

## **Case Study: Aishleen Lester, Le Ster Jewellery**

**Joined Garden Club: 05.11.2019**

### **What did you want to achieve with The Garden Club?**

*Aishleen wanted to take a fresh direction for the brand, and assess why sales are not at the expected level for the age of the business. She wanted to get a 'bird's eye view' of where her business sits within the UK jewellery market, as well as an outside perspective on how Le Ster was currently run.*

*It was important to Aishleen that the Garden Club had sector specific knowledge that can be utilised as part of the support offer, to help address issues from a different perspective.*

*This is enabling her to contextualise problem solving and how to make effective decisions and manage a small business*

### **What sort of things did you work on?**

*Helping out with current commission pieces; how to cost up bespoke work and estimate/break down the work involved to accurately cost more complex work*

*Development of a Business Deck that records all design and biz dev activities - suitable to be adjusted to become a buyer handout, business plan or PR info*

*Aishleen worked on collection development and range planning for a new engagement collection to appeal to a targeted client group.*

*Assessment of the*

### **What are you working on now?**

*Launch of the 'Meant to Be' wedding and engagement collection*

*Assessment of current website offer, and improvement of images/layout to better represent the existing products that are on offer. This also includes Range*

*Planning the entire product offer, with a review of pieces that can be designed in photoshop, costed up and put online for sale, without the*

### **How has The Garden Club helped your business?**

*Better understanding of business processes*

*Much stronger relationships with Hatton Garden trades to help increase production options (and capacity)*

*Demystification of the process of getting work produced in Hatton Garden*

*Having a sounding board to work through ideas and discuss options for growth with someone who understands the sector*

## **Case Study: Bethan Jarvis, Jarvis and Co.**

**Joined Garden Club: 14.01.2022**

### **What did you want to achieve with The Garden Club?**

*Bethan wanted to transition my business from a fingerprint jewellery company, to a fine jewellery brand. This required a move from lower priced products, to a more high-end offering, with a more sophisticated and harder to reach customer.*

### **What sort of things did you work on?**

*Developing new costing and pricing strategies, using tools such as excel spreadsheets with predefined formulas*

*Range planning: getting a core collection of pieces that will help attract a selection of customers at different entry points*

*Realisation of business goals and understanding new business direction. This has led to development of a business strategy and short/medium/long term plans, milestones and goals*

### **What are you working on now?**

*Definition of a new core customer, working out spending patterns, buying habits and brand adjacencies, to better understand how to create products that both fit the brand aesthetic and appeal to the new target market.*

*Target audience identification: understanding potential customers' view of the marketplace, price points and marketing materials, so that the brand can match customer expectations*

### **How has The Garden Club helped your business?**

*The Garden Club has helped to determine that the direction the brand was initially going in was no longer sustainable, or fulfilling.*

*This has in turn led to the desire to refocus the business and make a change in the direction of brand, product and services to create a business that better reflects the needs of the owner*

*TGC has helped to make it clear that the current market being served by the brand is not the one that can provide the desired customer spend and revenue that is needed to make a self-sustaining business*

*It has provided confidence that the new direction is the correct one, and the provision of an invaluable sounding board, to help Bethan have confidence in making the necessary business decisions to lead her company forward.*

## **Case Study: Clare O'Driscoll, Clare O'Driscoll Jewellery**

**Joined Garden Club: 07.11.2019**

### **What did you want to achieve with The Garden Club?**

*To produce a new collection that signals a move for the business from a more fashion brand, to a fine jewellery label. To create the transition collection that would allow this process to happen*

*Help with working with more precious materials than before, primarily diamond and gold - particularly looking into which carat of gold is the best for the new collection, based on desired target market*

*Introductions to goldsmiths and other tradespeople in Hatton Garden to help with production; connections were needed as none existed previously*

*To grow the business and gain clarity (and confidence) when making large/important decisions wrt the future and direction of the business*

### **What sort of things did you work on?**

*Design and how to push initial concepts further - working on how to make the test pieces into final products for sale*

*Establishing new supplier and manufacturing links - to expand production options within HG, and also to allow for more complex designs to be produced that are outside of the in-house skillset*

*Increase in skills, knowledge and education around the manufacturing and design process, as well as with the business processes*

*Systems and process analysis: inc. costing, competitor analysis, market review, client profiling*

### **What are you working on now?**

*New products: a capsule collection of 14ct gold pieces, some with ethically sourced diamond*

*Pricing methodology for the new collection, and how this*

*Product development: streamlining and fine tuning castings to reach target weights, production methods and price points to fit the range plan*

*Marketing products, PR etc*

### **How has The Garden Club helped your business?**

*Immensely: has helped with expanding knowledge, improving skill set, which has led to an overall increase in confidence as a business owner*

*Better understanding of processes in the business, and the confidence to make decisions when necessary*

*Understanding better how, where and when to outsource to make products at maximum capacity and profitability*

## **Case Study: Diane Faulkes, The Burnished Horse**

**Joined Garden Club: 10.08.2021**

### **What did you want to achieve with The Garden Club?**

*Ongoing development of my niche horse hair jewellery business in order to improve profitability and moving to a larger proportion of bespoke designs  
Getting help to make the business more sustainable and reduce workload to prevent burnout*

### **What sort of things did you work on?**

*Designs involving gemstones, and how this can be incorporated into existing pieces. Development of a range plan, with new pieces added and some pieces removed, to create a more coherent offering to a higher spending client base  
Exploring what can be done with the concept of cast horse hair, in order to reduce time on production and to offer a core collection of pieces that can be sold wholesale and direct retail, without needing each piece to be hand woven every time*

*Reviewing and restructure of pricing methodology to increase profits whilst reducing workload*

### **What are you working on now?**

*Preparing for my final show of the year coming up in September, and how to create a core collection in preparation for the Christmas period*

### **How has The Garden Club helped your business?**

*Sally's support and guidance has been invaluable. She has encouraged me to take a critical approach to my business and to be realistic on costings and valuing my time. It has helped me be much more confident in my dealings with customers, and increase my profitability. It has also meant that a higher end range of products has been produced that will appeal to a higher net-worth customer, which is the ultimate destination for the business*