

Designer Jeweler, AstleyClarke.com Wins "Best Luxury Brand Online" 2009

ASTLEY CLARKE
LONDON

Released on: November 27, 2009, 5:14 am

Author: [Astley Clarke](#)

Industry: [Retail](#)

We are delighted to inform you that AstleyClarke.com has won the Walpole Award for "Best Luxury Brand Online 2009"

The annual Walpole awards for Excellence took place last night (16th November 2009), at Banqueting House, London and honored those individuals and companies who have, in the views of the judges, members and industry, achieved the pinnacle of excellence across seven categories including luxury, design, online, international, overseas and emerging talent.



This year, the award for Best Luxury Brand Online was judged by leading industry experts Nathalie Massenet of Net-a-Porter, Brent Hoberman of MyDeco.com, Guy Salter of Walpole, Erik Wachtmeister of A Small World, Martin Bartle of 270 Degrees and Peter Fitzgerald of Google. Judges unanimously agreed that AstleyClarke.com has shown innovation through the use of online technology and marketing, achieving outstanding sales results and a luxury presence online in 2009. The other Nominees were: Anya Hindmarch, Cartier, Hackett, Mulberry and Louis Vuitton.

AstleyClarke.com is now the recognized home of the World's best collection of designer jewellery and is the ultimate destination for all online jewellery gift shopping.



The award is a fitting accolade; in October AstleyClarke.com re-launched its Designer [jewellery](#) website as part of the strategic development of the Astley Clarke brand. It sits within the company's mission to make Fine Designer Jewellery a more creative and imaginative category for a new generation of luxury consumer. This consumer embraces the attributes of ecommerce and is a high spender in the luxury arena. To compliment the launch of the new website, AstleyClarke.com also opened its newly refurbished showroom in West London.

"I am delighted AstleyClarke.com has won the Walpole Award for Best Luxury Brand Online. Astley Clarke has embraced a gap in the market

for online luxury and is a pioneer in changing the way that luxury consumers shop for jewellery online - With exquisite designer jewellery, combined with a return to old-fashioned customer service of the highest standard, AstleyClarke.com has carved a unique niche for itself; moving away from a mass approach to luxury". **Bec Clarke - Founder and Managing Director**

AstleyClarke.com:

The new AstleyClarke.com website features outstanding jewellery photography; sophisticated gemstone search functions; zoom features and product showcases giving customers an improved view of the products, exquisite front end design, excellent faceted navigation, improved jewellery wish-list and gift reminding features. The site also houses inspirational jewellery content by the AstleyClarke.com design team, International Jewellery designers and leading fashion and jewellery editors. To educate international jewellery shoppers, Astley's Jewellery Miscellany, written by the in-house gemmologists, covers in-depth information on gemstones, precious metals, design and craftsmanship

Editor's Notes:

Bec Clarke - Founder and Managing Director: Bec Clarke, Managing Director and Founder of AstleyClarke.com is the inspirational force behind online luxury jewellery retailer, AstleyClarke.com. Bec is passionate about fine designer jewellery - her vision to create a luxury jewellery online environment is an industry first. Bec oversaw the brand's investment of £2.75m by Index Ventures in May, 2008. Prior to starting AstleyClarke.com, Bec worked across luxury brand consultancy projects, was Commercial Director of iVillage.co.uk and Head of Non-Retail Strategy at Tesco.com.

AstleyClarke.com: AstleyClarke.com was founded in 2006 with the ambition of becoming the world's leading luxury online jewellery boutique. AstleyClarke.com sells a range of contemporary jewellery, fine jewellery and designer jewellery from over 40 British and International jewellery designers, including 7 Fine own-label jewellery collections. The brand is also the ultimate destination for gift shopping and especially for Christmas jewellery gifts. The brand focuses on three core tenets: design, craftsmanship and provenance and prides itself on unrivalled customer service through their Personal Shopping & Concierge service and free next day UK delivery (pre Xmas). This young, luxury brand is growing quickly - a new, yet highly experienced in-house team in design, ecommerce, marketing, PR and logistics has helped to solidify expansion plans with further developments planned over the next two years. www.astleyclarke.com

Walpole: Formed in 1992 by top tier British companies, including Coutts & Co, the Financial Times, The Savoy Group and William Grant & Sons, the membership provides a community for the exchange of best practice ideas to drive business development in both the UK and export markets. Walpole aims to promote, recognise and maintain the highest standards of British commerce and industry. In 2005, Walpole made a strategic decision to refine its mission statement from promoting British excellence to promoting British luxury. Each year, Walpole holds the Walpole Awards for Excellence ceremony to recognize and celebrate the best in British luxury, design and culture. Luxury organisations from within the UK and internationally as well as Walpole members and experts, nominate brands to win awards for ten categories including; Best British Luxury Brand, Best Luxury Brand Online, Best International Luxury Brand and more. www.thewalpole.co.uk

For further information, high res images, or to view the collections; please contact:

Or

Nina Wagstaff Head of PR at AstleyClarke.com Nina@AstleyClarke.com Tel: 0845 680 6848

Contact Details: AstleyClarke.com
6 Junction Mews, London
W2 1PN
0845 680 6848

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)