

LJE goes to Munich

The BJA's London Jewellery Exports is returning this year to Inhorgenta. The Association's Lindsey Straughton, who masterminded the project, looks at who will be participating and the eclectic mix of products they will be offering.

This month, the British Jewellers' Association will once again be taking a group of eight talented London designers to the Munich jewellery exhibition Inhorgenta, which will be held from the 19th to the 22nd February in the city's Messe München International.

Attending Inhorgenta provided a huge boost to the companies that exhibited on the 'London Jewellery Exports' stand last year, so much so that, despite the local government funding for the project now having come to a close, the BJA has decided to support a further group this year as part of a five year marketing plan.

To me, the London Jewellery Exports stand in Design Hall C not only provides a much-needed leg up onto the world stage for those taking part, but is also a way to publicise londonjewelleryexports.com which,

under the terms of the original project, the Association is contracted to host and promote until 2013.

Showcase for talent

The www.londonjewelleryexports.com website offers a showcase to over 100 of the capital city's jewellery designers, and is a great place for shops and galleries from around the world to explore the vibrant London contemporary jewellery scene and to source potential new suppliers. It also provides a unique and invaluable source of information for the designers themselves, carrying, as it does, many testimonials and show reports from those who have had funding from the project to either visit, or to participate in, overseas trade events.

Valuable resource

There is nothing like hearing information straight from the horse's mouth, and our website gives young companies access to reports from other young companies about how a particular show worked for them. There is no hype, no PR, just a straightforward telling it as it is and this can be really useful in trying to judge whether or not a particular event or a market will be right for you.

Funding available

Nor is the information on the website purely historical. The BJA still has funding to support London designer-makers wishing to visit overseas markets/trade fairs for research purposes and can provide up to £200 per trip to eligible participants, providing they are prepared to post their own 'no-holds-barred' report onto the website when they return.

To find out more about London Jewellery Exports, please contact Lindsey Straughton at the BJA on 0121 237 1112 or visit www.londonjewelleryexports.co.uk

London designers at Munich this year



Linnie McLarty (left)

Linnie McLarty's silver brooches feature the designer's own 'poppi' fastening method, which does not require pins. The silver bangle pictured comes from her 'linguini' range of rings and bangles. RRP's for the brooches, which are from the Small Pleasures Collection, range from £150-£210 while the bangles cost from £275-£330. www.linniemclarty.com

Tomasz Donocik (right)

"Phoenix" is part of Tomasz's latest four-piece ring collection. Based around the elements, each ring takes the form of a mythical creature: this one, for example, is the bird of fire. Created in 18ct white and rose gold, it has a central stone of garnet spessartite with pavé-set brown, yellow and



white brilliant-cut diamonds and ruby eyes. RRP approx £20,000. www.tomaszdonocik.com

Eastern Mystic (below)

Faceted labradorite and apatite are combined to great effect with 24ct gold vermeil in these hand-made Jahanara Kumari earrings, by Eastern Magic. Part of the company's 'Malika Collection', they retail at £150. www.easternmystic.com



Rowan Davis (below)

This vaulted arch ring in 18ct white gold, which is set with amethyst and diamonds, is one of the key pieces from Rowan Davis's Dark Romance Collection, which is inspired by the architecture and mystery of years gone by. The RRP is £2,500. www.rowandavis.com



Alexandra Simpson (above)

These pretty 18ct gold and diamond rings, which move effortlessly from day into evening, are from the Inspired Flower collection by Alexandra Simpson. Entitled Morning Dew (pictured at the front, with diamonds on the shank) and Mesmerize, both have a RRP of £1200. www.alexandrasimpson.com



Ute Decker (above)

100 per cent recycled silver has been used to create this striking Möbius arm sculpture in which the designer collaborated with the metal sculptor, Benjamin Storch. The piece, which is approximately 14 x 16 x 6 cm, has anticlastic curvature and a lightly hammered texture. The RRP is £1200. www.utedecker.com

William Cheshire (right)

These earrings in 18ct white gold, pavé-set with approximately .60ct of diamonds and finished with a cascade of 18ct white gold chain, are part of the Burlesque collection by William Cheshire. Other pieces include a necklace and ring. The RRP for the earrings is £3,500. www.williamcheshire.com



Rachel Galley (below)

A bestseller from Rachel Galley, these silver Allegro bangles each feature hidden silver beads that move around to make a wonderful musical sound when worn. They are available in internal dimensions to fit all wrists. The RRP's are £225 (large) and £150 (skinny). www.rachelgalley.com

