



Rebranding of Jewellers Association now complete

Hello Association of Fine Jewellers!

Ireland's largest jewellery representative body, The Retail Jewellers of Ireland have rebranded as the Association of Fine Jewellers a transformation that is now fully complete.

The rebranding better reflects its mission and services on offer to members in conjunction with Retail Excellence. The new look includes a redesigned logo which establishes and communicates trust and credibility.

In addition to the new logo, the Association have also given their website an overhaul. The new site offers relevant and timely content, as well as better navigation with consumers being able to search for the Association of Fine Jeweller members. The rebrand includes the option for members to display an Association of Fine Jewellers wall plaque outside their premises.

Speaking about the rebrand, President of the Association of Fine Jewellers, Richard Wehrly said he is "delighted to see the seamless transition to our new branding and how members have embraced the change. The rebrand is part of our strategy to promote all that is good about purchasing jewellery from reputable jewellery shops in Ireland with a long history and tradition of selling their wares.

The extensive rebrand covers all facets of our public image and the rollout of wall plaques is an important part of our building campaign to create awareness and instant brand recognition around our new name. The plaque is a badge of honour for our members as it marks them out as establishments of distinction and will let customers know that you are a cut above the rest and part of the largest association of independent jewellers in Ireland".

"Our rebranding, website, and marketing focus comprise the new face of Association of Fine Jewellers, and we are proud of our public presentation," Richard Wehrly concluded.

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