

UK Jewellery Bodies Unite to Support Independent Businesses During COVID-19

A coalition of leading trade bodies and membership organisations, known as the Jeweller Support Network, is now operating to support the jewellery trade.

Press Release: 7 April 2020

Leading jewellery industry organisations and membership bodies have united to form the Jeweller Support Network, designed to assist independent and family-owned retailers, designer-makers and jewellery trade professionals struggling with the ramifications of COVID-19.

The Jeweller Support Network is a coalition of people, resources and skills, bringing together the Diamond Producers Association, the National Association of Jewellers (NAJ), Company of Master Jewellers (CMJ), Houlden Jewellers, the London Diamond Bourse, the Goldsmiths' Company, the Goldsmiths' Centre, the Society of British Jewellers, the Women's Jewellery Network (WJN) and the Responsible Jewellery Council (RJC).

Its goal is to minimise the damage and disruption caused by COVID-19 by directing small and large business owners to relevant resources, including Government financial advice, e-learning resources and trade-specific opportunities. This is being done via a [dedicated web page](#) and [Instagram account](#).

Simon Forrester, chief executive officer of the National Association of Jewellers, says: "The COVID-19 pandemic is both a global health crisis and an economic crisis, particularly for small and independent businesses that are now facing lengthy closures and restricted access to essential services. Together, we can weather this storm by sharing our expertise, knowledge and resources – it is our goal to sustain independent jewellers and ensure they can continue operating just as soon as restrictions are lifted."

Taking inspiration from the [Jeweler Support Network](#) in the United States, the UK Jeweller Support Network will also give local businesses the chance to submit their stories, including advice for engaging furloughed staff.

To learn more about the Jeweller Support Network and stay up to date with news, please visit: www.naj.co.uk/jewellersupportnetwork and follow [@SupportYourLocalJeweller](#) on Instagram.

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