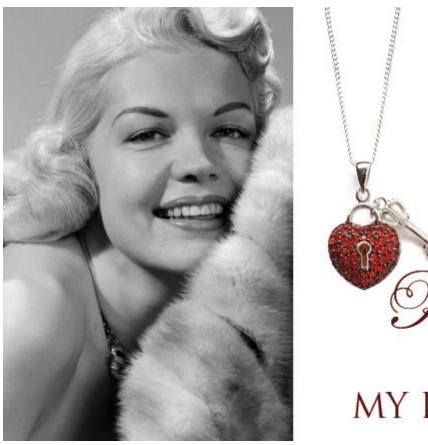
## The LILY BLANCHE Story

<u>LILY BLANCHE</u> is a Scottish jewellery brand based in a wonderful arts & crafts era studio in the lee of Stirling Castle right in the heart of Scotland. The brand was formed in 2011 and manufacturers and retails beautiful silver, gold and precious stone jewellery with a vintage twist.





The company specialises in <u>lockets</u> many of which have a hidden secret.



We were delighted when Judy Murray, the mother of Andy Murray wore the LILY BLANCHE <u>Memory Keeper pendant</u>, which opens to reveal six secret photographs to all Andy's matches when he became the first British Men's Single's Champion for over 70 years.





The LILY BLANCHE Memory Keeper pendant opens to take six photographs

The <u>LILY BLANCHE</u> collections are inspired by my grandmother –Lily Blanche Sheridan, a descendent of the School For Scandal playwright Richard Brinsley Sheridan.

Born in the 1900s, she lived an extraordinary life travelling thousands of miles from home with four small children, bringing them up in India in the last days of the Raj, and witnessing the rise of Ghandi.



LILY BLANCHE and her children in India

Returning to Britain before WWII, her home took a direct hit in the blitz while her family slept in the Anderson Shelter at the bottom of the garden. In her later years, she lived in a picturesque whitewashed croft on the beautiful, windswept Hebridean Island of Skye. She was a fantastic cook and a highly creative person, making beautiful wedding dresses for her daughter and daughters-in-law during the War, despite the privations of rationing. She was highly influential in encouraging my creativity.

I have found memories, as a child, of rummaging through her jewellery box and finding beautiful and exotic pieces from her travels. Inspired by Lily Blanche's jewel box, we have taken vintage designs and given them a modern twist by combining them with outstanding 21<sub>st</sub> century design.

Many of <u>LILY BLANCHE</u> pieces, such as the <u>Magical Charms</u> and the Memory Keeper Pendant, open up to reveal a hidden secret. Our jewellery is imbued with meaning, making it perfect for the adventurers, lovers, divas and soulmates of today.



LILY BLANCHE Magical Charms open up to reveal a hidden secret

## **OUR ETHOS AND OBJECTIVES**

At LILY BLANCHE, our philosophy is simple: to delight and surprise by creating beautiful things which last a lifetime. In a throw-away culture our aim is to create the heirlooms of tomorrow from the conversation pieces of today.

Growing up in Scotland, we appreciate and understand how precious our natural environment is. We promise not to waste precious resources, to source sustainably and responsibly and to cherish our environment for future generations.

We aim to deliver quality, sophisticated pieces with a high level of customer service. Our emphasis is on craftsmanship and attention to detail. All our jewellery comes beautifully packaged.

We were particularly delighted to be nominated as Jewellery and Accessory Designer of the Year at the Scottish Fashion Awards in Association with VOGUE.Com. This is Scotland's most prestigious fashion event. Fellow nominees included Christopher Kane and Jonathon Saunders.

We are members of the British Jewellers Association, the trade association for jewellery designers and manufacturers.

To see the full collections visit <a href="http://www.lilyblanche.com/">http://www.lilyblanche.com/</a>

To keep up to date with our blog visit <a href="https://lilyblanche.wordpress.com/">https://lilyblanche.wordpress.com/</a>

For more information or to order a LookBook email <a href="mailto:hello@lilyblanche.com">hello@lilyblanche.com</a>





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