

# Emily's Story

**Jeweller and owner of Studio Vault.**

**Showcasing the work of 40 artists and makers under the age of 30.**

**Loving working alongside different artists, sharing their work through events for customers and local people.**



## Describe your business/work in 20 words

My business showcases the work of 40 makers, all aged under 30, who make jewellery, textiles, ceramics, leatherwork and prints.

## Describe your typical day

When I arrive at Studio Vault, I'm usually straight into serving someone. Customers often get here before me! In the quieter moments I am in the workshop space at the back of the shop, making, planning the next event.

## How did you set up your business?

I have developed my business incrementally. I started out making and selling my own jewellery from my parents' garage. Then, when walking in Settle, I had the idea to have a retail unit. I looked for and found a low rent premise. The first five years of a new business are critical so I deliberately looked for a unit with an affordable rent that would mitigate for mistakes I might make when starting out.

## How do you make a living from your business? What is your business model?

I work on commissions and remake jewellery from older pieces. The shop then sells the work of other young artists and makers directly to the public.

I decided early on in business to run a lot of workshops, to engage the community in a different way. This approach increases sales hugely. It's quite a nice process to know that then

leads to people being passionate about buying art.

## What do you enjoy about running a retail business?

So much shopping is done online now. Having this space means I can talk to the customer about each item they are interested in, giving them that one-to-one experience.

Now I am so busy promoting and selling the work of the 40 artists and makers that I don't have too much time to make my own pieces to display.

## Can you describe a favourite project or event you worked on recently?

My best day is running an event. I've done all the preparation and I know it's going to happen. I run events to showcase the makers and their work. These events are an opportunity for customer and local people to find out about the makers and their work. The events often lead to an increase in sales.

## What are your ambitions for your business?

I would like to grow the business.

## Which skills are essential to running a successful business?

Understanding your audience and being able to grow the business gradually as you learn.

## What does success mean to you?

You don't have to make loads of money to be really successful. It's about having the quality of life that you want and that you have chosen. It's also about being able to give someone else a quality of life too by supporting their work or through providing employment.

## Why are you based in the Lakes and Dales?

I grew up here and went to school here. I am quite outdoorsy and love cycling and running. I have everything I want in this area. Running a creative business here is entirely possible. There is less competition and I can develop stronger relationships with both the artists I work with and the customers. I love talking to people about the jewellery and artwork I sell.

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