



**Friday 9<sup>th</sup> March, 2010**

## **UK's largest luxury jeweller awarded Silver Level Recognition with Investors in People**

Aurum Holdings, the largest prestige and luxury jewellers in the UK whose portfolio includes Mappin & Webb, Watches of Switzerland, and Goldsmiths, today announces it has been awarded the prestigious Silver Level Recognition from Investors in People (IIP).

Over the last 12 months Aurum Holdings has introduced a number of staff and training initiatives which included improving staff engagement and customer experience. The company easily surpassed the 70 criteria needed out of 120 in order to achieve the Silver Level Recognition with a score of 110.

The Investors in People scheme seeks to improve the way in which organisations manage and develop their employees, with the aim of providing a more efficient and effective public service. The assessment process took one month and involves interviewing staff and visiting a number of stores.

This announcement follows on from Aurum being awarded a National Training Award (NTA) for the Aurum Buying Experience in October 2009 and the creation of the Aurum Management Development Academy and Executive Development Programme. Such initiatives reiterate the importance the company places upon maintaining an efficient and communicative working relationship with staff, ensuring an enjoyable and memorable shopping experience for their customers.

This standard follows 5 years of working with the Investors in People scheme and places the company in a select elite of companies with the same accreditation.

Justin Stead, CEO, Aurum Holdings said:

“This is a fantastic achievement for everyone who works for Aurum Holdings and in all our stores nationwide. Our staff are very important to us so naturally we are passionate about maintaining a good working environment and encouraging our staff to learn and grow with us. To have achieved such a high standard as a Silver Level Recognition in such a short time is credit to them and something we are incredibly proud of.”

**END**

### **About Aurum Holdings**

Aurum is the largest prestige and luxury jewellers in the UK, which includes the Watches of Switzerland, Mappin & Webb and Goldsmiths brands within its portfolio. Aurum prides itself on the excellent product range and unrivalled service that we provide across our brands. Aurum Holdings Ltd was established in 2007.

Goldsmiths is a business with more than 230 years of tradition and experience operating from over 140 stores in the UK and Ireland and its transactional website, [www.goldsmiths.co.uk](http://www.goldsmiths.co.uk).

Having received three Royal Warrants, Goldsmiths offers the high street's finest diamond jewellery and gold selection and premier and designer watch brands.

Watches of Switzerland is the largest distributor in the world of luxury brands such as Rolex, Patek Philippe, Cartier, Breitling, Omega and TAG Heuer in the UK. Providing customers with a premium watch service since 1924 it currently operates from 14 stores.

Mappin & Webb is renowned for combining timeless craftsmanship with superior quality and contemporary design to produce exquisite jewellery, elegant silverware, watches and glassware operating from 16 stores and its recently launched transactional website. Today Mappin & Webb is silversmith to Her Majesty the Queen and to His Royal Highness Prince of Wales.

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