

JULY 2011

westonbeamor
complete jewellery solutions



Chris Hawkins Thorn Bangle

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Weston Beamor's CAD and Rapid Prototyping Service

BESPOKE JEWELLERY, MADE EASY

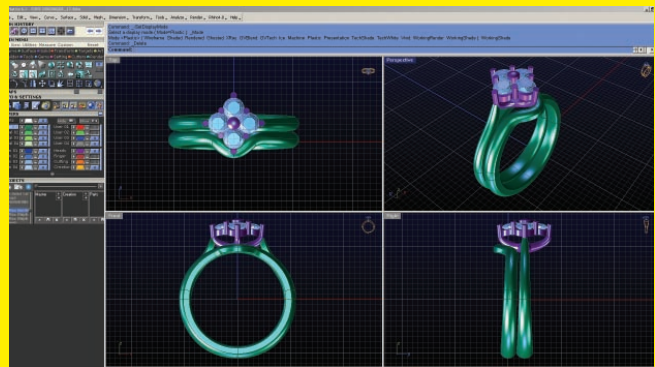
Whether you are a designer maker looking to get your own designs cast or a High Street retailer looking to fulfil a bespoke commission for a customer, Weston Beamor's Bespoke CAD and Rapid Prototyping Department has a team of experts who can hold your hand throughout the entire process and ensure success.

"We offer two distinct services. Rapid Prototyping for customers who have their own CAD software and want us to create a physical model to cast, and a Bespoke CAD Design service for those who want us to create a CAD model to their design," explains the department's coordinator, Ed Hole. Ed, who has a BA in Product Design from Loughborough University, began work as a CAD designer with Domino in 2004, and started the RP Service for Weston Beamor customers in 2006. Ed is currently ably supported in the department by four expert CAD designers - Anousca Coll, David Fuller, and recently Richard Vinten and Simon Pattison.

Weston Beamor's Bespoke CAD service allows customers to realise any design they wish from a simple earring to a highly complex ring, or objet d'art - so there is now no excuse to turn down any potential sale.



Platinum Anchor Pendant



© Mahtab Hanna

MAHTAB HANNA

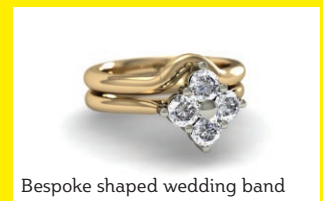
Mahtab Hanna, star of Treasure – London Jewellery Week's contemporary jewellery exhibition – has recently used Weston Beamor's Bespoke CAD Service to realise pieces of her Sensory Jewellery Collection.

Talking about the work Mahtab said "Mother Nature is my fascination and inspiration and these creations remain true to the spirit of what I call dichotomy jewellery. I add verve to a design, just as the veins of a leaf bring it life."

www.mahtab.co.uk



Bespoke mount designed to customers own stones



Bespoke shaped wedding band

"We are very happy to design around a customer's spoken brief, a sketch or perhaps a particular gemstone," explains Ed.

When retailers are creating a bespoke piece for a customer it is often helpful to be able to show the client exactly how the jewellery will look when made. Weston Beamor's CAD 'renders' or virtual images of the design are so realistic that it is difficult to tell the difference between them and the real thing.

Once the design is approved it will be cast and supplied to the customer for setting and finishing. Alternatively, if the customer would prefer, Weston Beamor will completely finish and set the piece using either the customer's own stones or ones supplied by Weston Beamor, and finally hallmarked if required.

For more information on these services please contact the team on 0121 678 4161 or email rp@westonbeamor.co.uk



Ed Hole Anousca Coll David Fuller Richard Vinten Simon Pattison

NATURALLY FASHIONABLE



Natural objects, plants and creatures are the inspiration for a highly successful jewellery range for men made by one of Weston Beamor's most long-standing customers.

Chris Hawkins, a designer maker based in Brighton, takes subjects such as talons, skulls, thorns, vertebrae and claws and turns them into distinctive bold and edgy designs. The jewellery which is predominantly cast in sterling silver, has widespread appeal and has made him one of the UK's most sought after jewellery designers, with retailers throughout the country stocking his collections.'

Whilst his designs may be cutting-edge, when it comes to their creation Chris still prefers a pencil and paper to CAD. "While

CAD is perfect for some projects, it doesn't suit the way I like to create. I'll always do a number of sketches when working on a new idea, working out technical issues, and trying to visualise the final design. Then I move on to the wax master, which can take many days to complete. Finally I wrap it up as safely as I can and send it to Weston Beamor, who will create a silver master pattern for me to work on further before returning it to them to make a mould for mass production," he explains.

Over the years Chris has built up an excellent relationship with the WB team who have helped him to develop many of his signature pieces, including his 'Thorn Bangle' which is extremely popular.

"I know and like everyone and get a very personal service. Their technical man, Tony Shellam is always there if I need help with any technical issues and I really value his advice and expertise. I also know there will never be any quibbling. If something goes wrong, which it hardly ever does, they will always work with me to put it right immediately," he says.

Because so much work goes into Chris's initial design it is essential he should have a casting company he can trust. "If something goes wrong in those early stages when my wax pattern is first cast, all my work is lost. Some of the casting required is very complex and frequently needs to be done in several pieces so the process can take sometime. I have a great deal of trust in Weston Beamor's expertise and they serve me extremely well," he says.

Chris is never one to sit on his laurels and regularly updates his collections to keep them fresh and desirable. He is currently working on some new pieces which will be launched at International Jewellery London in September where he will be showing on Stand C21 in the Design Gallery.

Inspiration for Chris's new collection moves away from nature to take a look at 16th century England; so look out for demons, poison signet rings and arrow head pendants. However while the inspiration may be historical one thing is certain the jewellery will, as ever, be naturally fashionable!

Vertebrae Bracelet



Skull Pendant



www.chrishawkinsjewellery.com

'EXCLUSIVELY PLATINUM' BRIDAL COLLECTION OFFERS NEW RETAIL OPPORTUNITIES

We were delighted that some thirty retailers took up our invitation to join us for the formal launch of 'Exclusively Platinum' our latest bridal jewellery collection which took place at our facility in Birmingham on 13th April 2011.

'Exclusively Platinum' is far more than simply a new suite of jewellery. It has been created with the specific aim of assisting our customers to increase their platinum bridal sales, and thus their profitability. Any retailer buying five designs from the collection also receives the 'Platinum Profits Kit' a marketing, merchandising and training support package developed by Domino in collaboration with Platinum Guild International.

The Kit contains practical tools and information under the strap line "When Forever Means Forever". This includes a film telling the story of the metal from the mine to the High Street for use in-store; copies of a Buyer's Guide (a booklet providing interesting facts about the metal and its desirability); an attractive and eye-catching merchandising display with life-style image and a metal comparison matrix, pointing out the purity of platinum as against other precious metals.

Training Session

As part of the deal for participating customers, Domino will also be hosting PGI's new 'Platinum Principles' training sessions for retail staff at their premises in Birmingham. These informative workshops, which are facilitated by a professional sales trainer, are guaranteed to provide useful tips and practical information on how to sell more platinum and are designed to be suitable for both experienced and novice sales associates.

"Domino's ethos is to develop business partnerships with its customers" explains Sales and Marketing Director, Andrew Sollitt. "Selling more platinum was the end point in creating this collection and its supporting materials. Our clients need to be able to promote platinum through a variety of communications channels, display it to reflect its value, and explain why it is the best white metal for bridal jewellery to their customers. We want to help them to secure additional sales and feel sure that

“ We want to help them to secure additional sales and feel sure that Exclusively Platinum with its added extras will do just that. ”

Exclusively Platinum with its added extras will do just that." Inspiring and commercially minded, the collection which was designed in-house by Domino's new product development team, is available in a range of carat sizes and two qualities of diamond, (HSi or GVS) to span a range of price points. Pieces can also be supplied unset to those retailers who wish to use their own stones. An unset ring will start from £250 and as well as a choice of engagement rings the collection includes a number of matching wedding bands, for both men and women as well as earrings and pendants to provide add-on sales.



'Naomi Newton-Sherlock, Head of New Product Development, presents.'



'Domino customers are introduced to the Platinum Profits Kit'



WR1-1021 with R1-1021



R1-1025



PD1021



ERG1021

Real Romance

Designs are based around five romantic themes: "Love Knot" - a classic, four claw design with unique elegant detail; "Fireworks" - a stand-alone solitaire with real pizzazz to capture the excitement of getting engaged. "Infinity" a highly contemporary, open collection for those seeking the avant garde. "Fortress" another stand-alone design with sweeping curves and "Rosebud" a suite of jewellery based on the eternally romantic flower.

Early retailer response to the concept has been enthusiastic. "We've found that while people will pay for fancy decorations for the chairs, or for glass menus for the top table that they will often compromise on their wedding bands "I've been trying to find the right words to sell more platinum and what we've seen and heard today will really help me make platinum jewellery more desirable," says Domino customer Angie Whitmore of the Birmingham retailer Newey's who attended the event.

To find out more about the Exclusively Platinum Collection please call the Sales Team or ask your Sales Representative who will be delighted to tell you more.

Domino customers interested in arranging for their staff to attend a 'Platinum Principles' training session should contact Ben Grainger at the Platinum Guild International Tel: +44 (0)207 841 1238 or email: bgrainger@pgiglobal.com

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RINGING THE CHANGES

We know how important it is for our customers to keep their core product fresh and to have some exciting new designs to tempt their customers in the rapidly approaching summer season. Our in-house design team has therefore been hard at work updating and refreshing our 'Diamond Ring Mount' collection and we are delighted to be able to offer a comprehensive collection of over 80 designs including 50 exciting new pieces all available in platinum and 18ct white, yellow and rose gold.

The designs reflect current market trends and includes pieces inspired by the ballet, the gondolas of Venice as well as Art Deco-inspired shapes to meet the revival of interest in styles echoing this classic design period.

Diamond accents are another big story: so look out for subtle diamond detailing that accentuates design and draws the eye in. Alternatively jump onto the Royal Wedding band wagon with some of our classic, cluster designs which pay more than a passing nod to 'that' ring.

Whatever you're looking for – classic or contemporary, half eternities or lifestyle rings - we have something to appeal to all tastes and with stone settings that range from 0.10ct to 7.00ct.

The whole collection will be on show in our 'Creative Suite' in Birmingham, on our website www.dominiojewellery.co.uk or from your sales representative from the beginning of July.

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NO WOODEN SPOON FOR CHRIS

Weston Beamor Creative Jewellery Group would like to congratulate Chris Fenwick and the 23 other cyclists who completed a gruelling 300 mile bike ride across the alps and conquered the iconic 'Alpe d'Huez'. Although Chris enjoys his cycling he put himself through the challenge to raise money for 'Wooden Spoon', a charity that gives disadvantaged children and young people in the UK and Ireland the chance to achieve their full potential in life.

'It was absolutely fantastic, having ridden over 30 hours in the saddle, covered 300 miles and climbed over 10,000 metres, I am surprised I can still say that but I thoroughly enjoyed it and I am delighted with what we have raised for 'Wooden Spoon''

Chris and the team have a just giving website should you want to donate towards Wooden Spoon www.justgiving.com/2011alps



WHAT A SHOW OFF!



Rosabella, Domino's increasingly popular range of finished diamond jewellery has always had real presence whether displayed in-store or in the window. This has recently been further enhanced with the creation of a striking new set of display materials.

The eye-catching, highly contemporary, display pieces come in the brand's signature black, white and red combined with the iconic lifestyle images which are its hallmark. They are as sleek, elegant and stylish as the jewellery itself. So too are the free presentation boxes in which all items are now supplied.

"Rosabella has never lacked presence but now retailers have the perfect tools to show it in their display and present it to the customer" says Sales and Marketing Director Andrew Sollitt.

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Domino

SPOTLIGHT



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