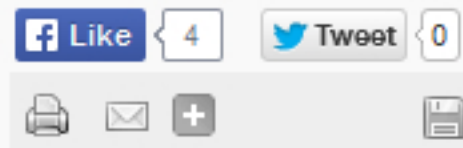


[Home](#) | [A-Z](#) | [Houlden Group](#)

## Upbeat reports at Houlden Group summer event

26 June 2012 | By [Kate Doherty](#)

The Houlden Group celebrated growing membership and positive business results at its information-packed Summer Annual Management & Buying Event, held last week.



At the Houlden Group meeting, which ran from June 18 to 21 in Horsted in East Sussex, chief executive, Stuart Laing, opened the event saying: "Despite the recession and economic downturn the Houlden Group has increased its sales by over £1 million in the last three months; membership continues to grow, we have a wider range of new suppliers and membership enquiries are at an all-time high."

He added: "The industry is moving at a faster pace reflecting the continuing demand for fashion jewellery and watch brands and Houlden has placed itself in a strong position to offer its members more choice and flexibility."

This latest Houlden meeting had seen a transformation with around 90 suppliers exhibiting over two floors in defined areas – fine jewellery, gems and diamonds, designers, branded/fashion jewellery, gold jewellery, silver jewellery, pearls, watches and services and gift lines.

The change was intended to enable members to interact closely with suppliers at both a social and professional level. Feedback was reportedly good with members saying the event had been positive and buoyant.

One new aspect enjoyed by members was the supplier "stadium selling", where invited suppliers were given the opportunity to pitch their product to members.

JSN Jewellery' was one of the suppliers and announced the launch of Canada Star Diamonds of Excellence, a new diamond brand exclusively for Houlden members.

Other pitches were provided by Fossil portfolio of Fashion Watches, Domino, Bulova and Tivon.

Speakers at the meeting included Amanda Daniels from marketing company Koogar talking about social networking; Tim Denison from Ipsos Retail Performance on staying in the market and growing sales and Jim Steele on how to win the game and turn losing into learning.