



BRITISH JEWELLERY WEEK 2010

British Jewellery Week is a unique concept that will showcase the best in British-designed, contemporary jewellery in a series of selling exhibitions across the UK

by Frances Murch

British Jewellery Week 2010 is set for launch on 16 June, when jewellery retailer Furr & Co. in Hungerford, Berkshire, will hold a two-week selling exhibition. It will then continue on a roadshow across the UK, stopping off at high-quality retail jewellers and galleries across the UK every two weeks for much of the rest of the year. Other confirmed retailers to-date include Wave Jewellery, which has five stores across the UK, and Catherine Jones in Cambridge.

The aim of the event is to support and promote the new, young wave of jewellery design talent, celebrating what

makes home-grown design so exciting and unique. Although unrelated to London Jewellery Week, British Jewellery Week will also be represented at the Treasure show from 7 to 13 June, giving the public a taste of what to expect during the national timetable of exhibitions.

British Jewellery Week 2010 will be fronted by three ambassadors who represent the very best in upcoming jewellery design: Lauren Adriana, Jasmine Alexander and Tomasz Donocik.



Lauren Adriana graduated with a diploma in Gemmology and a degree in Jewellery Design from renowned London art college Central Saint Martins. Having previously consulted for LVMH-owned luxury brand Fendi, stockists were lining up to buy her sell-out graduate collection in 2007. Following a stint with Kabiri and Selfridges, and the launch of her second collection with designer Paul Smith during Coutts London Jewellery Week 2008, she now stocks Browns exclusive bridal store.

Adriana's jewellery is split into four distinct collections: Couture, which offers one-off statement pieces; Bespoke, where designs are repeated but the colourways never are; Engagement, with coronet-set diamond rings; and Sentiment, her bridal collection. One thing these collections have in common is that they are full of classic, timeless pieces to be worn and passed down through generations.



There is a long and varied list of designers that Adriana admires, dating back to the 1940s and 1950s, and her admiration of their creativity shines through. "If someone buys from a designer-maker only once in their life, it should be worth it," she says.

This year, Adriana has been signed up by TV shopping channel QVC to create exclusive collections. "This is really exciting," she says, "as mass-produced jewellery is entirely new for me." She has also recently established a showroom on Ledbury Road, in London's Notting Hill. Called Vintage Academy, it offers a mix of vintage-style fashion and accessories, and provides Adriana with a convenient place for her to have appointments and consultations with customers.



She is viewing her involvement in British Jewellery Week as a unique and exciting opportunity. "It's a great chance for me to show my jewellery outside of London and widen my client base," she says. "It's also nice to be grouped with other great designers, and I am looking forward to showing at Treasure (alongside the other British Jewellery Week ambassadors) too."

Recognised by both the British and international press for her distinguished and supremely elegant style, Adriana's designs have been featured in the Evening Standard, Financial Times How to Spend It and US Vogue. InStyle magazine said: "Her gorgeously coloured, Forties-inspired pieces make her the hottest jeweller in town", while Vogue.com described her ring designs as "infused with fresh modern energy that makes you want one on every finger".

Jasmine Alexander is an exciting British designer whose work is inspired by poetry, eccentricity and luxury. She has been tipped as “the next big thing by national press” and has been described as the jewellery equivalent of Vivienne Westwood because of her stark individuality and unique creative talent.

Her first collection only debuted two years ago, shown alongside Paul Smith in 2008, before being one of six designers chosen to exhibit at the Kara show at the Louvre, Paris. In 2009, Alexander was nominated for the Bright Young Gems Award and was invited to show at IJL as part of Kickstart.



It was during her time at IJL that Alexander was approached by the prestigious Couture show, which takes place in Las Vegas in June, to work on a project with a global diamond house. “I was told they had been looking for the right designer for some time to give the show a certain decadent ‘edge’ as born of new blood,” says Alexander. The collection, which she describes as “intense”, will range from seemingly floating cushion-cut diamonds, wrapped in decadently lavish notions, to an aesthetically and conceptually flawless work that has required physics to achieve.

In addition to this project, Alexander has recently been working with one of the top British physicists and Imperial University “to bring to fruition a conceptual idea that takes luxury to new heights of decadence and intellect”. Much like the diamond collection, this piece is also currently “under wraps” with even the scientific press being kept in the dark until launch day at Couture.

Towards the end of the year, Alexander will be showing at Place Vendome during the winter Paris Fashion Week, and is looking at holding an event in collaboration with independent London retailer Kabiri.



These creative and innovative ideas are what make Alexander an ideal ambassador for British Jewellery Week, which she is very much looking forward to. “As one of the ambassadors of British Jewellery Week, I hope Lauren, Tomasz and I, at very least, are able to express the emerging passion coming up at the moment,” she says. “I find this a very exciting time for the UK jewellery industry, and I think it is one of the last creative fields to take its rightful place in the public consciousness.”

She feels that the likes of Webster, Leane and Fennell have set a bar and created something upon which to build. “It feels as though the weight of that crown no longer rests on a few,” she says. “There is a new insurgence, stunning minds working to alter and challenge public perception. And alongside these stunning minds is an entire undercurrent of passion and brilliance.”





This year will see Donocik launch his first dedicated women's collection, which is due to launch at the end of summer. This fine jewellery range will feature 18ct gold and gemstones set around a mystical secret garden theme, with plenty of fluidity and movement promised. There will also be additions to his Four Elements collection, with a Snake ring set to sit alongside the existing Phoenix ring, while he plans to create a one-off high-end ring for a special exhibition for the Prince of Monaco, which will then tour alongside work from major jewellery houses including Bulgari.

Since graduating from London's prestigious Royal College of Art, **Tomasz Donocik** has designed for Stephen Webster, De Beers and leading international companies. His edgy collections have already won prestigious awards and have been featured in the world's leading magazines, including Vogue and Vanity Fair.

Donocik's inspirations bring together literature, architecture and surrealism to redefine jewellery for the contemporary accessories wearer, creating innovative pieces for both women and men. The Telegraph's Hilary Alexander said: "he is determined to spearhead a new way for men to wear jewellery". Donocik has been accredited with several notable awards, including New Designer of the Year at Collections 2009 and several prizes from the Goldsmiths' Company.



With so much happening for this young designer, Donocik says he was keen to get involved with British Jewellery Week to strengthen his brand's presence in the market. "I am hoping I'll be able to target new accounts and stores as part of British Jewellery Week," he says. "It's a great chance to showcase new collections as well as my existing work. I am looking forward to getting exposure to retailers across the UK."

His edgy collections and one-off pieces have already been spotted by several big brands keen to work with him to develop diffusion lines. Recent projects have seen him designing commercial yet typically cool collections for major international jewellery brands, including an ongoing freelance design project with leading British brand Links of London.

British Silver Week preview at Treasure from 7 to 13 June 2010
Selling exhibitions from 16 June 2010 across the UK

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