellery design and what that means.

"When I mentioned that our main design studio is in Hertfordshire Lisa was really interested as she is originally from the area. We got talking more and chatted about designing a pendant for her.

"Lisa had just started yoga and so we looked at different ancient symbols relating to yoga and found the Aum or Om as it's sometimes referred to."

Harriet and Lisa met up again recently so Harriet could present her with the pendant. Lisa said: "I am totally in love with my pendant, it's beautiful, and I love that it's totally unique.

"I wear chains a lot and I wanted a pendant I could wear on its own or layered with other chains and with a significant birthday approaching I wanted something to mark this important milestone in my life."

Lisa and Harriet spent a long time discussing the design of the pendant as it was very important to Lisa that it should represent something and this, of course, is the beauty of bespoke jewellery.

Lisa's pendant is made up of two parts of the Aum symbol: the Id element, which holds the garnet and represents the 'self', and the Infinity or Dream element, which is represented by the swirl on the pendant.

The design of the pendant represents Lisa being in the centre of her dreams and her destiny, something that Lisa and Harriet talked about a lot in the early stages of the pendant's design.

"When Harriet presented me with the pendant I felt a real positivity and connection with it and could feel the energy and good vibes that had gone into it.

"The fact it was designed and made by hand and in my home county of Hertfordshire makes it feel really special and I am delighted with the level of workmanship that's gone into it."

Another element of the pendant that's important to Lisa is that it's made entirely from Fairtrade gold.

Fairtrade and Fairmined gold was only launched in February 2011 and aims to help artisanal and small-scale miners earn a better price for their gold and improve the ethics of the jewellery industry.

Having become aware of Fairtrade gold from Harriet, Lisa was particularly keen for her pendant to be made from it.

Harriet said: "Personally and as a company we feel very strongly about ethical jewellery; we worked closely with the Fairtrade Foundation on the certification of gold and most recently we have just become the first UK independent business to be certified by the Responsible Jewellery Council.

"It was a real privilege to design a piece of jewellery for Lisa and I am thrilled that she likes it. I was also really pleased that she opted for Fairtrade gold as it may encourage others to consider this for their jewellery.

"Lisa and I are now talking about other jewellery projects and I would love to design another piece for her in the near future."

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