



EXCLUSIVE: SYDNEY FAIR PREVIEW

THE 24TH SYDNEY INTERNATIONAL JEWELLERY FAIR IS AROUND THE CORNER AND JEWELLER HAS THE SCOOP ON WHAT VISITORS CAN EXPECT FROM THIS YEAR'S EVENT.

MUST-SEE PEOPLE



JESPER NIELSEN

It's safe to say Jesper Nielsen knows a thing or two about creating brand awareness. After resigning as Pandora CEO Central Western Europe in 2011, Nielsen set about developing his own jewellery brand, Endless Jewelry.

Since launching in 2013, Endless has entered 24 markets worldwide, with more than 3,500 retail stockists established across Europe, the US, Asia, Australia and New Zealand. Nielsen will draw on his experience at Pandora and Endless to share insights with visitors on branding, including how he secured a deal with Jennifer Lopez.

**When: Saturday August 29 and Monday August 31, 11:00am;
Sunday August 30, 1:30pm**



JIMMY BUTTS

Not only will US-based jeweller Jimmy Butts be a guest judge for the inaugural Jewellery Design and Manufacturing Championships (JDMC) but he will also run masterclasses on pavé setting for attendees. Butts won the

US Bench Pressure Challenge – a competition that inspired the development of the JDMC – in 2013 and 2014, and was recently named one of the top four jewellers in the US by industry trade publication *Instore*.

When: Saturday August 29 and Sunday August 30, 12:00pm



DENNIS SANDLAU-JACOBSEN

Dennis Sandlau-Jacobsen is the president of Danish jewellery brand Julie Sandlau. He established the business with wife Julie Sandlau in 2002 and has also designed and produced jewellery ranges for Endless Jewelry as

well as a number of other brands. Sandlau-Jacobsen will be conducting a presentation about industry issues such as current trends and relationship building within the sector.

When: Sunday August 30, 11:00am

MUST-SEE ATTRACTIONS

BENCH CHALLENGE

A new competition at this year's fair will put jewellers to the test as they complete a number of manufacturing techniques within a set timeframe before a live audience. The JDMC, organised by the Young Jewellers Group (YJG), was developed based on the success of the Jewellers Bench feature introduced at the 2014 Sydney fair. The JDMC involves four competition categories: jeweller, setter, CAD technician and hand engraver.

MASTERCLASSES AND DEMONSTRATIONS

The YJG will also host masterclasses at its Jewellers Bench area. WA TAFE teacher Peter Keep and Academy of Jewellery Manufacture and Design founder Jacques Fabian are scheduled to perform manufacturing techniques as part of the feature on Saturday and Sunday. Live demonstrations by Pallion will also take place next to its stand. Visitors are invited to learn the secrets of plating, stringing pearls and CAD design.

SPOTLIGHT LEARNING

A range of spotlight learning sessions will be conducted on the floor. Some of the topics planned include: consumer law and how ignorance can cost a jeweller's business; iPhone photography tips; advice for increasing wedding ring sales; and the traps when buying pearls.

YOUNG DESIGNERS ON SHOW

The biennial On Show exhibition, hosted by the Jewellers Association of Australia (JAA), will showcase the designs of young jewellery designers, manufacturing jewellers, apprentices and students.

TREASURE TROVE

A treasure chest filled with jewellery valued at almost \$20,000 will be up for grabs. Suppliers including Peter W Beck, Sams Group Australia and Australian Designer Jewellery have donated items for the chest and visitors will receive an entry into the prize draw for every \$1,000 spent with participating exhibitors. The winner will be announced at 2:00pm on Monday August 31.

A RANGE OF TRANSPORT OPTIONS ARE AVAILABLE

The Sydney Exhibition Centre @ Glebe Island is located on James Craig Road, Rozelle.

1. Free ferry

Departing daily from: Darling Harbour, Convention Centre Jetty. Travel time: about 10 minutes.

2. Free bus

Departing daily from: Central Station and Murray

Street bus stop. Travel time: approximately 15 minutes from Darling Harbour and 25 minutes from Central Station.

3. Driving

Limited paid parking is available at the venue. Entry/exit is via James Craig Road. A drop-off point is located in the carpark, outside Hall 3 of the centre.

4. Public bus and metro light road

The closest public bus stops are Victoria Road near Hornsey Street, and Victoria Road near Robert Street. The closest metro light rail stop is Rozelle Bay, Annandale.

Please note: All free transport timetables will be announced in the weeks leading up to the fair.

DON'T FORGET: The trade fair starts on Saturday August 29 – unlike the traditional Sunday opening.

But wait, there's more! Starting page 31 is an exclusive preview of the new products set to be unveiled at the show.