



Noreen Mirza

Creative consultant | UK and international experience | B2B and B2C sales + marketing Business strategy | GIA Gem-mologist

📍 London, UK

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Links

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Languages

English (Fluent)

Urdu (Fluent)

Hindi (Fluent)

About

Inspired by my heritage and global travels I've turned the dream of my 9-year-old self into a reality as an award-winning jewellery designer. My bespoke creations have adorned celebrities, royalty, and heads of state e.g., Neha Kakkar, Dame Kelly Holmes, Sukki Singapora, and I'm mentored by Jimmy Choo and Michael Ward (MD of Harrods).

My designs have featured in the press (Professional Jeweller) (CMJ Company of Master Jewellers) (Richmond Guardian, Fresh Magazine), I've been a podcast guest for the Asian Women Achievement Awards (with Kim Rowell, ITN) and interviewed by Pakistani channels and Humans of Fuzia.

A strong global network enables me to negotiate product launches/placements and acquire brand ambassadors.

Contacts include individuals from Rolex, Yash Raj Films, Damas Jewellery, BBC, Équité, Bentley Motors, Knight Frank, and TV shopping channel owners (Gemporía, TJC).

I attend events e.g., AllBright Women, The Arab International Women's Forum, charity gatherings at Clarence House with the Prince of Wales, House of Lords (In Dialogue with Women Leaders), Anand Mahindra awards, and have met the Mumbai British High Commissioner and Whoopi Goldberg (Windsor Castle).

I have an in-depth knowledge of jewellery production and am an expert in branding, marketing, and sales to generate revenue.

CAREER HIGHLIGHTS

Commissioned to design pendants for the Princess of Jordan and the Pink Shoe Club

Developed a bangle for the Alzheimer's Association and a charm collection to present to Harrods

Created uniform cufflinks for Roast Restaurant and jewellery concepts for the MBOB awards

Founded 4 successful companies, sold 1 to an international PLC

Successfully launched Shards of London jewellery in House of Fraser

Secured accounts for Vinayak Jewels

Increased sales at Mirza Accessories by a sale or return strategy, online brochure, and retail concessions

Developed Studio Edge website contributing to £1M sales in year 1

Presented Shards of London to Damas Jewellery, Middle East and Paris Gallery, Dubai

Advises the Qatari royal family

Introduced Boodles to the Qatar market

Supported Ali Bin Ali on launches

Innovative Woman of the Year, International Women of Excellence Awards 2008

Nominated for Young Entrepreneur Award, Asian Women of Achievement Awards 2007

Undertaking philanthropic duties is important to me and I advocate for young individuals, particularly those from disadvantaged backgrounds. e.g., Board member and mentor for Mosaic (Prince's Trust), public speaker and mentor for the Asian Women Achievement Awards. Connecting with people and bringing value to their lives is something I cherish.

I'd love to hear from you: noreen@noreenlondon.com

BRANDS WORKED WITH

Abbeycrest PLC

Harrods

Mirza Accessories

Mirza Collection Ltd

Noreen London

Shards of London Limited

studio edge

Experience



● Founder & Creative Director

Noreen London | Jul 2019 - Now

Wanting to return to more high end jewellery, I founded Noreen London, a fine jewellery brand for high net worth individuals (HNWI).

Key responsibilities: Research and design, ethically sourcing of stones and gold, creating samples, working with workshops all the way through the supply chain, sourcing of sustainable packaging, branding, visually designing website, storytelling, social strategy and content, presenting to HNWI, working with goldsmiths in Hatton Garden.

- Sold £85k in engagement rings
- Currently designing a bangle for the Alzheimer's Association
- Designed a collection of charms to present to Harrods
- Received positive feedback on website and high-quality renders, from the CEO of Matches Fashion

● Founder & Creative Director

Shards of London Limited | Mar 2011 - Jul 2019

Launched an online brand offering unique and beautifully crafted precious and semiprecious jewellery collections for women. Offering affordable luxury, I took the brand into major high street retailers and internationally online.

Key activities: conducted market research, developed business plan and costings, created brand identity and brand collateral, developed, and wrote copy for the website, designed jewellery, collaborated with CAD and rendering company, liaised with manufacturing factories in China, created storytelling presentations to present to retailers e.g., Damas and Paris Gallery in Dubai, wrote and posted social media content, developed sustainable packaging. Attended jewellery trade shows around the world.

Successfully pitched for the brand at House of Fraser Oxford St and House of Fraser Manchester.

● Founder & Managing Director

Mirza Collection Ltd | Apr 2010 - Apr 2011

Designed bespoke diamond jewellery for high net worth individuals. With cutting-edge craftsmanship, Mirza Collection used the finest natural diamonds, both rough and polished, offering clients modern yet classic design, utilising colour to add personality.

● Creative Director & Board Member

studio edge | Aug 2009 - Apr 2010

Studio Edge was an online jewellery boutique, specialising in showcasing new and talented jewellery designers and their collections. Studio Edge was a brand belonging to the Abbeycrest Plc Group, based in Leeds UK.

I was responsible for building a new profit centre within the Abbeycrest Group, targeting mid - to high - end early adopters of fashion jewellery purchasing online.

- Defined the target market and product signature appropriate to that market.

- Designed the high quality transactional e-tailoring capability with an aggressive traffic and brand strategy.

- Populated the site with an initial range (designed by me).

- Grew the range, sales and profit thereafter by building representation further and commissioning new ranges and designers.

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● Creative Director

Abbeycrest PLC | Aug 2009 - Apr 2010

Abbeycrest Plc was one of the world's leading designers, manufacturers and distributors of stamped and cast jewellery.

The company operated through those two divisions, employing world-class manufacturing techniques, to develop a relevant generic collection as well as customer's exclusive lines in its own factory based in the North of Thailand.

Offering an unrivalled breadth of services and expertise, Abbeycrest's services comprised of sales, design, rapid prototyping, manufacturing, and quality control; all fully supported by a dedicated customer service function throughout the entire supply process.

The Group, recognized for its social and ethical engagement, was active in most of the major world jewellery markets, exporting worldwide direct from its own manufacturing facility and is easily accessed through either the 'in-house' sales team or the sales contacts located in the key markets.

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● Creative Consultant

| Jan 2009 - Mar 2011

As a creative consultant in the jewellery industry I would produce concepts, designs, layouts, and illustrations for a variety of communications materials for print, with particular expertise for producing for digital platforms. Present and produce new and innovative ideas for utilizing design in the digital space edit and refine designs and related art and text until a successful product is achieved.

Collaborates with directors, clients, and others to discuss ideas, note any alterations, budget limitations, deadlines, etc. before beginning production of materials

Works with printers to prepare itemized written estimates for clients including specifications related to, design, layout, and cost of project materials including, paper, ink, printing, and other vendor related costs, ensuring that financial resources are effectively utilised.

Follow all department workflow and procedures for the editing, storage, transfer, and archiving of files. Initiate and art direct photo shoots to produce art for inclusion in designs.

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● Owner

Mirza Accessories | Dec 2005 - Aug 2008

Designed and produced limited edition collections of shawls, handbags, shoes, and jewellery targeted at Harrods, Selfridges, Next, Tie Rack, Marks and Spencer, and Laura Ashley.

- Rapidly Increased sales through a sale or return strategy, creating an online brochure (Jewellery by Mirza), and setting up four retail concessions
- Introduced to the Princess of Jordan Princess Badiya who then commissioned me for a jewellery piece
- Within the first year, business was acquired by internationally recog-

nised jewellery PLC Abbeycrest. Following the buyout, appointed as Creative Director for Abbeycrest's online jewellery boutique Studio Edge



● **Fashion Retailer**

Harrods | Jun 2004 - Dec 2005

Education & Training

2001 - 2004

● **Kingston University**

BA(Hons),