



# Liz Olver

Liz Olver Design

London, UK

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## Languages

English (Native)

## About

I am an experienced Design Director with a demonstrated history of working in the luxury jewellery industry. I am Skilled in design and product development with expertise as a mentor, writer and educator. I offer an unusual blend of expertise in both the creative and commercial fields. I have a strong sense of commercial strategy, and the ability to design and produce collections that have been demonstrably successful (critically and commercially) in delivering against corporate objectives. I bring a wealth of expertise in merging exceptional design with a great sense customer demand. I see design through both a creative and commercial lens and I have a passion for design with an ability to establish a clear design language at both a ready-to-wear and one-of-a-kind level with exceptional attention to detail. I have an excellent knowledge of a global supply base and manufacturers and have a clear understanding of the task of getting luxury product to market. I enjoy the challenge of putting processes and procedures in place, demonstrating clear leadership skills. Awarded Livery of the Goldsmiths' Company Awarded Freedom of the Goldsmiths' Company Awarded Freedom of the City of London

### BRANDS WORKED WITH

- Annoushka
- Birmingham City University
- Central Saint Martins College of Art & Design
- de Beers Lv
- Links of London
- Liz Olver Jewellery
- Pascal Jewellery
- University of the Arts London
- Vashi

## Experience

### ● Design Consultant

| Sep 2022 - Now

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### ● Designer

Liz Olver Jewellery | Jan 1986 - Now

Bespoke fine jewellery

### ● Director of Product Design

Vashi | Oct 2020 - Sep 2022

Joined Vashi, the bespoke fine jewellery brand, as Director of Product Design to lead the creation of collections to define Vashi's signature style and capture the brand's essence and its mission: better jewellery in a better way. In 18 months delivered on the brief to design and deliver unique designs while shifting from primarily bridal to a multi category brand. Established a product design team of 12 empowered for success

by instilling a positive team culture in a team enabled to deliver and structured ready to scale up. Met all objectives, establishing a distinctive design language and delivering the design phase for a cohesive commercial collection of over 1,000 SKU ahead of schedule.

- Developed a product strategy to transition from primarily bridal to multi category brand
- Established a distinctive design language
- Developed design codes for collection and bespoke design
- Delivered the design phase for a cohesive commercial collection of over 1,000 SKU ahead of schedule
- Established a scalable design team structure
- Instilled a positive team culture



● **External Examiner**

Birmingham City University | Jan 2018 - Oct 2021

External Examiner for MA Luxury Jewellery Management



● **External Examiner**

Birmingham City University | Jan 2018 - Oct 2020

External Examiner for BA (Hons) International Jewellery Business



● **FOUNDING DESIGN DIRECTOR**

Annoushka | Jan 2008 - Jan 2020

As a start-up brand, the design strategy focused initially on attracting a traditional fine jewellery wearer and buyer. Used combined strategies to successfully take the brand from relative obscurity to the high profile it has today with royal and celebrity clients.

- Operated as a main board director in the development of strategies for the business.
- Pivotal in the strategic development of the brand from a design perspective.
- Responsible for design articulation of the brand's values alongside Annoushka through the development of a visual and material language that was recognisably Annoushka.
- Worked alongside Annoushka to develop a design strategy focused on attracting a traditional fine jewellery wearer and buyer and transitioning the customer to ever more confident purchasing choices.
- Designed and developed the Annoushka 24 Limited Editions and One-of-a-Kind ranges, as a more exclusive and aspirational element within the collection, that: Cemented the design credentials of the brand Elevated communications Generated high value sales
- Demonstrated commercial instinct with the introduction of baroque pearls to Annoushka in 2009 (as worn by The Duchess of Cambridge).
- Introduced significant revenue driver category Hoops + Drops.
- Responsible for setting up and managing product development.
- Utilised expertise as a mentor, writer and educator to: Develop and deliver training for brand and product Host events Contribute to communications strategy



● **Design Director**

Annoushka | Apr 2008 - Oct 2020

Responsible for design articulation of the brand's values alongside Annoushka through the development of a visual and material language that was recognisably Annoushka, as well as established and managed product development at Annoushka. Worked with Annoushka to develop a design strategy focused on attracting a traditional fine jewellery wearer and buyer and transition the customer to ever more confident purchasing choices. Designed and developed the Annoushka 24 Limited Editions and One-of-a-Kind ranges, as a more exclusive and aspirational element within the collection, that cemented the design credentials of the brand, elevated communications and generated high value sales. Demonstrated instinct for commercial winners with introduction of baroque pearls to Annoushka in 2009 (as worn by The Duchess of Cambridge).

- Operated as a main board director in the development of strategies for the business
- Pivotal in the strategic development of the brand from a design perspective
- Developed and delivered training for brand and product
- Hosted events and contributed to communications strategy

- Introduced significant revenue driver category Hoops + Drops
- Designed multiple best selling collections (Dream Catcher, Butterflies, Mythology)

- **Design Director**

Pascal Jewellery | Apr 2008 - Jul 2009



- **Designer**

Links of London | Sep 2004 - Mar 2008

Links of London was founded in 1990 by John Ayton and Annoushka Ducas and sold to Folli Follie in 2006 for £50 million when it had more than 330 stores globally, with 28 stores and seven concessions in the UK and Ireland. Links of London ceased trading in 2020.

- Contributed to strategic direction and delivery of the transition from silver gifting to gold self-purchase
- Worked directly with Annoushka on successfully elevating the design aesthetic
- Responsible for designing some of the brand's most distinctive and successful collections (Watch Over Me, Anthology)

- **Product Development Manager**

de Beers Lv | Jul 2003 - Aug 2004

- **Senior Lecturer, BA Hons Jewellery Design**

Central Saint Martins College of Art & Design | Oct 1996 - Jul 2003



- **Jewellery Technician (BA Hons Jewellery)**

University of the Arts London | Jan 1990 - Oct 1994

## Education & Training

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2002 - 2003

- **University of the Arts London**

PG Cert, Learning & Teaching in Art & Design, Learning & Teaching in Art & Design

1994 - 1996

- **Royal College of Art**

Master of Arts, Jewellery

1983 - 1986

- **Central School of Art**

Bachelor of Arts, Jewellery Design