



Company Name

Reel and Hammer

Date of Interview

2nd November 2022

Contact Person

Rowena Henderson

Email

rowenahenderson@outlook.com



Reel and Hammer is a jewellery business which provides high-end jewellery making kits combining beadwork and precious metals.

Rowena Henderson Designs is the artistic exploratory side pushing the boundaries of beadwork and jewellery making.



[CLICK TO VIEW](#)



”

I made sure what I was putting out there was really high quality

ROWENA HENDERSON

WHAT WAS **THE TRIGGER** FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?



Early inspiration for the business came by accident when Rowena got a Saturday job in a bead shop. There she learnt the basics of beadwork and was inspired enough to go to university to study jewelry and silver smithing, eventually getting a job as bench jeweler and in an independent jewelry

store.

She then noticed that there were no high-end, precious metal, jewelry making kits on the market- which was something that she would have liked to purchase. Using her skills and experience she formulated the idea for, and launched, Reel & Hammer.

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**

(Eg. Grants And Other Support)?



Rowena didn't have any formal business training so she did what any millennial would do and turned to the internet. There she found useful resources such as Holly Tucker & Co and the podcast 'StartUp' by Gimlet podcast productions. She looked up businesses that she admired and generally researched her idea.

When launching Rowena didn't have much spare cash available so she ensured that what she did sell was well researched and designed. That the kits had been tested and the supply chain was good. In doing so she could launch small but strong. She says that those initial kits are still some of her best sellers to this day.

”

The best advice I could give you is to Initiate, Innovate, and Iterate.

Initiate any opportunities you can find.

Innovate- if you are doing something that is not different then chances are you are not going to succeed.

Iterate- keep going, keep going and keep going until you get there

ROWENA HENDERSON

WHAT **ADVICE** WOULD YOU GIVE TO OTHERS STARTING?



Never one to rest on her laurels Rowena takes on a mix of different business and personal opportunities. These have led to some interesting new angles for her business, grown her creative skills and knowledge of the industry, and raised awareness of her business. Rowena believes that the different angles help her to grow which only has a positive influence on her business.

As a rural business Rowena also believes it is important to be connected into your local community and to find a way to give back. Creating mutual trust and support.

HOW DOES THE BUSINESS HELP TO ADDRESS REGIONAL **CLIMATE CHANGE OR SUSTAINABILITY ISSUES?**



Rowena ensures that her products have a minimal environmental footprint. She considers the longevity of her products, how they are packaged and what materials are used. For example she prints using an environmentally friendly ink, uses paper bags where possible and only recyclable plastic where necessary. By using precious metals the products will last and not add to the throw away society.