

### National Gallery Company wins award for retail contribution to jewellery industry

The National Gallery Company won in the Best Heritage Site, Museum or Gallery category for its jewellery collection inspired by its paintings and exhibitions.

The range, available online and at the National Gallery shop, includes luxury earrings, necklaces, bracelets, cufflinks and rings inspired by or illustrated with such masterpieces as Van Gogh's Sunflowers, Leonardo da Vinci's The Virgin of the Rocks and Monet's The Water-Lily Pond.

The organisers described Jewellery & Watch Birmingham, which took place at Spring Fair, as the UK's definitive jewellery and watch trade event. It offers an eclectic showcase of beautiful jewellery brands from more than 400 exhibitors displaying precious, semi-precious, silver and fashion jewellery as well as related tools and equipment. The Buyers' Power List competition asked the entire jewellery and watch industry to nominate and vote for retailers and buyers they felt had made an overwhelming contribution.

The Buyers' Power List award is a timely one, boosting awareness of the strength of the National Gallery brand as the National Gallery Company Ltd continues to develop a comprehensive, international licensing programme featuring their collection of some of the finest paintings in the world. Independent licensing agency JELC has been appointed to develop the campaign with the National Gallery Company Ltd. Recent signings to the programme include Danilo, with a range of National Gallery calendars and diaries, and DMC, with a range of National Gallery needlecraft kits.

Judith Mather, Buying and Merchandise Director, the National Gallery Company, said, "We are very proud of the quality and range of our jewellery offering and thrilled to see it recognised at the UK's premier jewellery trade event."



**Gift Today  
Online Daily  
17 February 2015  
Circ: 7,157**

