

Definitely boutique, sometimes bespoke, always beautiful – Bentley and Co Jewellery are off to a glittering new start in Llandeilo.

While London has always been the heart of the UK's jewellery industry, it is the wealth of independent designers and producers scattered across the land which keeps that heart beating, bringing a vibrancy and originality that is the key to ongoing success. Leaving the metropolis behind, in favour of rural charms and country chic, Claire and Alex, the husband and wife team behind Bentley and Co Jewellery, recently relocated to Llandeilo in South Wales, bringing their own dazzling touch of style to a little town already dubbed the 'coolest place to stay in the UK'¹.

Embraced by the rolling countryside, Llandeilo is perhaps one of the last places one would suspect of harbouring such a thriving community of boutique shops, hotels and restaurants, and yet Bentley and Co Jewellery couldn't be more at home. With a collection comprising a vibrant meld of pieces from internationally acclaimed jewellers – Babette Wasserman, Jenny Deans and Zehava Hashai-Spellman, to name but three – and their own artisan jewellery, handmade on site, Bentley and Co is the ideal destination when something a little bit special is called for.

Whether your tastes run to retro-chic, über-modern or timeless-classic, Bentley and Co should have something to suit, and if not, there is always the option of commissioning your very own bespoke piece, something that's not as expensive as you might think. 'Price is reflective of the materials, and the complexity of craftsmanship required in the piece,' says Claire, 'all of which can be modified to accommodate a customer's budget.'

Claire founded Bentley and Co in London in 2008, launching the website shortly afterwards, in 2009. As the business gained in popularity, Claire was able to attract more renowned jewellers and is now able to boast names endorsed by everyone's favourite chicky-babes, Girls Aloud and the inimitable Russell Brand, among others. For all the success that the designer labels have brought however, it is still the produce of the in-house studio that gives the Bentley's the most satisfaction.

Although the decision to leave London in favour of Llandeilo with a young family in tow was fraught with anxiety, it was this dramatic relocation which enabled Claire and Alex to fulfil the ambition of bringing their workshop and gallery under one roof. By allowing customers to meet the craftspeople responsible for the production of what can be the most important purchase of a lifetime – an engagement ring, wedding rings – or a gift that needs to say just the right thing, Claire and Alex ensure that individual needs are always met. Personal service and matchless quality are the watch words of this family business.

Inevitably, big names come hand-in-hand with big prices, however the Bentley and Co collection offers jewellery bridging the financial gap, with pieces ranging from £50, to £5,000 and a reduction in cost doesn't necessarily equal a reduction in quality. The recycling of old jewellery – something Claire and Alex encourage all customers to consider – can keep costs to a minimum. 'Pieces can be redesigned completely by recycling the metals and stones, or simply by restructuring to incorporate the original design in a way that will accommodate your taste and style.'

Llandeilo is really a part of the rural idyll; a place combining history, culture and dramatic scenery; a place surely created to inspire. Host to a jazz festival, tapas festival, artists, designers and

¹ The Sunday Times 2011

craftspeople of all ilks, Llandeilo is a place of unique creativity, individuality and entrepreneurship, and Bentley and Co Jewellery feels right at home.

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