



PRESS RELEASE

Harriet Kelsall Jewellery Design wins UK Jewellery Award

[Harriet Kelsall Jewellery Design](#) based in Hertfordshire and Cambridge has won the UK Jewellery Award for Business Initiative of the Year 2011.

Harriet Kelsall received her award at a ceremony held on 14 July at London's Grosvenor House hotel triumphing over the remaining two jewellers in the shortlist.

The company was awarded this accolade as a result of the re-design of its Cambridge studio in the heart of the city.

Harriet Kelsall, Managing Director, said: "I was delighted to have even been shortlisted so to have won this award is a real honour."

By overhauling the design and layout of its Cambridge outlet, Harriet Kelsall Jewellery Design has brought true bespoke jewellery directly to the High Street.

One of the judges described this initiative saying: "It's fab for the industry, great for future talent and really revolutionary".

Harriet said: "We can design jewellery completely from scratch without using template designs or merely assembling jewellery using cast parts and we can do this in a high street retail outlet.

"The jewellery industry recognises this as an innovation in jewellery and this is why we have been awarded Business Initiative of the Year.

"It's wonderful that our efforts in making bespoke jewellery accessible have been recognised by such a prestigious industry award and I feel really proud

that we've been instrumental in bringing bespoke jewellery design to the High Street.”

The judges were also “really impressed by Kelsall’s desire to inspire other jewellers to employ goldsmiths and designers in order to offer bespoke options”.

The store was re-opened in February 2011 by Andrew Lansley MP following an interior design makeover by retail consultant Callum Lumsden who worked with Mary Portas on her BBC2 series Mary, Queen of Shops and Channel 4 series Secret Shopper.

The UK Jewellery Awards are sponsored by leading industry magazine Retail Jeweller.

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

-ends-

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.

Media contacts

Lindsay Ephgrave

LindsayEphgravePR

07540 399976

lindsay@lindsayephgravepr.com