

# The Jeweller

July 2011

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The Voice of The Industry



The National Association of Goldsmiths  
Representing Jewellery Retailers since 1894

All that glisters

- the rise and rise of silver jewellery

London Jewellery Week

- a round-up of the event's highlights

This summer's best jewellery  
picks for children



The Jeweller is produced  
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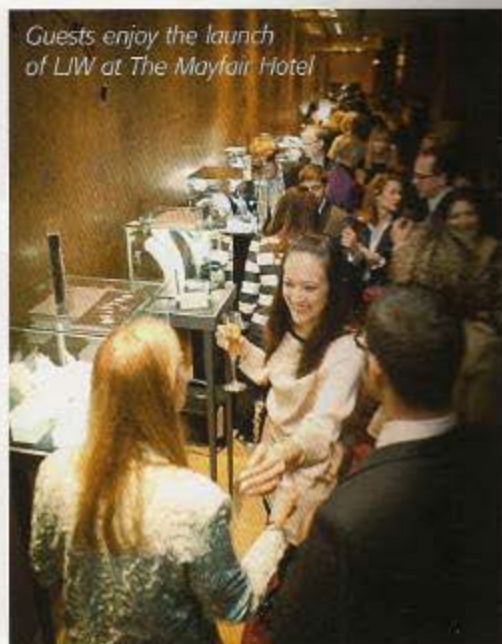
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# Day by day with the BJA at LJW

As an ambassador for London Jewellery Week the BJA's Lindsey Straughton was closely involved in promoting this year's packed agenda. She looks back over the week and describes some of the key events in which members of the Association took part.



Mahtab Hanna on the catwalk at the Royal Exchange



Guests enjoy the launch of LJW at The Mayfair Hotel

## Monday

To the Crystal Ballroom at the fashionable Mayfair Hotel, which was the glittering setting for the opening cocktail party attended by sponsors, participants and their guests. There was champagne from Thienot, canapés from Benares and fabulous jewels on view. The hotel, which was the hub for the week, is a celebrity hotspot (I spoke to Hugh Grant!) and was crammed with stars on Tuesday night for the nearby Glamour awards sponsored by BJA member Pandora.

## Tuesday

My first task was to visit the CASS Jewellery Department at London Metropolitan University to judge, with others from the trade and Goldsmiths' Company, their annual student awards. This year we were joined for the first time by ex-CASS graduate, Mahtab Hanna, who was sponsoring a new award for the best use of technology.



Designer Jianhui at the launch of his shop in Gabriel's Wharf