

FOR IMMEDIATE RELEASE
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INTRODUCING NICK FITCH THE FACE OF NICHOLAS JAMES

Today, Nicholas James is renowned as a champion of modern jewellery design, continually changing and evolving the industry. It all began with talented designer Nick Fitch. Born around the glamour of the diamond business, taught to grade stones from a young age, and responsible for introducing landmark changes in contemporary design - Nick Fitch's story is a sparkling one.

a lifetime of diamonds

When a De Beers Director offered his chauffeur's son a position at the company, he created a legacy for the Fitch family. That son - Nick's father - rose through the ranks of De Beers to a senior position. As a result, Nick was raised among diamonds, travelling with his father on purchasing trips, and inheriting a natural passion for jewellery. It was inevitable that Nick would follow in his father's footsteps; after university, Nick was quick to return to the diamond world and has never left.

the path to success

Imbued with a fiery passion for precious stones, Nick Fitch soon became a fully qualified gemmologist and onto become a world respected polished diamond merchant. His lifetime's work with gems gave him the insights to know how to properly treat, handle, and set precious stones. This unique talent didn't go unnoticed, and Nick was soon being commissioned to create jewellery for private clients. The next era of his career had been put into motion.

introducing contemporary jewels

In 1990, Nick founded Nicholas James - his own design company. Aware that he couldn't change the jewellery world overnight, Nick quietly designed bespoke pieces for his clients. But he longed to introduce contemporary styles to the then-static jewellery industry. Gradually he developed his own, unique styles; ultimately succeeding in introducing his collection to more than 70 top-end, independent jewellery retail stores. Innovative, design-led jewellery had arrived.

In 1999, the year he won 'Best Design in Diamonds' at the UK Jewellery Awards, Nick prepared to open his own boutique jewellers. The shop in St Cross Street (off Hatton Garden) became known for its seasonal décor and imaginative displays, featuring anything from gilded walls and 1970s wallpaper to feather-filled baubles. Customers paused to admire the displays - then stopped to gaze at the jewellery, which matched the décor for wow factor and creativity. The shop's success soared as it built up a reputation for its fast-evolving collections. Nick's work was commanding great respect within the industry; in 2002, De Beers invited him to design the 'King George V & Queen Elizabeth Diamond Stakes' commemorative pin for Royal Ascot.

Within 5 years, the property on St Cross Street was no longer big enough. In 2004 Nick acquired new, much larger premises in the busiest part of Hatton Garden. With a huge blank canvas to work with, Nick was able to create a truly inspirational interior. The showroom broke with design convention, presenting the collections in art-gallery style, with hyper-modern fittings and a relaxed atmosphere. It took 12 months to complete, but the flagship Nicholas James store opened to critical acclaim - and huge popularity. It beat the Apple Store in Regent Street as best shop design in 2005 at the British Retail Interior Design Awards. Nick's signature style, combined with an interior that was completely unique, was destined to transform the landscape of Hatton Garden forever. Keep a close eye on Nicholas James - the jewellery industry does.

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Awards & Accolades:

1998 Finalist 'Best Design in Diamonds' UK Jewellery Awards

1999 Winner 'Best Design in Diamonds' UK Jewellery Awards

2002 Invited by De Beers to design the commemorative pin for 'King George VI & Queen Elizabeth Diamond Stakes' for Diamond Day at Ascot, which is presented by the Queen to the winning jockey

2005 Winner Best Retail Interior

