

The Jewellery Room - Premiere At London Fashion Week

Submitted by: RMG PR & EVENTS LTD

Tuesday, 5 September 2017

The Jewellery Room - A Scandinavian sister act

Everything started with a passion for jewellery and a lifestyle PR & consultancy company. The two evolved into one. Enter the two sisters Pernille Møbjerg Knudsen and Charlotte Møbjerg Ansel-Henry, who together with their very unique fashion style and know-how, created one ambitious platform for jewellery design – The Jewellery Room - which launched in Copenhagen in 2013.

Buoyed by a rich history in craftsmanship and fashionable designs, Pernille and Charlotte have taken it upon themselves to bring jewellery design into the international fashion arena.

Bringing their innovative online hub and physical jewellery showrooms into key international fashion weeks, is their formula to get their curated designers to the next level: to reach a global audience and in turn, make them internationally recognised.

The approach is different from many other jewellery initiatives as the platform bridges fashion and jewellery. It is a physical as well as a digital platform. Traditional jewellery sites are often for high-street products, or high-end items, or blog-based.

The differentiation comes, among other things, from a newly-launched panel of jewellery experts (all Jewellery Room contributors) who are connected to the site. They tip in regularly about what's happening on the jewellery scene around the globe, and they deliver weekly jewellery insights helping designers, media and consumers alike. It's here that we will know what the biggest up-and-coming trends are for earrings or chokers, and how to style, stack, and layer jewellery with unique individual style.

The foundation of The Jewellery Room is anchored in enthusiasm and discipline, shared by two sisters who made a business out of their passion.

What started as an attraction and sincere interest for jewellery and communication led to a prosperous business with a targeted platform and a huge growth potential, as today the company is a B2B platform but is rapidly emerging into a B2C module - the all-essential e-commerce is in the pipeline for this year.

Charlotte, with a background as a jewellery journalist, is editor-in-chief for the online platform, the go-to place for everything that is happening in the style-span from fashion to jewellery. The Jewellery Room reveals cutting-edge jewellery trends, who to know, what to wear and what's coming up next, for trends, vibes and designs. Selected jewellery designers are reviewed and portrayed on the platform, and direct links take visitors to their websites to buy the jewellery and experience the brand ethos.

The result: a mix of contemporary and fine jewellery to work and style around fashion and design. Charlotte explains: "We carefully curate the selection of jewellery brands on the platform, and we present fine jewellery brands, contemporary designer brands and smaller "one-to-watch" labels, who also need a place to shine. We work very closely with them, in order to guide consumers to their product, teach them who to get to know, what to wear and most importantly, where to buy it."

With a wish to see more jewellery being more accessible and “out there,” visible and understandable for specialist press, buyers and consumers alike, Pernille and Charlotte devised and created this specific and unique concept initially for the media. With one easy login, any information is made readily accessible about a designer: their news, image banks, prices, press articles and so forth – this service now spans across more than 40 jewellery brands.

The bridge into the fashion scene is, according to Pernille and Charlotte, a very important one. Jewellery has come to play an important role in the fashion scene and the sisters believe that jewellery is a natural extension to international fashion weeks, for media, buyers and customers. The ambition is to become THE go-to hub for jewellery.

“Jewellery is a natural extension of the catwalk and a part of one’s style and look – where clothes give you style, jewellery states your personality. This is why we felt the urge to launch an online hub where professionals and consumers can get their daily jewellery fix – and we have only just started!” says Pernille.

“Every fashion week should have a jewellery destination and every woman should know where to get all she needs to know about jewellery - this is what we want to cement. We are not afraid of directing our consumers straight to the jewellery brands’ own sites, as we can see that they have a positive experience and return to our site, to find further inspiration,” Charlotte finishes. “Our Instagram feed is their first shopping list!”

The Jewellery Room will be making its première in London, presenting during London Fashion Week, for 2 days only on Sept 15th – 16th 2017, with official partners WGSN.

15th Sept:- 11 am - 5 pm

16th Sept:- 10 am - 4 pm

At Embankment Galleries at Somerset House, London

To attend, please send your RSVP to hello@thejewelleryroom.dk.

For more on the project in the interim, please visit the website: www.thejewelleryroom.dk (<http://www.thejewelleryroom.dk>).

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