

PROFESSIONAL JEWELLER HOT 100 : 2010

Trendsetters



Notting Hill-based designer Babette Wasseman has made her name with distinctive, forward-thinking designs that incorporate the likes of real volcanic lava stones, natural rosewood, fibre-optic glass and Japanese silk sets. Babette's skills were honed during a degree in jewellery design at Central Saint Martins, during which she always craved to open her own business. Among many great memories of her career, she says one of her favourites is having a flirt with HRH Prince Andrew, who visited her stand at the Pitti Uomo show where Babette Wasseman cufflinks were being exhibited. I gave him one of our beautiful sterling silver pens and said to him that now he could think of me each time he writes with it and he smiled. In the past year alone her company has been nominated as a finalist for Brand Of The Year at the UK Jewellery Awards 2010, which she says was a huge honour and achievement. One of the low points was when I flew out to a show with my staff and we were only allowed one piece of hand luggage each. We had the whole range, including 10 of our cufflink and tie box sets, which we had to stuff down our tops and coat pockets as they didn't fit in our bags and all three of us looked like Michelin men trying to pass through customs. Of course we got caught and no matter how hard I tried, they wouldn't let us carry them though and we had to throw them away. I was furious. Aiming to avoid any mishaps in 2011 the forthcoming year will see Babette launch a new collection. We are launching a new line of yummy mummy mother and baby jewellery. The range will be in sterling silver with some 18 carat gold mixed in. The designs will be really stylish, fun and ever so cute so that mums can match their kids.