



Success stories

CLAUDIA JEWELLERS

Inspired by the natural beauty of Tasmania



Claudia Jewellers is a family-owned bespoke fine jewellery business with a strong passion for designing and creating objects of beauty made to last a lifetime. Intensely creative and hands-on, they are passionately Tasmanian and draw inspiration from their beautiful island to help inspire their designs.

The challenge of success

Business owner Freya Liddell has been on a passionately personal journey to bring the beauty and uniqueness of the Tasmanian landscape into her designs which has resulted in an internationally sought-after boutique collection of Tasmanian Inspired jewellery.

With a heavy reliance on talented individuals to design and create for the

growing business and knowing that they were already working to capacity, it became difficult to source staff with expertise to help assist. Growth began to stagnate, and Freya needed help to diversify the business to continue growth and find solutions to spread the workload more efficiently.

With a little help

Applying for the Entrepreneurs Programme allowed Freya and her team the time to develop a Business Evaluation Plan. As a part of the plan, they engaged an external expert who assisted with refining their purpose and desired outcomes. They then identified areas of the business that could be scaled and managed by a team rather than individuals.

They focussed on their Tasmanian Inspired Collections for their unique offering to the market, their price-point, and the ability to manufacture both on-site and of-site whilst maintaining the integrity and quality of their brand.

Seizing opportunities

With some hesitation, Claudia Jewellers launched their new website on 1st April 2020, a few weeks into the mayhem of COVID. Since then, they have continued to analyse and understand their target market and sales have continued to increase month on month. With new staff in the workshop, new collections they have determined that online shopping in fine jewellery is an area of growth.

“With support from the Entrepreneurs’ Programme and guidance from Business Facilitator Polly Venning, we had the opportunity to work with the right people throughout the entire process determining our goals through to the launch of the website.” Freya Liddell Director.