



For 19 years, Stephen Einhorn has been designing and producing fine jewellery in the London borough of Islington, managing a small studio and shop on Upper Street and retaining a truly British brand. When working with jewellery, there's a mixture of craft and workmanship which is illustrated best at the workbench, where tough hands manipulate the materials to create works of art.

What are the core values of the business?
Next year we will have been here for 20 years making contemporary fine jewellery here in our Islington workshops. It's really important to me that we manufacture in Britain and employ people in this country. Having lived through the Thatcher years I watched our strong manufacturing base being decimated. Britain used to have a strong tradition and reputation for manufacturing all around the world and it was a tragedy that this wasn't being nurtured. Being able to say that you are truly 'Made in Britain' takes a lot of commitment and, in most cases, means a lot smaller margins. For us it was a decision based on ethics, quality control and responsibility, not a sales ploy.

What are the main differences between your jewellery and that manufactured overseas?

The quality, the versatility for the customer of what they can have and the time frames they can have it in. We also know exactly how everything is constructed and we offer an exceptional and very personalised customer service.

What's the biggest misconception of British manufacturing?

That it doesn't exist. Manufacturing suffered a real bashing in the late 70s and 80s but now there are manufacturers all around the country and they are growing. It's an exciting time.

Read more www.manmen.uk

Stephen Einhorn

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