

all the trimmings

The expanding jewellery market has grown beyond wearable items to cover embellishments for everyday accessories



As consumers continually search for ways to express their individuality, many jewellery and gift designers are introducing products that encourage personalisation. One black handbag can look much like another but attach a colourful charm to its strap and the accessory is immediately given a whole new look.

Talbot Imports first introduced a range of bag charms in Autumn 2005. Ever since its launch, the collection has been extremely well received as Marketing Manager, Ginny Bryant explains: "Our bag charms have sold like hot cakes; with many retailers requesting repeat orders. They're an inexpensive way of personalising a bag and co-ordinating an outfit. In fact, many consumers will purchase a matching necklace, bracelet and bag charm to tie in together."

Building upon the success of their initial bag charm range, Talbot Imports has recently extended the collection with some vibrant new designs and anticipates strong interest.

Stylish bling

Jewellery designer, Kleshna Handel also caters for consumers' desire for customisation with a stylish collection of phone and bag charms. Handmade using Swarovski crystals, bells and glitterballs, the charms add a touch of glamour to everyday accessories. According to Kleshna, the charms sell extremely fast, she says, "They're good value for money, and an inexpensive way of customising a bag or mobile. Many consumers like to stand out

from the crowd and the charms help them do just that."

Kleshna is currently developing a new range of jewellery accessories. She says, "We believe it's important to innovate and, indeed, lead trends so that our stockists always have something new and exciting to fuel their regular customers."

Ringin' the changes


Today the mobile phone has become an extension of everyone's personal style, and yet apart from swappable covers, new ring tones and screen savers, there has been little else available to adapt this ordinary communication advice into something more exclusive and unique. It is this factor which led Applicraft to launch the Mobikit – an all-one-decorative pack that provides everything needed to transform a mobile into a work of art.

The kits enable people to make sure their phone is a real talking point and completely different from anyone else's. Each one contains all the materials needed to make a Mobi Charm – 'a stylish swinging trinket in toning shaded design to hang gorgeously from your phone'; and a Mobi Tattoo – 'a brilliant tattoo of sparkling rhinestones which you can lay out yourselves using Appliglu'.

Since their launch in February, the Mobikits have been extremely well received as



Founding Director, Vee Wilson explains, "We have been taken aback by the response from buyers representing both the multiples and independent gift and craft shops. There has also been a lot of interest from non-traditional outlets ranging from museum and heritage stores to fashion and accessory chains."

One of the key selling points of the Mobikit range is that once applied, the designs can easily be changed: 'just remove the sparkly bits, wipe down the phone with a damp tissue, let dry, and start again.' The kit (or any bits left over) can also bring to life other on-the-move life essentials, such as MP3 players, portable games, digital cameras, bags, scarves – and even files, lunchboxes and the edge of a computer monitor. 

top left: **Kleshna's bag charms are handmade using Swarovski crystals, bells and glitterballs**
top right: **Since its launch this February, the Mobikit has been an overwhelming success**
bottom: **Talbot Import's bag charms make an inexpensive gift**

Further Information

Kleshna

020 8401 6789
www.kleshna.com

Talbot Imports

01273 776 415
www.talbotfashions.com

Applicraft

01932 872 572