



Mappin & Webb  
Press Release  
June 2016

**Mappin & Webb is pleased to announce British actress Gabriella Wilde as the new brand ambassador of its *Forever Since 1775* campaign.**

Recognised for her quintessentially romantic roles, the new campaign featuring Gabriella draws inspiration from British romance and highlights Mappin & Webb's deep-rooted heritage and unwavering royal connections.

The *Forever Since 1775* campaign, shot by acclaimed photographer Bruno Dayan at the superb early 18th-century Antony House in Cornwall, marks a new chapter in the jeweller's history as Gabriella Wilde will be the first ever brand ambassador for Mappin & Webb.

Mappin & Webb's role in authenticating the enduring love of others with its fine jewellery and timepieces is paralleled through this new campaign which draws inspiration from the world of classic literature. Bruno Dayan beautifully captures Gabriella's natural and timeless beauty – a true reflection of the Mappin & Webb brand.

**Consumer Quote:**

Brian Duffy, CEO of Aurum Holdings, parent company of Mappin & Webb, comments: *"Gabriella is perfect for this next chapter of Mappin & Webb. She has that unique allure and wears our product beautifully, further highlighting the 240 years history of British excellence we are proud to hold. She is a classical British beauty and brings a true sense of sophistication to these beautiful shots"*.

Gabriella Wilde is set to star in the latest season of the BBC 1's hit drama, *Poldark*, based on the historical novels by Winston Graham. The series will be premiering on BBC in September 2016.

The unveiling of the *Forever Since 1775* campaign and Gabriella Wilde as brand ambassador coincides with the re-opening of Mappin & Webb's flagship Regent Street store following a £2m recent refurbishment.

**ENDS**

## **ABOUT MAPPIN & WEBB**

*Mappin & Webb has been a cornerstone of English high society for 241 years, and has an undisputed reputation for excellence in the craftsmanship of silverware and fine jewellery.*

*Granted a Royal Warrant by Her Majesty Queen Victoria in 1897, the Company has held a Royal Warrant to each succeeding monarch and currently holds appointments as 'Jewellers, Goldsmiths and Silversmiths' to Her Majesty The Queen and 'Silversmiths' to His Royal Highness The Prince of Wales.*

*Renowned for combining extraordinary craftsmanship, exquisite materials and contemporary design,*

*Mappin & Webb produces everything from fine jewellery and watches, to elegant silverware, glassware and bespoke lifestyle accessories.*

*In 2012, Mappin & Webb's master craftsman was appointed Crown Jeweller, custodian of the Crown Jewels of Her Majesty The Queen, the greatest honour that can be bestowed upon a jeweller.*

*Mappin & Webb has 13 showrooms throughout the British Isles including the original store at 132 Regent Street, London.*

*Mappin & Webb is part of the Aurum Group, which includes Watches of Switzerland, Goldsmiths and WatchShop and is owned by Apollo Global Management.*

*For further information, please contact LM Communications*

*([laramingay@mac.com](mailto:laramingay@mac.com) or [ghislaine@lm-communications.com](mailto:ghislaine@lm-communications.com) - +44 (0) 207 491 9945)*