

# NEW! OUR LATEST HOULDEN HOTSPOT WITH RUDELLS

Ever wondered what makes our Members tick, what they love about working in the industry and what they are finding in demand right now?

Our latest installment of our regular Houlden Hotspot feature is with Rudells.

If you would like your business to be a future focus, email Louise at [louise.cullen@houldenjewellers.com](mailto:louise.cullen@houldenjewellers.com).



*Houlden Hotspot featuring...*

*Rudell*  
The Jewellers

## *Houlden Hotspot*

### 1. SUM UP RUDELLS IN A SENTENCE

We are respectful of our past, proud of our present and passionate about our future.



[houldenjewellers.com](http://houldenjewellers.com)

## *Houlden Hotspot*

### 2. WHAT DO YOU LOVE MOST ABOUT WORKING IN THE INDUSTRY?

Making other people's dreams come true. Be it the purchase of a fabulous piece of diamond jewellery, or a prestigious Swiss watch.

We love to help people achieve their dreams, goals and ambitions. Sharing their special moments in their lives is also very rewarding for us.



[houldenjewellers.com](http://houldenjewellers.com)

## Houlden Hotspot

### 3. WHAT MAKES RUDELLS UNIQUE?

The Rudell family created a legacy based on trust and relationships.

The 2nd and 3rd generations of our clients' families from our early days continue to shop with us. The personal service we deliver is bespoke to each client and their needs.



[houldenjewellers.com](http://houldenjewellers.com)



## Houlden Hotspot

### 4. WHAT SUSTAINABILITY STEPS ARE YOU TAKING?

Our environmental sustainability responsibilities mean we recycle and re-use much of the packaging which comes into our showrooms.

Simple things, like all LED lighting and turning off lights and we don't waste the precious resource of water.

We also prefer to partner with manufacturers who make their products as ethically clean as possible.

We plan to install an extensive solar panel system to reduce our carbon footprint in our showrooms.

[houldenjewellers.com](http://houldenjewellers.com)



## Houlden Hotspot

### 5. WHAT IS IN DEMAND RIGHT NOW AT RUDELLS?

With the exception of Rolex and Patek Philippe, which are always in high demand, our in-house design 'Daisy' collection is 'flying' at the moment.

Our Perfection in Platinum collection of D colour, IF clarity diamonds is also working very well for us.



[houldenjewellers.com](http://houldenjewellers.com)



## Houlden Hotspot

### 6. BEST BIT ABOUT BEING PART OF HOULDEN?

Rudells are one of the three founding Members of Houlden. It is important to us that it is now one of the leading buying groups, working well for its high profile and prestigious Members.

The sharing culture of Houlden helps us all keep focused on best practices and ultimately delivering better service and value to all of our clients.

[houldenjewellers.com](http://houldenjewellers.com)

