

January/February 2021

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As the world tentatively takes its first steps back to a new normal, Louise Prance looks at the importance of in-store safety measures in order to bolster consumer confidence as they head back onto the high street

BRAND SPANKING NEW

1. We round up the newest products to market



1. Sezane

Sezane

The Modern Fleur Scarf

RRP: £280

www.sezaneofficial.com

@sesame.official

2. Merve bayindir

Merve Bayindir

Daphne

RRP: £800

www.mervebayindir.com

@merveybayindirofficial

3. Johnny Loves Rosie

Johnny Loves Rosie

Ecru Luxe Croc Quinn bag

£65

www.johnnylovesrosie.com

@johnnylovesrosieofficial

4. Laslett

Laslett England

Pocket scarf and face mask

RRP: £25

www.laslettengland.com

@lasletts

5. Furla

Furla 1927 mini cross body

RRP: £355

www.furla.com

@furla

6. Lacoste England

Lacoste

Lacoste Gripshot Winter

£99

www.lacoste.com/gb/

@lacoste

7. Briston Clubmaster

Briston Watches

Briston Clubmaster Classic

£265

www.briston-watches.com

@bristonwatches

8. World Finds

World Finds

Serenity bracelet

£14

www.worldfinds.co.uk

@worldfinds

9. Ellie Air

Ellie Air

Sand Dollar necklace

£390

www.ellieair.co.uk

@ellieairjewellery

SWEET SENTIMENTS

There's nothing like a pandemic to make you appreciate the value of sentimental gifts, and they're a sure-fire way to cheer up your friends and loved ones after a tough year.

Joe Davies has got this category nailed. It says, "The rainbow has become such an icon in times of trouble as we associate rainbows with making us feel happy and they offer a message of hope. Combining the rainbow with sentiment wording is a strong message to be able to send to a loved one. Pebble, Angels, rainbows, scrabble and jigsaw sentiments will be popular next year, games are having a moment because of families having time in lockdown to play traditional games, gifting with jigsaw and scrabble icons will be strong lines to evoke happy memories.

"The occasion category will be strong for 2021 as people can start to celebrate again and have weddings and christenings, so albums, photo frames and keepsakes to capture memories will be popular gifts.

"Safety, hygiene, wellness and self-care is another gifting area that will continue to be an important trend for 2021. Face coverings have become a fashion accessory and the norm to wear now, from the fun to the sophisticated they make the perfect extra little gift or self-purchase to feel safe in the current climate. Hand sanitisers have gone from being a commodity line to a handy gift and self-purchase especially in female and kid gifting.

"Many people have missed the freedom to travel abroad so we predict a return to gifting associated with travel such as travel accessories, travel wallets, summer beach bags and kaftans, people will look to this product as they can hopefully travel again.

"We also predict that jewellery will be hot again. As the shops have been closed around the country for a big part of the year, people have not been able to try jewellery on, so it is a hard category to sell online as people do like to try on and see it for themselves. Not to mention there have been no celebrations and get-togethers for people to dress up, so we think retailers and consumers will go to town on jewellery and accessory gifting. 2021 will be the year that retailers and consumers look to a brighter and more hopeful year putting 2020 behind them, the only way is up!"

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DO GOODER

Ethical and sustainable fashion is only set to get bigger in 2021, and it's something I personally love to champion. Doing something worthy not only feels great, it is just good business sense.

The Clean Up bracelet from World Finds is a three-strand bracelet not only handmade by female artisans in India, it also helps keep our oceans plastic-free. This beautifully carded design makes a great gift item. There are twelve styles in the company's Cause Bracelet Collection from which it donates 15% of the wholesale price to The Ocean Conservancy. Donations are made based on purchase quantity, not product sales.

www.worldfinds.com

ALL THAT GLITTERS

CME Jewellery predicts big things in jewellery this year. "For 2021 we predict that chain-link designs in bracelets, earrings, bangles, will continue to dominate jewellery, and, whilst yellow gold remains the metal colour of choice, be on guard for a return of silver as designers add silver touches to their accessories. Eye-catching texture in the form of diamond cutting introduces a new generation to its luminous delights – lots of sparkle whilst being light and wearable. Looking to satisfy the need for those customers seeking unique style, CME will launch a range of Chinese New Year pendants, flower-embellished initials and their own charm bracelet, which allows for pendants to be clipped on via an easy-to-use hinged link. Maritime-themed jewellery featuring shells, starfish and turtle designs on huggie-hoops, studs, pendants and ankle chains make popular additions to gift collections.

"Our extensive range offers a world of choice for customers to build their own jewellery collections with the ability for items to be marketed with customers' own branding and packaging. Our low minimum order value allows customers to try out goods without a large financial commitment, to find pieces that suit their customers best. Customers appreciate that we sell only to trade, acting as their silent partner, so not competing with them.

"We are a family-run business and welcome all sizes of retailer, both online and off in the UK, Ireland and worldwide. Led by directors Howard Pessall and Andrew Hunt, we work with manufacturers across the UK and the globe to source and design jewellery collections that bring the best craftsmanship to meet customers' margin requirements, attract sales, and allow customers a huge variety of choice. We keep margins low by selling just through our website offering our customers the possibility of excellent profit potential for themselves. "We make every effort to map our supply chain and buy from approved sources as we believe that our success should not come at a price to ethical trading or the environment. As members of the National Association of Jewellers and the Responsible Jewellery Council (accredited 2020) we demonstrate to our customers our commitment to ensuring that our products are manufactured to the highest possible standard and always offered at good, honest value prices."

www.cmejewellery.co.uk

