

# **Jewellery shop is latest arrival at Waverley**

**Independent Scottish based jeweller, Elvira Neame and her small business 'Elf Jewels' are opening at Waverley Mall on Monday 23 September 2019.**

Elf Jewels is the latest in a great line up of new and independent signings to the city centre shopping mall. At Waverley the owners are trying hard to support Scottish businesses, entrepreneurs and emerging talent to create a vibrant cultural hub in the heart of Edinburgh making them a bit different from the high street.

The unique jewellery is hand-made in the Highlands by Elvira Neame. Each piece is made from her own designs, using sterling silver, semi-precious stones, freshwater pearls, amber, shell and other natural materials. These are chosen for their quality, colour, lustre, texture, shape and any unusual properties. So every piece is unique – even if the style follows the same as another piece, no two pieces are exactly the same.

The store at Waverley Mall will stock a wide range of pre-made jewellery, but Elvira is also able to personalise designs and create bespoke jewellery to a customer's requirements.



Daryll Bunce, Director of New Revenue Solutions, Moorgarth Group Ltd. says: "We're thrilled to introduce another unique independent business to Waverley Mall and Edinburgh. Interest in the Centre has really picked up momentum among local and Scottish-based businesses over the last few months – going a long way to demonstrate that our aspirations for Waverley Mall are heading in the right direction."

Elvira Neame, Elf Jewels says: "I'm really excited to join the retail mix at Waverley Mall and sell my designs, all handmade in the Highlands of Scotland, in the centre of beautiful Edinburgh! Jewellery is my passion so I can't wait to share my craft and individually designed pieces with the customers of Waverley Mall."

