

Marking The Coronation with a Yorkshire Rose

Bradley's Jewellers Celebrates Hallmarking with Inaugural King Charles III Coronation Commemorative Mark.

The York-based jeweller was first through the door of Birmingham Assay Office on March 1st, 2023, to receive the commemorative hallmark.

Independent award-winning jewellery retail business, Bradley's Jewellers York, was the first to have a fine jewellery piece stamped with the King Charles III Coronation commemorative hallmark on Wednesday, March 1, 2023, after finding itself first in the queue at Birmingham Assay Office on the morning of Wednesday, March 1, 2023.



Owner Kay Bradley made her way down to Birmingham in a bid to be one of the first to receive the commemorative hallmark, which was unveiled in February 2023. Her efforts led to her Fabergé Yorkshire Rose Egg Surprise Locket in 18k white gold being the first piece to be stamped with the new King's image, alongside fineness hallmarks and sponsors' marks. Kay Bradley comments: "I have a fantastic relationship with the Birmingham Assay Office, who have been so supportive in helping me build brands and develop my collections through unique hallmarks. As a proud British jeweller, I wanted the chance to secure the first King Charles III Coronation commemorative hallmark. I was thrilled to discover that our Fabergé Yorkshire Rose Egg Surprise Locket

was the first piece over the line! It is a fantastic slice of history that I can share with my customers and the wider York community."

Bradley's Jewellers is committed to hallmarking both for legal, commemorative and branding purposes. Kay Bradley currently has her own KLB (Kay Louise Bradley) and ECO (Eco Rocks) sponsor's marks for her fine jewellery and laboratory-grown diamond jewellery

collections, respectively. She also worked with the team at Birmingham Assay Office to develop hallmark logos for her own-brand ranges, including The York Rose, The York Daffodil, Twinkle Toes, and Rainbow Hope. Bradley adds: "These unique hallmarking opportunities have allowed me to personalise my own-brand collections and authenticate my original designs. Each piece of Fabergé Yorkshire Rose jewellery, for example, is stamped with The York Rose logo with a 'K' in the centre, which is my personal cypher. Plus, some ranges have the additional Created in the UK hallmark to signify that they are 100% British-made from design and manufacturing to finishing.

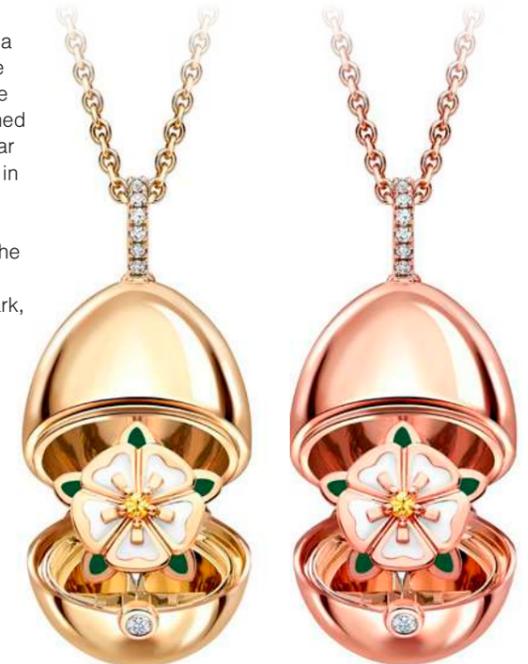


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In recent months, Bradley also ensured her pieces were stamped with Her Late Majesty Queen Elizabeth II's Platinum Jubilee mark. Marie Brennan, Senior Key Account Manager at The Birmingham Assay Office comments: "Kay Bradley and her team really appreciate the value of hallmarking, so it was great to discover she was first through the door of Birmingham Assay Office to receive this new commemorative mark. I know this is a highlight for Kay as a designer and businesswoman, and we like sharing in these special moments with our customers." The King Charles III Coronation commemorative hallmark, which depicts His Majesty's head against an oval background, will be available upon request for retail jewellers, suppliers and designer-makers until December 31, 2024. It can be applied to gold, silver, platinum or palladium items, by any of the four UK assay offices. Located on Low Petergate in the historic centre of York, Bradley's Jewellers York was named Retail Jeweller of the Year (Five Stores or Fewer) at the UK Jewellery Awards 2022. Its partnership with

heritage brand Fabergé has led to a unique collection of Yorkshire Rose Egg Surprise Lockets and Yorkshire Rose Egg Charms, which was named Fine Jewellery Collection of the Year by Professional Jeweller magazine in December 2022. Upon discovering that the Fabergé Yorkshire Rose Egg Pendant was the first to receive the King Charles III Coronation commemorative hallmark, the brand's Director of Special Projects, Sarah Fabergé, said: "Significant milestones have always played a part in Fabergé's story. The Royal Collection Trust includes Fabergé items gifted between members of the Royal Family to mark special occasions. We are therefore delighted to hear that our Fabergé Yorkshire Rose Egg Surprise Locket, exclusive to Bradley's Jewellers York, was the first piece to receive the commemorative hallmark at the Birmingham Assay Office." Further information about Bradley's Jewellers York can be found here: bradleysjewellersyork.com.



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