

Babette Wasserman wins CMJ award at Jewellery Show

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CMJ presented Babette Wasserman with a trophy that it could display on its stand for the remainder of The Jewellery Show. (Post Production)

Babette Wasserman was awarded Best Jewellery Collection at The Jewellery Show by The Company of Master Jewellers (CMJ) on Tuesday.

The brand was presented with a trophy from the buying group for the brand to display on its stand at the Birmingham exhibition, and its collection will be shown at an upcoming CMJ buyers' meeting.

The award was judged by all CMJ member retailers who visited The Jewellery Show. The members singled out Babette Wasserman based on design quality, innovation, commercial appeal and price.

The brand's eponymous designer was not at the show on Tuesday to collect the award in person, but later took to Twitter to share her appreciation. She said: "It's such an honour winning Best Jewellery Collection from such an established buying group. Thank you."

This is the second year that the CMJ has presented a Best Jewellery Collection award at The Jewellery Show. Last year the inaugural award was won by Trisori.

Speaking of the relevance of the award, CMJ chief executive Willie Hamilton said: "This award looks at the overall package for a successful collection – not only original jewellery design and excellent craftsmanship, but also the commercial appeal and retail price point. At the CMJ, we support our buyers and retailers alike – with this award we are giving CMJ backing to the winning brand, while letting retailers know that the collection is strong across the board so that they can buy with confidence."