

Test Valley  
Borough Council



IncubHive



# Business Spotlight

## Crystal Calling



**Founded by Laura Whitfield, Crystal Calling is a UK-based crystal and wellness brand offering intuitively chosen crystals, gemstone jewellery and ritual kits designed to support self-connection and daily practice.**

**Each piece is selected with intention and emotional guidance, with the brand also specialising in rare crystals such as Moldavite and Larimar.**



Green Fluorite £16.50  
Clarity • Growth • Renewal

Lapis Lazuli £16.50  
Wisdom • Confidence  
Soothing • Expression • Peace

Green Aventurine £14  
Luck • Optimism

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**Through the the Test Valley Small Business Service, Laura worked with IncuHive to gain clearer direction as the business evolved, using the support to refine her plans and build confidence in her next steps.**

**The guidance has helped her strengthen her focus, develop new products and grow both her online presence and in-person offering.**

**Looking ahead, she hopes to expand the jewellery range, launch more ritual kits and eventually open a local pop-up space that brings the Crystal Calling experience to life.**

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**IncuHive's support has been  
incredibly valuable.**

**The advice and guidance helped us  
gain clarity, build momentum and  
feel encouraged as we move  
forward with our plan.**

**Laura Whitfield  
Crystal Calling**



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[www.crystalcalling.co.uk](http://www.crystalcalling.co.uk)

[Test Valley Small Business Service](#)

