

NEWS REVIEW



Elise Compson, the founder of pearl jewellery designer **By Elise**, has confirmed that high-end gift shops remain an important target market for her brand following the launch of a new earring collection for the spring and summer season.

The range has been extended this season to incorporate the latest vibrant colours with the classic clean lines of the company's trademark baroque pearl jewellery into individually designed fashion accessories.

Compson told *GiftwarePro* that By Elise is aiming to forge ties with high-end gift stores and specific gift shops as well as seek out a selection of highly exclusive boutique stores. Targeting traditional jewellery shops is not part of its strategy, however.

Compson says the new range is ideal for the catwalk and both day and evening wear. "Integrating the clarity and clean lines of my jewellery into designing fashion accessories brings a new dimension to statement jewellery," she said. "The pleasure these pieces have given our customers both here in the UK and abroad has been an inspiration."

Compson launched the jewellery brand in 2002 from her showroom and opened an online store three years ago. Last year saw the launch of her wholesale range 'The Collection By Elise'.

Ironically the company currently sells through more outlets in Europe than the UK due to a UKTI initiative at the embassy in Vienna it has been involved in.

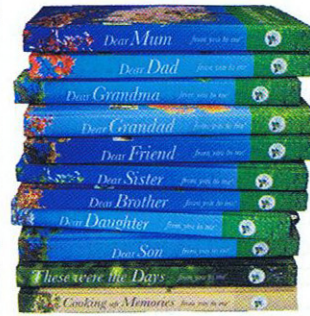
» A Bath-based firm which produces journals designed to capture loved ones' anecdotes and memories has revealed that it now generates a quarter of its business from overseas sales, just four years after it was formed.

From You to Me, which has sold half a million copies to date, says its participation on the UK Trade & Investment's (UKTI) Passport to Export scheme has paved the way for it to enter five

international markets so far. "Approximately 25% of our sales are now international and this overseas business has not only protected existing jobs, but also supported the growth of the team," said company founder, Neil Coxon, who came up with the idea for a journal range while caring for his terminally ill father and realising that some of his stories might be lost forever.

"We have just appointed our fourth full-time member of staff at our office and, when taking into account our network of sales ambassadors and support contractors, we now have a team of over 35 people working with us in the UK," he added.

From You To Me initially identified Australia as an attractive market due to its cultural and language similarities. Since appointing a local distributor for



that market it has expanded into further countries.

"Our success in Australia gave us the confidence to continue to trade internationally and we've since established distribution partners in Ireland, Canada, the USA and, most recently, South Africa," said Coxon. "The journals are now also available in different languages including French, German, Spanish and Scandinavian, helping to develop further new export opportunities."



» **John Lewis** has upped the ante in the ongoing quest to keep customers loyal by introducing a 'never-ending' refund policy.

Like most retailers, John Lewis previously gave shoppers 28 days to return an unwanted item. It has now lifted that time limit, allowing customers to get a refund providing the product has never been used and they have the original receipt. >>>>