

*Bridal jewellery*  
*for*  
*Autumn & winter weddings*  
*from*

*Purple*  
LABEL

Everyone wants to wear something individual and hand made on their wedding day - Purple Label means that everyone can.

The line is simple, colourful, wearable pieces that complement the perfect dress, not take it over. We want people to be able to wear their jewellery for years to come.

### Ethical Jewellery

We've been spending a lot of time working out how to make jewellery responsibly and how to source our materials ethically.

The pieces are all hand made by us in the UK (underneath our shop in Cambridge, to be precise), not imported from some factory in the Far East. We know all our makers have proper breaks and work in safe, well ventilated spaces because we employ them directly.

We use semi-precious gems from all over the world in Purple Label, often from extremely poor communities who depend on the artisanal mining of gemstones to bring money into the community. We buy from people who actually goes out and visit the people and mines they're buying from rather than just buying from anonymous international gem fairs.

We're pursuing Fair Trade certified materials and working with the Council for Responsible Jewellery Practices to help form a system where we know where and how the metals and gemstones we use are being mined and cut.

We're not there yet - Fair Trade certification just isn't available at the moment for most of the materials we're using - but we're working hard on it and trying to find the most responsible path for sourcing that we can.

Ethical is a dodgy word these days, but we're doing our best to live up to it. If you're considering doing a story on ethical fashion and are looking for honest, detailed and nuanced information please do get in touch.



*Purple Label was launched June 07 as a sister brand to Harriet Kelsall Jewellery Design, Britain's leading bespoke jewellery design company which specialises in unique, hand made engagement, wedding and eternity rings.*

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*Above: Rose gold and diamond swirl pendant £612 earrings  
£379.95*

*Cover image: Long seed pearl and swarovski crystal pendant  
on silver chain £38.96*



## *Pearls for classic brides*

Pearls are a timeless choice that always make your skin look wonderful - we offer them in designs ranging from ultra simple to complex constructions.

We also have a wide range of coloured pearls to suit different wedding themes - they are colourwashed in a process that won't rub off on your skin however long you wear them.

*Left: Simple pearl and sterling silver pendant and earrings. Pendant £29.96 (also available in in other pearl colours - silver, black, chocolate, toffee, forest green, claret, pale blue and strong pink) earrings £17.95*

*Below: River pearl and Swarovski crystal necklace and earrings with silver fittings. Necklace £48.96, earrings £19.95 (Also available in gunmetal, peacock-black, claret, pale pink, pale blue and with malachite beads instead of pearls for a lovely deep green necklace)*



## *Colourful pearls*

Equally spaced river pearls in organic, natural shapes sit delicately on the collarbone £34.95





## *A modern twist on traditional shapes*

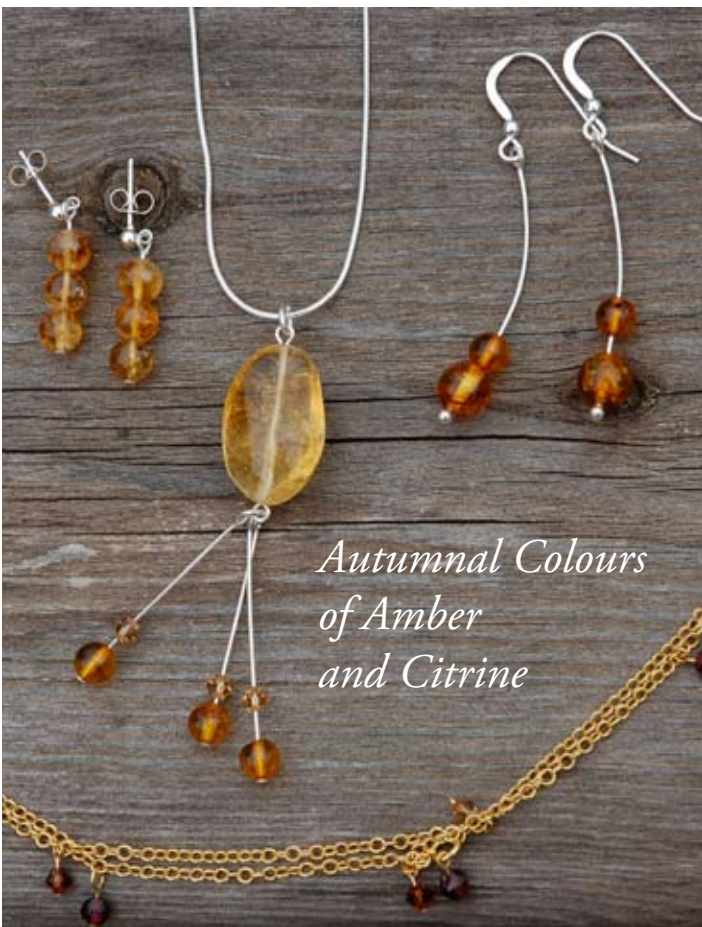
Chandelier earrings, only without the bulk. They magnify each movement and work with hair up or hair down.

*Sterling silver and swarovski crystal earrings £34.95.  
(Available in pink, red, green, black and russet brown)*

## *Elegantly Autumnal*

*Below left: Citrine pebble pendant with amber drops £58.95, Citrine 3 bead drop earrings £22.95 Long drop earrings with two amber beads £38.95 Long gold plated necklace with smoky quartz and garnet chunks £134.95*

*Below right: Smoky quartz and sterling silver pendant £82.96*



*Autumnal Colours  
of Amber  
and Citrine*





## *Purely natural*

Inspired by nature, made by hand using materials from the earth, these pieces look forward to spring

*Left: Inspired by leaves. Silver textured leaf pendant £112, Jasper leaf pendant on silver chain £52.95, silver leaf texture earrings £98.95 Fluorite pendant on organza ribbon £42.95, 9ct gold ripple pendant £399.95 earrings £249.95, Sterling silver leaf pendant £89.95*

## *Rock crystal like shards of ice*

*Below right clockwise: Cracked rock crystal pendant with yellow crystals £42.95, cracked rock crystal sphere earrings £15.95, egg shaped drops £22.95, clear rock crystal cube long earrings £28.95, crystal pebble with rock crystal shards necklace £32.95, long earrings with shards £29.95, cracked cube earrings with hematite beads £17.95, faceted rock crystal pendant with blue swarovski crystals £88.95*

*Below left: Rock crystal pendant with purple pearls and swarovski crystals £82.96*

