



## Q&A with **ALEX HILL**

**Hill & Hill The Jewellers/  
Altrincham Business Task Force**



### **Tell us a little bit about your business?**

Hill & Hill The Jewellers opened in August 2019 and is owned by me and my wife Jo. In many ways we are a traditional jeweller, in that we sell, repair and make jewellery. But for those who have been to the shop, will know we are actually like no other jewellers!

### **What are you doing to keep your business at the forefront of the community's mind during lockdown?**

It was incredibly hard to know what to do when we had to close our shop on the 21st March. At first, we wondered if Hill & Hill "the marriage" would survive, let alone the shop! After a rocky first few days it turns out Jo is actually the best person in the world to be in isolation with.

We have been using the time to get our website in order, and to put all of our shop online. It was a big task, and I dreaded it. I have no idea how to do this type of thing, but I got trained up, willing to give it a try. Within three days I only managed 3 products, so we took the decision to farm this job out to a website company, and within a few days our website was fully stocked!

As a way of saying thank you to our lovely NHS staff, we are offering one lucky person who works for the NHS a chance to win a £500 gift voucher to spend in store. The competition is now live on our website and Instagram and we are also offering 20% off your first on-line order.

### **Can you share what help you've applied for in terms of grants and funding?**

It was a huge relief to be able to apply for a grant to help us through the period of closure. But as I write this now, 12 days since we applied for the grant and we haven't yet received it.

### **Where are you up to with putting plans in place for our High Street reopening when it's safe to do so?**

The great news is, we will re-open the second we are allowed to. And we really look forward to the "bounce back". Imagine the party!!

While the shop has been closed, we have planned a few big changes to make our business even better for when we do reopen. We optimistically hope love is blossoming for couples in isolation, so let's hope for lots of engagement ring sales this summer. We are ever the romantics! We have also used the time to get our piercing studio ready, so get your ears ready, because the moment we reopen, the piercing studio will be up and running.

### **How can other business owners contact you, if they want to know a bit more about what you've been doing?**

Jo, Bethy and I are always happy to chat. Bethy, our Store Manager, has worked for Jo for 15 years, and together they are razor sharp in business. They have opened shops, built successful businesses, and survived recessions. Jo is a retail consultant, and runs an award-winning consultancy business, with some of the UK's biggest jewellers as clients. She has been described as the "Mary Portas of the Jewellery World".

So, if you are a local business and need a chat contact us via email. [Jo@hhtj.co.uk](mailto:Jo@hhtj.co.uk) [Bethy@hhtj.co.uk](mailto:Bethy@hhtj.co.uk) [Alex@hhtj.co.uk](mailto:Alex@hhtj.co.uk)  
Website [hhtj.co.uk](http://hhtj.co.uk)



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[alex@hhtj.co.uk](mailto:alex@hhtj.co.uk)