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NICHOLAS JAMES WINS 'RETAILER OF THE YEAR'

Award winning contemporary British jeweller, Nicholas James, is once again celebrating after receiving the esteemed accolade 'Independent Retailer of the Year' at the 2009 UK Jewellery Awards.

At a glittering ceremony at the Grosvenor House Hotel on 19th July, Nicholas James beat stiff competition in the category to take home the coveted prize; another significant addition to the fresh-thinking jewellers' expanding trophy cabinet.

Nick Fitch, the creative force behind Nicholas James in Hatton Garden enthuses; "I'm truly delighted to receive this award. Jewellery is my lifelong passion and the aesthetics of our store compliments the pieces I design. It's an environment that I love working in and it's a great honour knowing that others feel the same way."

Organised by the leading monthly magazine Retail Jeweller, the UK Jewellery Awards is regarded as the pinnacle of achievement by the industry. Retail Jeweller wrote; "When Nicholas James opened in 2004, he was making a bold step in terms of design. However, Nick has since proved any critics wrong by making this refreshing, minimalist store design a success and has helped to revitalise the area as a result. 'This is in a different league in terms of the service it offers,' said one judge. 'He knows the market and is totally focused on the business' strengths.' Nicholas James looks at the bridal market from a unique perspective, and it is this vision that brings customers back."

View online at www.nicholasjames.com

Nicholas James will launch a dedicated bridal website later this year.

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Notes to editors:
www.nicholasjames.com
16-18 Hatton Garden, London, EC1N 8AT
T: 020 7242 8000 E: info@nicholasjames.com

For further information or a private viewing please contact
Becky George at Wonderberry
T: 020 7404 9594 E: b.george@wonderberry.co.uk





nicholas james - contemporary british design *Nicholas James*

