

Romancing the Stone

Romance and jewellery have always gone hand in hand, but Cupid himself is set to take centre stage on the Emagold UK Pavilion (Hall 17, Stand L25) at Spring Fair Birmingham this February.

The God of Love, in the form of a golden 'Living Statue', will be posing – complete with wings and bow – on the Pavilion from 10.00am to 4.00pm on the Sunday, Monday and Tuesday of the show. He will also be presiding over a Prize Draw, being staged by Emagold in conjunction with the Spring Fair Daily Review – the show's daily in-house magazine, in which visitors to the Emagold Pavilion during the Fair stand to win three glorious jewellery gifts in the shape of hearts. The prizes, worth a total of over £500, have been donated by members Charles Green, T.A. Durant and International Bullion and are intended as a great way for the winners to celebrate St. Valentine's Day on 14th February.

"Jewellery is all about romance and quite apart from these prizes, there will be plenty of products on our members' stands designed to get pulses racing and hearts throbbing. Indeed, I know for a fact that many of our members will be using the show to launch exciting new collections and that there will be plenty of innovative ideas to tempt even the most hardened buyer," says Emagold UK President, Allyson Thomas of T.A. Durant.

Emagold is a voluntary grouping of some of the UK's largest and most long-established gold and diamond jewellery producers who come together to exhibit their products on a group stand at the UK's major jewellery fairs.

Happy Days

As is Emagold's custom, the members will once again be running a 'Happy Hour' for their customers each evening during the final hour of the show. "This has now become something of a tradition and we would urge all customers to stop by, take the weight off their feet and chill out with a glass of fizz, before heading home," says Allyson Thomas.





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1. Curteis

Serenity from Curteis offers pretty, feminine jewellery featuring a range of precious stones and pearls. The pieces pictured combine peridot, aquamarine and smokey quartz with white gold. RRP's are £115 each for the bracelet and earrings and £75 for the earrings. Curteis, which has re-branded for the show, will also be launching a new craft based, design-led collection.

2. Saunders and Shepherd

The Palmier Collection in 18ct gold and diamonds takes centre stage at Saunders and Shepherd. RRP's for the pieces pictured are £2190 for the bracelet, £1000 for the smaller ring and £2875 for the larger. Spring Fair will also see the launch of 'Sands of Time', the company's new, 18ct gold luxury watch collection designed and made entirely in the UK.

3. Metalor

The bullion dealer Metalor will use Spring Fair Birmingham to showcase a comprehensive collection of wedding bands, fasteners and components in all types of precious metal.

4. T.A. Durant

T.A. Durant has an exciting new collection of diamond set bands for men while new additions to its diamond collection for women also look set to turn heads. Look out too for new designs using its famous 'Starlight' illusion setting. RRP's for new men's rings range from £250-£495.

5. Domino

These trilogy and solitaire diamond ring mounts are part of an exciting new collection by DOMINO, one of Europe's leading jewellery component producers. Spring Fair will also see the launch of Domino's new Wedding Ring brochure with plenty of attractive, contemporary designs in gold, white gold and platinum.

6. Charles Green & Son

This ring is part of a collection of over 100 new designs from Charles Green. Designs cover everything from hand-engraved traditional rings to more contemporary styles. Trade prices start from £50 and most rings are available in yellow and white gold and platinum.

7. Hean Studio

This platinum and multi coloured 18ct gold ring, set with sapphire, emerald, and pink diamond was designed and made by the specialist casting house and CAD/CAM bureau Hean Studio. The design encompasses symbols and stones pertinent to a particular individual.

8. International Bullion

IBB launch two new licensed collections of branded gold and diamond jewellery. The brands, fully backed by attractive point-of-sale, marketing materials and packaging, have been produced for IBB by the brand consultant, Marsha Varrow. The mid-priced 'MV' collection retails from £240 - £495, while the more upmarket 'Marsha Varrow' range has RRP's from £500 - £3,995. The 'Butterfly Kiss' ring (pictured) is from the Marsha Varrow collection and retails at £870.

9. Crown Design

This 18ct yellow gold 'Slave Bangle' with white gold balls and fancy double loop torc bangle with fastener by the Yorkshire wristwear specialist, Crown Design, which will be launching a diamond-set collection at the show. The RRP's, for the pieces pictured are £885 and £460, respectively.



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