

# JEWELLERY INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the jewellery industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the jewellery industry and also for those wanting to further their knowledge within this area.

## Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via  
electronic  
databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

### Business Opportunity Profiles (BOP)

|                              |        |
|------------------------------|--------|
| Antiques and Fine Art Dealer | BOP199 |
| Fashion Accessories Retailer | BOP109 |
| Jeweller                     | BOP106 |
| Jewellery Maker              | BOP008 |

### Mini BOP (MBP)

|                                    |        |
|------------------------------------|--------|
| Clock and Watch and Repair Service | MBP435 |
| New Age Shop                       | MBP298 |

### Business Information Fact Sheets (BIF)

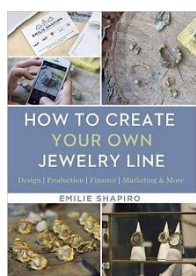
|  |        |
|--|--------|
| A Guide to Using the Copyright of Others                           | BIF157 |
| A Guide to Using Copyright to Protect Your Work                    | BIF218 |
| A Guide to Costing and Pricing a Product or Service                | BIF054 |
| Registering a Trade Mark in the UK                                 | BIF219 |
| An Introduction to Registering and Protecting Your Product Designs | BIF249 |

### UK Market Synopses (SYN)

|                                 |        |
|---------------------------------|--------|
| Clothing and Accessories Retail | SYN041 |
|---------------------------------|--------|

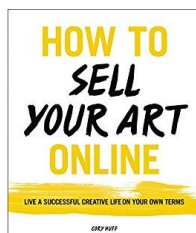
## Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located within the Centre.

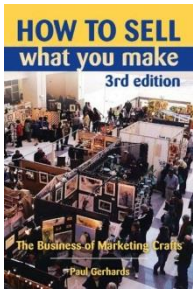


**How to Create Your Own Jewelry Line** by Emilie Shapiro (Sterling Publishing, 2016) [(B) SBH BT.48 BUS] Open Access

Explore the varied aspects that go into creating and running a jewellery business.



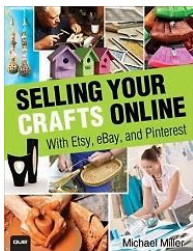
**How to Sell Your Art Online** by Cory Huff (Harper Design, 2016) [(B) SBH BT.61 BUS] Open Access.



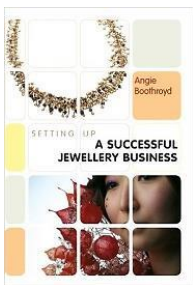
**How to Sell What You Make: The business of marketing crafts** by Paul Gerhards (Stackpole Books, 2013) [(B) SBH BT.60 BUS] Open Access



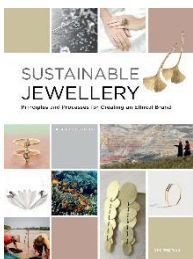
**Online Marketing for Your Craft Business** by Hilary Pullen (David & Charles, 2014) [(B) SBH BT.83]



**Selling Your Crafts Online with Etsy, eBay and Pinterest** by Michael Miller (QUE Publishing, 2013) [(B) SBH BT.95 BUS] Open Access



**Setting Up a Successful Jewellery Business** by Angie Boothroyd (A&C Black Publishing, London 2017) General Reference Collection [DRT ELD.DS.145889] (Must be ordered using Explore the British Library)



**Sustainable Jewellery** by Jose Luis Fettolini (Promopress, 2018) [(B) SBH BT 184 BUS] Open Access

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## Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Conflict – free affordable diamonds fashion jewellery (Analyst) 2018
- Designer Fashion UK 2017
- Fashion Accessories UK 2018
- Jewellery and Watches Retailing UK 2018
- Jewellery Retailing UK 2015
- Watches UK 2015



- Bridal Stores in the UK 2018
- Department Stores in the UK 2018
- Jewellery Manufacturing in the UK 2018
- Jewellery & Watch Stores in the UK 2019
- Precious Metals Production in the UK 2018
- Watch and Jewellery Wholesaling in the UK 2018



- Graff Diamonds Ltd. In Personal Accessories UK 2017
- Jewellery in The United Kingdom 2018
- Luxury Jewellery in the United Kingdom 2019
- Monsoon Accessorize Ltd. In Personal Accessories United Kingdom
- Watches: in the United Kingdom 2018

Please note that many articles about the food industry (from business journals and newspapers) are available from our electronic sources: Business Source Complete (EBSCO), Factiva, ABI Inform Global.

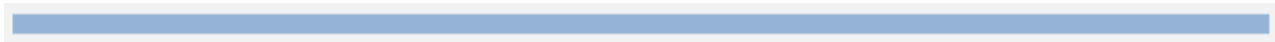
**Printed Market Research Reports** (Please ask for help in finding these)



**GFMS: Gold Survey** (GFMS, 2018) [(B) MKT 338.2741021BUS] (Available in the Business & IP Centre Reading Room)  
Provides data on gold prices, investment, mine supply, supply from above ground stock, gold bullion trade and fabrication demand.



**World Silver Survey** (The Silver Institute, 2019) [(B) MKT 338.4766923 BUS] (Available in the Business & IP Centre Reading Room)  
Covers market analysis, summary and outlook, silver prices. Investment, mine supply, supply from above ground stock, silver bullion trade and fabrication demand.



## Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

EBSCOhost



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.



In, On and For Emerging Markets

You will also find articles covering recent developments, and predicting future trends in your industry.

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## Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).



**Gems & Jewellery** (Gemmological Association) [ZK.9.b.23145] Covering gems, precious stones and the jewellery trade (must be ordered using Explore the British Library)



**Gift Focus Magazine** (Kline Davis Ltd) [(P) 381.4567-E(1) Bus] Open Access Bi-monthly journal for giftware industry. Product and company profiles, trade shows and news, including jewellery.



**Gifts Today** (Lema Publishing Ltd) [ZK.9.b.10592] (must be ordered using Explore the British Library)

This journal offers leisure, distribution and consumer goods (including jewellery and giftware).



**GR – Giftware Review** [(P) 745.094105-E(1) Bus] Open Access  
News of products in the giftware sector including jewellery.  
<http://www.giftwarereview.net/>



**Harrington & Hallworth (H&H)** (Network Jewellery Magazines) [ZC.9b.8841] (must be ordered using Explore the British Library)  
Annual publication on the jewellery and watch industry.



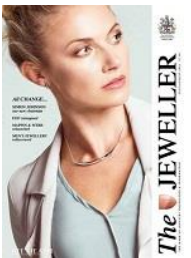
**Jewellery Focus** (Mulberry Publications) [ZK.9b.26500] (must be ordered using Explore the British Library)  
A glossy monthly publication including articles, reviews, exhibitions and news.



**Progressive Jewellery** (Max Publishing) [(P) 381.573927094105-E(1) Bus] Open Access  
Trade magazine for retailers, wholesalers and importers, includes company and retailer profiles, bestsellers, product finder, new product and people news.



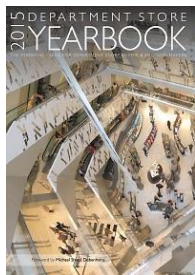
**SA Jewellery News** (Johannesburg: Diamond News and SA jeweller) [(P) TN76-E (11) Science, Technology & Business] (Available in the Reading Room)  
Contains information on the jewellery and diamond industry in South Africa.



**The Jeweller: the voice of the industry** (The National Association of Goldsmiths) [zk.9.b.33111] (must be ordered using Explore the British Library)  
Magazine covering all aspects of the jewellery, watch and giftware industry. Covers news, features and new products.

## Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



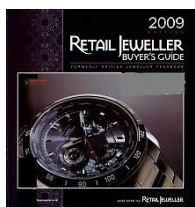
**Department Store Yearbook** (Onecoms, 2017) [(B) DIR 381.14102541BUS] Open Access

General buyers for department and variety store buyers. It has good section on jewellery and watches.



**Indicateur de L'Horlogerie** (ISH Indicateur Suisse SA) [P.621/296] (must be ordered using Explore the British Library)

Watch and clock directory including styles, movements, fashion, gem, mechanical, quartz and sports watches. Also includes larger wall clocks.



**Retail Jeweller Buyers Guide** (Retail Jeweller) [(B) DIR 381.457392702541 BUS] Open Access

A listing guide for sourcing raw materials, tools, equipment, etc. Also lists finished jewellery products and services for retail jewellers.

[www.retailjewellerbuyersguide.com](http://www.retailjewellerbuyersguide.com)

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## Internet Sources

Websites containing free sources of industry statistics, information and contacts.

### Association for Contemporary Jewellery

The Association for Contemporary Jewellery is devoted to the promotion, representation, understanding and development of contemporary jewellery in the United Kingdom and abroad.

[www.acj.org.uk](http://www.acj.org.uk)

### British Allied Trades Federation, BATF

Represents trade associations which represent the design, manufacture and supply of jewellery, giftware, travel goods and accessories. [www.batf.uk.com](http://www.batf.uk.com)

### Crafts Council

Glossy review of important contemporary crafts people, reviews of exhibitions, details of craft galleries, services for craft and decorative arts practitioners, specialist courses etc. Covers textiles, ceramics, sculpture, metalwork, jewellery, lighting, furniture, applied arts etc.

[www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)

### Responsible Jewellery Council

Promotes responsible business practices throughout the diamond and gold jewellery supply chain.

[www.responsiblejewellery.com](http://www.responsiblejewellery.com)

### **The British Watch and Clock Makers Guild**

Guild Council composed of practical experts who provide help for members with information and solving various problems such as those concerning obsolete parts, insurance, starting a business etc. [www.bwcmg.org](http://www.bwcmg.org)

### **The Jewellery Distributors' Association of the United Kingdom**

Trade body supporting those who wholesale, distribute, import and export precious and fashion jewellery, accessories, watches, clocks and other items to the jewellery and allied trades. [www.jda.org.uk](http://www.jda.org.uk)

### **The London Bullion Market Association**

The trade association that represents London's wholesale over-the-counter market for gold and silver. The ongoing work of the Association encompasses many areas, among them refining standards. [www.lbma.org.uk](http://www.lbma.org.uk)

### **The National Association Of Jewellers**

The national trade association promoting the growth and prosperity of UK jewellery and silverware suppliers. With over 600 member companies, BJA represents manufacturers, bullion suppliers, casting houses, diamond and gem dealers, designer jewellers and silversmiths, equipment suppliers and wholesalers. [www.bja.org.uk](http://www.bja.org.uk)

### **The World Jewellery Confederation**

Encourages harmonisation and international cooperation, and protecting consumer confidence in the industry. [www.cibjo.org](http://www.cibjo.org)

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.



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