

Winter Jewels 2026

Information for ACJ Wessex members thinking of taking part

Winter Jewels is our annual Christmas selling exhibition at the Sir Harold Hillier Gardens, and the longest-running exhibition in Hillier's calendar. Total sales are usually around £30,000 over the six weeks. We aim for 20-24 exhibitors taking part

This document covers everything you need to know before applying. Please read it in full - there are some changes from previous years. The sections on costs, display rules and stewarding contain commitments you'll be agreeing to.

At a glance

Exhibition dates	Wednesday 25 November 2026 - Sunday 3 January 2027. (closed Christmas day and Boxing Day)
Opening hours	Open 10-4 daily. Closes at 3pm on Christmas Eve
Venue	Sir Harold Hillier Gardens, Jermyns Lane, Ampfield, Romsey SO51 0QA
Set-up	Tuesday 24 November (or Monday 23 November by arrangement)
Takedown	Monday 4 January 2027, 10am - 4pm. Please note that takedown is currently not at the end of the last Sunday as it has been previously
Full cabinet fee	£110 per cabinet
Commission	30% on all sales, charged by Hillier
Minimum item guide price	£35 - if you anticipate having items at a lower price please include details in your application
Stewarding	Expected to be around 4 days per full-cabinet exhibitor (made up from full or half-day slots)
Applications	Open Tuesday 4 August, close Friday 28 August 2026
Questions	nic@bassettgreen.com

About the exhibition

Outside of events like Goldsmiths' Fair and Desire, it is rare to find a group of jewellers this large and this varied exhibiting under one roof. That scale is our greatest asset - for collectors, and as a demonstration of the strength of the local jewellery community.

The exhibition is free to access to the public - but an entry fee is payable if they want to visit the gardens.

Our aims for 2026:

- Showcase excellence - give talented members a platform to demonstrate the value of the handmade
- Support our makers - create selling opportunities during the exhibition and beyond

- Foster community - strengthen connections between members and with the public
- Inspire and educate - spark curiosity through a wide range of styles, materials and techniques
- Build reputation - establish Winter Jewels as a leading regional event in the UK jewellery calendar
- Stay inclusive - offer a route in for any member who wishes to join, and celebrate their success

The exhibition space

We were hoping that, like last year, screens would cover the walls, giving a less visually noisy environment and a more clearly defined exhibition area.

Unfortunately the owner of the display screens is not able to leave them up for us this year. We will be working on our floorplan and layout to overcome this as best we can.

If we are oversubscribed

There is an upper limit to the number of exhibitors we can accommodate, and member interest keeps growing. If we receive more applications than we have space for, a panel of committee members will select exhibitors, using criteria of: style, price range, technique, conceptual depth and wearability in order to achieve a vibrant and varied exhibition. We will tell you the outcome by the date shown in Key dates.

Please provide as much detail in your application as possible. Your application (including photos) is your chance to explain your work to the committee panel.

Seven ways to take part

Route	Cost	What's involved
Full cabinet exhibitor	£110	Your own Detolf or Skanor cabinet. The best opportunity to show and sell your work. Includes a stewarding commitment of 3-4 days.
Shared cabinet exhibitor	£110 per cabinet, split between you	Share a cabinet with another member. Apply on the main form and tick the sharing option. If we can, we'll try to match you with a partner - but can't guarantee that there will be someone else with whom to share. If we are able to match you, dividing cost, space and stewarding is up to you to manage.
Showcase cabinet exhibitor	Free to apply; £10 if selected. Free for full/shared exhibitors	Submit up to 3 pieces for a curated mixed cabinet. Open to any member. No stewarding commitment, though you're welcome to volunteer.
Themed cabinet exhibitor	No extra cost	Subject to demand and space, cabinets grouping work by multiple makers. This year's themes will include: male and unisex jewellery and Suffragette City. Open to exhibiting members.
Guest cabinet	By invitation	A cabinet of work by invited local high-profile makers who may not have exhibited with ACJW before.

Route	Cost	What's involved
Volunteer steward	n/a	Open to all non-exhibiting members. An ideal way to see the exhibition, reconnect with members and be part of the group.
Steering group member	n/a	Help make it happen: social media, email marketing, print and design, curation and display, the stewarding rota, photography, set-up logistics - or anything else you can offer.

Showcase cabinet - the detail

Submit up to three pieces: new designs, signature pieces, or anything that represents your style, skill and creative voice. Work will be selected and curated to make a balanced display. Application is free; for members not taking part as full/shared cabinet exhibitors, a nominal £10 fee is payable on any pieces selected to cover postage for returned work. Not-for-sale items are welcome, but we expect most of the display to be available to buy.

Themed cabinets

If you have ideas for other themes we could run, we'd love to hear them.

Costs

Exhibition fee

The fee for a full cabinet is £110 per exhibitor/cabinet this year. Complete the application form first; we will ask for payment once your place is confirmed. You will be invoiced for the exhibition fee and can pay either by BACS or by cheque. Payment will be due within 14 days of notification of selection. If payment is not received, your application will be withdrawn.

Refunds

- If the exhibition cannot go ahead, the £110 fee is returned less any direct expenses already incurred (for example print and design costs).
- If you withdraw before the stewarding rota is published, 50% of the fee is retained towards costs already incurred.
- If you withdraw after the rota is published, no refund is made.

Commission and getting paid

Hillier charge 30% commission on all sales which they will process again for us this year through their tills.

After the exhibition, once all exhibitors have approved their sales figures, Hillier settle our invoice for sales less commission - this can take a couple of weeks. Exhibitors are then invited to invoice ACJW for their sales.

Other charges

Biog board	Free for new exhibitors. Previous exhibitors can reuse theirs or request a replacement at cost (approx. £10). All cabinets must include a standard biographical board.
-------------------	--

ACJW jewellery boxes	All sales are packaged in our ACJW branded boxes. These will be charged to exhibitors at £1.20 per box used. Stewards will be asked to use the smallest appropriate box - large boxes cost us £1.51, medium £1.19. Carrier bags are provided. On days you are stewarding you may use your own packaging for your own sales if you prefer.
PAT testing	Cabinet testing is free during the exhibition. Any other items tested at the same time cost approx. £2 each.
Price label blocks	Small perspex blocks, £1 for 4, available at the stewarding desk on set-up day.

Stewarding

Stewarding is not a financial cost, but it is a real commitment: we are responsible for staffing our own exhibition. It's one of the really valuable features of our exhibitions.

Every full-cabinet exhibitor has an allocation of days. Based on 20-24 exhibitors, that is likely to be 4 days each, which can be taken as whole or half-day slots. We usually have two stewards on weekdays and three at weekends and on days we expect to be busy.

An availability poll goes out in early September, before the rota is published in early October. A copy of the rota is kept behind the sales table at Hilliers.

Winter Jewels is a group show. On your day you are the salesperson for everyone's work, not just your own. Stewards are responsible for:

- Actively engaging with visitors and customers
- Encouraging visitors to enter the prize draw and join our mailing list
- Accurately recording and processing sales
- Replenishing other members' cabinets from their spare stock where appropriate
- Keeping stock sheets up to date
- Keeping the exhibition looking its best by tidying/cleaning/polishing displays as needed
- Posting the day's sales to the exhibition WhatsApp group

Your cabinet and display

We pride ourselves on how our exhibitions look. A consistent feel across all cabinets makes a coherent display and shows the quality of the whole group - which is why we standardise on cabinets.

Cabinet

- Provide your own lockable IKEA Detolf or Skanor cabinet, with locks, cool white lights, and the back panel covered in white frosted 'Purifrost' or similar.
- Cabinets must carry a current PAT test certificate or label. We can arrange this free of charge during the exhibition.
- No cabinet? Ask on our WhatsApp channel - another member may have one available.

- The bottom shelf of a Detolf is a good place to tell the story of your work: sketchbooks, raw materials, tools, or explanations of your techniques. Spare stock can be stored beneath it.

Display furniture

Our exhibitions default to transparent, clear or frosted display furniture.

Your display should be predominantly clear/frosted - but you can accent this with other furniture to suit your brand if you wish.

This is a change to the rules from previous exhibitions. We intend to be light-touch about managing this, but it matters to us that the exhibition is beautiful and hits a high 'luxe' tone. If you're unsure whether your planned display fits the group style, please ask before set-up rather than finding out on the day that it's not ok.

- Aim for a clean, uncrowded look - depending on the size of your pieces, no more than 16-24 items per Detolf shelf
- Make sure your display furniture is presentable and clean
- Your furniture should be mainly clear or frosted but you can add other elements to suit your brand
- Label your furniture discreetly with your name to minimise the risk of loss

Labelling and pricing

What may be shown

Jewellery and artefacts (spoons, bowls, boxes and so on) must be the work of the exhibiting member.

Winter Jewels is a showcase of original, hand-made work. Pieces should be designed and substantially made by the exhibiting member - where skill, making and design are evident in the work itself. Standard bought components such as chains, ear wires and clasps are of course fine as part of a made piece; what we're not looking for is work assembled largely from commercial findings with little making or design input.

Labelling

- Every item must have a label showing its item code (your initials and a number) and price, or a 'Not for sale' label. Codes and prices must match your stock sheet.
- Unlabelled or inadequately labelled items will be withdrawn from sale. Discrepancies can lead to items being sold at the wrong price - that risk sits with the maker, not the steward on duty.
- Materials must always be identified, especially where the public may not recognise them:
 - Gold-plated silver must say so - it could be taken for solid gold
 - 'Vermeil' may only be used in addition to 'gold plated', e.g. "18ct gold plated vermeil silver ring"
 - Aluminium must be clearly marked, as it could be assumed to be silver
 - Gemstones should note anything helpful - man-made or treated, and any noteworthy inclusions or flaws
- Ring labels: please include the ring size.

Hallmarking

Hallmarking law must be obeyed - copies of the Hallmarking Act are displayed around the exhibition. Any silver item over 7.78g, any gold or palladium item over 1g, and any platinum item over 0.5g must be

hallmarked when offered for sale. Please re-acquaint yourself with the rules, especially on plated and mixed-metal pieces.

Pricing

Pricing is a fraught subject for all of us. We ask you to price your work appropriately and commercially.

The committee encourages you to be confident. Experience suggests that customers' perception of value - and their willingness to buy - often rises with price. At Winter Jewels we regularly sell pieces from £35 to £850.

We set a guideline minimum item price of £35. This isn't a judgement on smaller work - it reflects that once you cost your time, materials and the cost of exhibiting properly, hand-made work rarely comes out below this. If you want to include pieces under this price, please flag it in your application.

Whatever your individual financial drivers, we should all be pricing at a level that reflects the professional standard of the group and gives a proper return. This is not a low-price craft fair, and members should not appear to be undercutting one another.

When costing your work, remember to include the cost of exhibiting - the entry fee and Hilliers' commission, but also mileage and the days you spend stewarding - not just time and materials.

If you'd like a formula to work from and some food for thought, these are interesting sources:

- The Design Trust's guide to calculating cost price: thedesigntrust.co.uk
- Jewellers Academy video [tutorial on pricing](#)

Stock sheets

Your stock sheet is the master record of your sales. We hold all exhibitors' sheets behind the stewarding desk and tick items off as they sell.

We will send you an Excel template. You must use this.

Save your own copy, replacing "MASTER" in the filename with your name or initials, and click "Enable Editing" if prompted. Enter your name, initials, email and phone on Stocksheets 1 - these carry across the other nine sheets. Then, for each item:

- Exhibition number - your initials plus a number from 01, e.g. NM01, NM02
- Maker's reference (optional) - your own reference for your records
- Sketch/photo - insert an image sized to the cell, or sketch it by hand on your printed copy
- Details of materials and processes - as much detail as you can, so stewards can answer customer questions
- Alternative versions (optional) - possible variations
- Retail price - (the last column then shows what you'll receive after commission and box cost). Put a Y in "Enter Y if own box" for items too large for an ACJW box (you must then supply a box in your drawer) and the figure adjusts accordingly. That column doesn't print, so customers never see it.

Use as many sheets as you need - column headers repeat on each printed page. Fuller guidance is on the first worksheet of the template.

Print your completed stock sheet and bring it to set-up day. It goes into the exhibitor stocklist folder and is what stewards use to record your sales and answer questions about your work.

Insurance and safety

Public and product liability insurance

Every member must hold their own public and product liability insurance with cover of £5 million for the duration of the exhibition. This is a venue requirement, and ACJW will ask you for a copy of your certificate. Cover is available through axisweb.org, the Guild of Jewellery Designers and a-n.co.uk, among others.

Insurance

Hilliers provide overnight security during the exhibition but your work is not insured for loss or theft by either Hilliers or ACJW. Consider whether you need to provide your own cover for the duration of the exhibition.

PAT testing

All electrical items must be PAT tested, including cabinet lights and any extension leads. Cabinet testing is free during the exhibition; you are welcome to bring other items for testing. The cost is approx. £2 per item.

Key dates

Date	Milestone	Notes
Tue 4 August	Applications open	Full cabinet, shared cabinet and showcase cabinet
Fri 28 August	Full and shared cabinet applications close	
Fri 4 September	Exhibitor list confirmed and payment due	You'll be told the outcome and asked for your fee
Mon 7 September	Stewarding availability poll issued	Open to exhibitors and volunteer stewards
Mid-September onwards	Public website updated	winterjewels.co.uk lists confirmed exhibitors
Fri 25 September	Stewarding poll and showcase applications close	
End of September	Exhibition catalogue completed	
Early October	Stewarding rota issued	
Mid-October	Showcase cabinet selection made	
Early November	Showcase pieces delivered or posted in	
Mon 23 / Tue 24 November	Set-up	We'll ask you for your setup preference closer to the time to ensure a spread across both days

Date	Milestone	Notes
Wed 25 November	Exhibition opens	
Sun 3 January 2027	Exhibition closes	
Mon 4 January 2027	Takedown	10am - 4pm
End of January 2027	Showcase pieces returned	Collected or posted back

How to apply

Full or shared cabinet

Applications open Tuesday 4 August and close Friday 28 August. Use the full cabinet application form: <https://forms.gle/5V2gQwbs5nnRb81h6> - there is an option on the form to indicate that you'd like to share a cabinet.

Showcase cabinet

Applications open Tuesday 4 August and close Friday 25 September. Use the showcase cabinet form: <https://forms.gle/y6UQVPeizGaFEncF7> .

Volunteer steward or steering group

Email nic@bassettgreen.com saying which you're interested in. Any member is welcome, whether exhibiting or not.

Questions about anything in this document? Email nic@bassettgreen.com or post to the WhatsApp group.