

Jewellery

July 2025

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20TH
ANNIVERSARY

Summer fashion
inspires hot jewellery
designs

OMEGA brand ambassador
actress Liu Shishi

How custom styles tell
personal stories

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Here's how

Colour of the year:
Mocha meets mousse

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The art and appeal of custom-designed jewellery

Jewellery has long held a place of significance in human culture, symbolizing beauty, wealth, love, and identity. Among the many forms available, custom-designed jewellery stands apart for its personal touch, unique craftsmanship, and emotional value. Unlike mass-produced pieces, custom jewellery tells a story—one that is as individual as the person who wears it. Custom-designed jewellery begins with an idea, often rooted in sentiment. It may commemorate a special occasion such as an engagement, anniversary, or graduation. Sometimes it reflects a personal milestone, a tribute to a loved one, or simply an expression of personal style. The process of creating custom jewellery allows individuals to participate in the design journey, choosing everything from materials and gemstones to the style and symbolic elements. This collaborative process results in pieces that are not only esthetically pleasing but also deeply meaningful.

One of the primary advantages of custom jewellery is its uniqueness. Custom pieces offer an alternative that is both exclusive and enduring. No two custom designs are exactly alike, giving wearers the confidence that their piece is truly one-of-a-kind. This uniqueness also ensures that the jewellery stands out, often becoming a conversation starter and a treasured heirloom passed down through generations.

The craftsmanship involved in custom jewellery is another defining feature. Skilled artisans invest hours—sometimes weeks—into crafting a single piece. This process may involve hand sketching the design, creating wax models, casting the metal, setting stones, and polishing the final product. Each step is handled with precision and care, resulting in a high level of quality. The emphasis on craftsmanship means custom jewellery is durable and retains its value over time.

Moreover, custom-designed jewellery allows for a greater degree of personalisation. Customers can select metals that suit their taste or skin tone, such as platinum, white gold, or rose gold. They can choose gemstones not only for their beauty but also for their symbolic meanings—sapphires for wisdom, emeralds for renewal, or birthstones for personal significance. Some even incorporate elements from old family heirlooms, giving new life to pieces that hold sentimental value.

In addition to its esthetic and emotional appeal, custom jewellery also supports ethical practices. Many designers and artisans source conflict-free gemstones and use recycled metals, offering environmentally conscious consumers a way to make meaningful purchases without compromising their values.

Custom-designed jewellery is more than an accessory—it is an extension of personal identity, a celebration of creativity, and a lasting token of life's important moments. While it may require more time and investment than purchasing a ready-made item, the result is a piece of art that reflects not only expert craftsmanship but also the individuality and values of its owner. Custom jewellery stands as a shining example of authenticity, intention, and timeless beauty.

In this issue, we cover custom-designed jewellery, as well as sustainability, and the latest jewellery trends. Until next time, stay well and be safe. 🌍

Linda

Linda Dalke

“To me, fashion is ceaselessly fascinating because it is an expression of self.”

—Anna Wintour

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Jewellery

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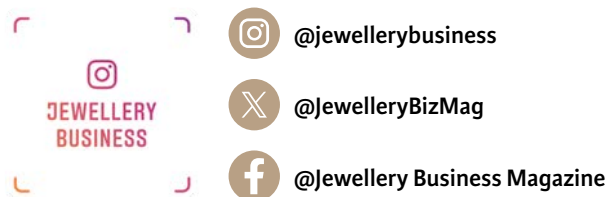
on the cover

Actress and OMEGA Brand Ambassador, Liu Shishi, is on the cover. Liu wears the OMEGA Ladies Speedmaster 39mm, Moonshine Gold on Moonshine Gold. This model, cased in fully polished 18K Moonshine Gold, has a bezel set with 52 diamonds, and a polished crown set with a single diamond.

The green PVD dial includes horizontal oval subdials with silvery coating and a vertical oval date window at 6 o'clock. The hour/minute hands, in diamond-polished 18K Moonshine Gold, are filled with white Super-LumiNova which emits a green glow.

The watch has a polished and brushed 18K Moonshine Gold bracelet with OMEGA's patented comfort release adjust system. Its screw-in caseback is stamped with a Seahorse medallion. Providing the power is the OMEGA Co-Axial Calibre 3330.

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estate

The geometry *of glamour*

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Cartier Art Deco jabot pin.

100 years of Art Deco design

By Duncan Parker

A century ago, the world gathered in Paris, France, to celebrate the latest innovations in design. The *Exposition internationale des arts décoratifs et industriels modernes* was held from April to October 1925. There was explicit instruction that participants were to exhibit modern work; in other words, they were not to bring old ideas and designs to rehash; all were to be just the latest in contemporary design and art.

Participants from around the world brought the latest from their designers, artists, and manufacturers. The motor age was fully engaged. Airplanes, automobiles, and electric motors were profoundly altering the world around us, and design was embracing the geometric forms from this modern mechanical age.

The world was becoming smaller; styles and designs traversed borders easily and swiftly. Elements of design, colours, and shapes from far places were easily accessible, and some elements of Asian arts were finding their way into Western design vocabulary.

From Paris to posterity

The term “Art Deco” was not used during the exposition in Paris; instead, “Style Moderne” was the term popularized in the 1920s. It wasn’t until the 1960s that “Art Deco” became the standard designation for the modern design of that era. Interestingly, the name “Art Deco” is derived from the middle of the title of the Paris exhibition: *The Exposition Internationale des Arts Décoratifs et Industriels Modernes*.

As people from the jewellery industry, we associate Art Deco with jewellery. However, I recently talked to an architect friend who was surprised to hear that Art Deco jewellery was part of an auction. She didn’t realize that jewellery could be designed in the Art Deco style. Art Deco architecture, for example, is distinctive and joyful, like jazz-

PHOTO COURTESY DUNCAN PARKER



Rockefeller Center, New York, NY. A masterpiece of Art Deco design.



PHOTO COURTESY DUNCAN PARKER

Cormier House, 1930-1931, Art Deco, Montreal. Pierre Trudeau once resided in the house.

Art Deco jewellery is very architectural, with the same lines, arcs, squares, circles in squares, domed forms, and stepped shapes seen in buildings of the time, but smaller, of course. The elements of Art Deco reappear in design with great regularity. However, original Art Deco jewels hold a special place for collectors.

age jewels from the same period. Think of the Chrysler Building in New York, the Scotiabank Centre (former post office), the old Tip-Top Tailors building in Toronto, the Marine Building, and Vancouver City Hall in Vancouver, B.C., and cinemas all over the world.

This connection highlights the significance of geometry as it transcends two distinct domains: architecture and jewellery. The geometric designs in Art Deco jewellery are often enhanced by vibrant green jadeite jade, which is skillfully carved into natural forms such as fish, foliage, fruits, bats, and other shapes. These classic Chinese gems contrast sharply with Art Deco pieces' otherwise strict geometric lines.

Buildings, borders, and the Deco boom

The United States did not send an entry to the 1925 Paris exposition. The exhibition required exclusively modern design, not a historical style, and it is said that the U.S. government felt that the country did not have modern art. However, with thousands of exhibitors from many countries, designers, architects, and artists, including those from the U.S., converged in Paris and took home inspiration. It brought about a massive movement in modern design. France, once again, became the home and incubator for the world of fashion, design, and art.



Interestingly, despite the U.S. not participating in the 1925 Paris exposition, it became a vital centre of Art Deco design through the 1920s and 1930s. Some of the most striking Art Deco jewels were made in the U.S. Many jewellers embraced Art Deco, including Tiffany & Co. and Raymond Yard, producing marvellous iconic examples of the style to perfectly pick up Art Deco icons such as the Rockefeller Center.

Design in motion

Art Deco jewellery is very architectural, with the same lines, arcs, squares, circles in squares, domed forms, and stepped shapes seen in buildings of the time, but smaller, of course. The elements of Art Deco reappear in design with great regularity. However, original Art Deco jewels hold a special place for collectors. We can always make new jewellery with Art Deco features, but there is only a limited amount of original jewellery from that period.

Design is paramount in Art Deco. The simple elements of geometry contribute to a cohesive whole. The value of Art Deco jewels' individual components is less important than the whole item. It is not very common to find large or important gems in Art Deco jewels. It is common to find small square and rectangular synthetic sapphires as accent gems in jewels of the period. Designers utilized the fairly new "lab-grown" sapphires to show off the latest technology ("Look what we can make, indoors!"). Since design was central, the synthetics also perfectly matched all the sapphires.

Sometimes we can see a natural small square sapphire among synthetic sapphires in Art Deco jewels. It's very possible that the natural sapphire might be a replacement for a lost or damaged gem. This is opposite to what we sometimes see in other jewels, where a synthetic might have been used to replace a lost or missing natural gem.

The style and design we associate with Art Deco, however, predate even the Paris Exposition of 1925. We can find "Style Moderne" back to around 1919, just after the First World War, and the style was prominent until around 1939, the beginning of World War II. War changes the focus on most things.

Echoes of elegance

There continues to be a widespread desire for Art Deco jewels, and designers continue to draw inspiration from the design of the period. A jewel made outside the true Art Deco period should be called "Art Deco style" instead of Art Deco. The 1980s saw a huge resurgence of interest in Art Deco, and jewellers around the world produced so much in the style of Art Deco, but not being of the period, it's not true Art Deco.

A wrinkle in the correct identification of true period pieces is when we encounter work by someone who worked in the 1920s but continued to work for decades later. Most designers adapted to contemporary style as it developed, embracing retro in the 1940s, mid-century modern in the 1960s, brutalism in the 1960s and 1970s, and so on. Many

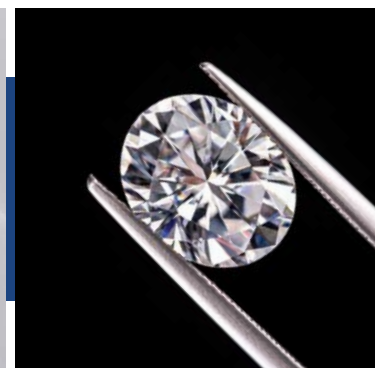
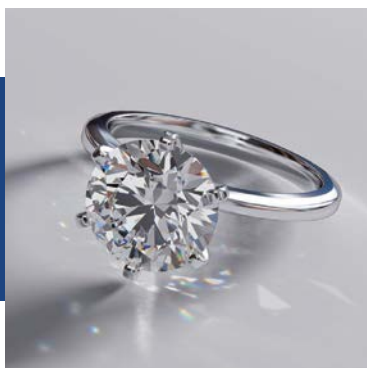
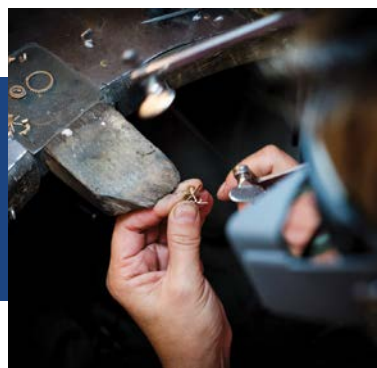
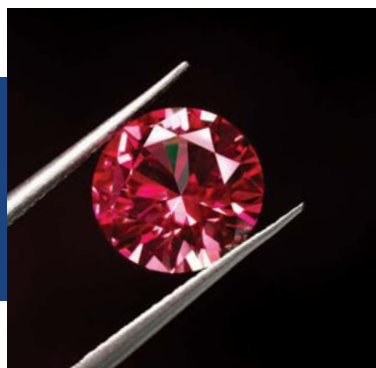


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Art Deco brooch, 1930s, platinum and diamonds.



designers tend to adapt to current styles and tastes, but others find their place and stay there.

Posters, drawings, decorative objects, and jewels by famed Russian-born French artist Erté had a huge resurgence in popularity in the 1980s. Erté, Romain de Tiroff, used his initials “RT” as his pseudonym. The resurgent popularity of Erté coincided with the widespread use of Art Deco style in graphic design, fashion, architecture, and jewellery in the 1980s.

A question arises: Erté was a powerful force in Art Deco design during the 1920s, and he continued to create in the 1980s with a consistent style. So, can we classify his 1980s work as Art Deco? While it encompassed all the defining elements of Art Deco, it was still produced in the 1980s and therefore, is considered “Art Deco style.” Regardless, his designs remained fabulous and highly sought after. Erté’s jewellery from the 1980s frequently enters the market and continues to sell very well.

In the estate jewellery market, too, original Art Deco jewels sell very well. However, the value of an authentic and original Art Deco jewel can be enormously affected by the name associated with the jewel and the condition of the jewel.

The collector’s chase

An original Art Deco bracelet signed by a famous house, such as Cartier, can realize multiple times the price of a similar bracelet not signed by a famous house. There are marvellous, unsigned Art Deco jewels that sell strongly, but they still don’t drive the excitement brought by some signed jewels. Further, an Art Deco jewel that has



PHOTO COURTESY DUPUIS AUCTIONEERS

Art Deco brooch 1920s, rubies, diamonds and platinum.

been modified or altered can sell for a fraction of the price of a similar jewel in its original and unaltered condition. Collectors around the world clamour for items in original condition—a rare thing. Being as old as a century, it's common to find that a jewel of such an age has been altered in some way.

The world embraced the modern geometry of Art Deco a century ago, and while the cars, toast racks, textiles, and even architecture resembling that style may have disappeared, the jewels continue to be celebrated in all their glory. Among all vintage and estate jewels, the lines, circles, squares, curves, and steps of Art Deco jewels continue to fascinate. These treasures hold pride of place in collections around the world, and it is a joy to wear Art Deco. At auctions, Art Deco jewels always bring strong bids. The simple geometric elegance of these jewels is stunning and always deserves a second look. 🌐



Duncan Parker, FGA, FCGmA, CAP-CJA, is vice president of Dupuis Fine Jewellery Auctioneers, based in Toronto. He has worked as a gemmologist and jewellery specialist, appraiser, and consultant for nearly 35 years. Parker is an educator and lecturer on jewellery subjects and has been a speaker at international conferences with a focus on jewellery history. He has served as president of the Canadian Gemmological Association (CGA) and Jewellers Vigilance Canada (JVC). Parker can be reached at duncan.parker@dupuis.ca.

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Oregon sunstone, smokey quartz, citrine, brown topaz, diamond, sphalerite, sphene and sapphire.

Would you like a little mocha with your mousse?

By Lauriane Lognay

Colours are very important in the gemstone industry. But how important?

Have you ever looked for the perfect cornflower blue colour in a sapphire? Have you ever felt frustrated at a shade of red that was too brownish or too pink for ruby? Did a client find a tone too dark or a saturation not vivid enough? Welcome to the world of colours.

Before 1963, every printing company, graphic designer, painter, etc., had their own colour guide. What could be seen as pumpkin orange for one, could be printed as faded orange for another company. It was difficult to describe colours with only our eyes as witness. And even more difficult to get just the right shade for your clients in coloured gems before having seen the gem in person.



Montage of
gemstones with
pantone colour.



That year, a company named Pantone (meaning “all colours” *Pan* and *Tone*) created what we call today The Pantone Matching System (PMS). Standardizing colours like never before. With 1,867 colours, each individual colours had their own name or shade and importance.

Thanks to that system, a standard was created. Even unconsciously, today, people use names like marine blue, royal blue, blood red, forest green, and such adjectives to describe colours. Even though some confusion can remain with different screens and light sources throughout the world, there is a consistency today in finding just the right colour when in need of inspiration or a certain gem.

A new colour for 2025

Now used universally and recognized worldwide, Pantone is an iconic colour matching system. Every year a “Colour of the year” is presented and captures the global zeitgeist. A universal mood translated into a hue for 2025.

The year 2025 offered us a colour rich in intensity and warmth called *Mocha Mousse* Pantone 7-1230.

This colour is reminiscent of coffee, security, chocolate and a rich earthy tone.

“Underpinned by our desire for everyday pleasures, Pantone 7-1230 Mocha Mousse expresses a level of thoughtful indulgence. Sophisticated and lush, yet at the same time an unpretentious classic, Pantone 17-1230 Mocha Mousse extends our perceptions of the browns from being humble and grounded to embrace aspirational and luxe.” says Leatrice Eiseman, executive director, Pantone Colour Institute.

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Mocha Mousse

Gemstones of the year

Now that we are set on the colour of the year, we can take a look at the gemstone that can complete it.

Tourmaline: Tourmaline can be found in a range of darker orange to rich brown colours, fitting well with the earthy tones of the year. It’s the birthstone of the month of October and has a hardness of 7.

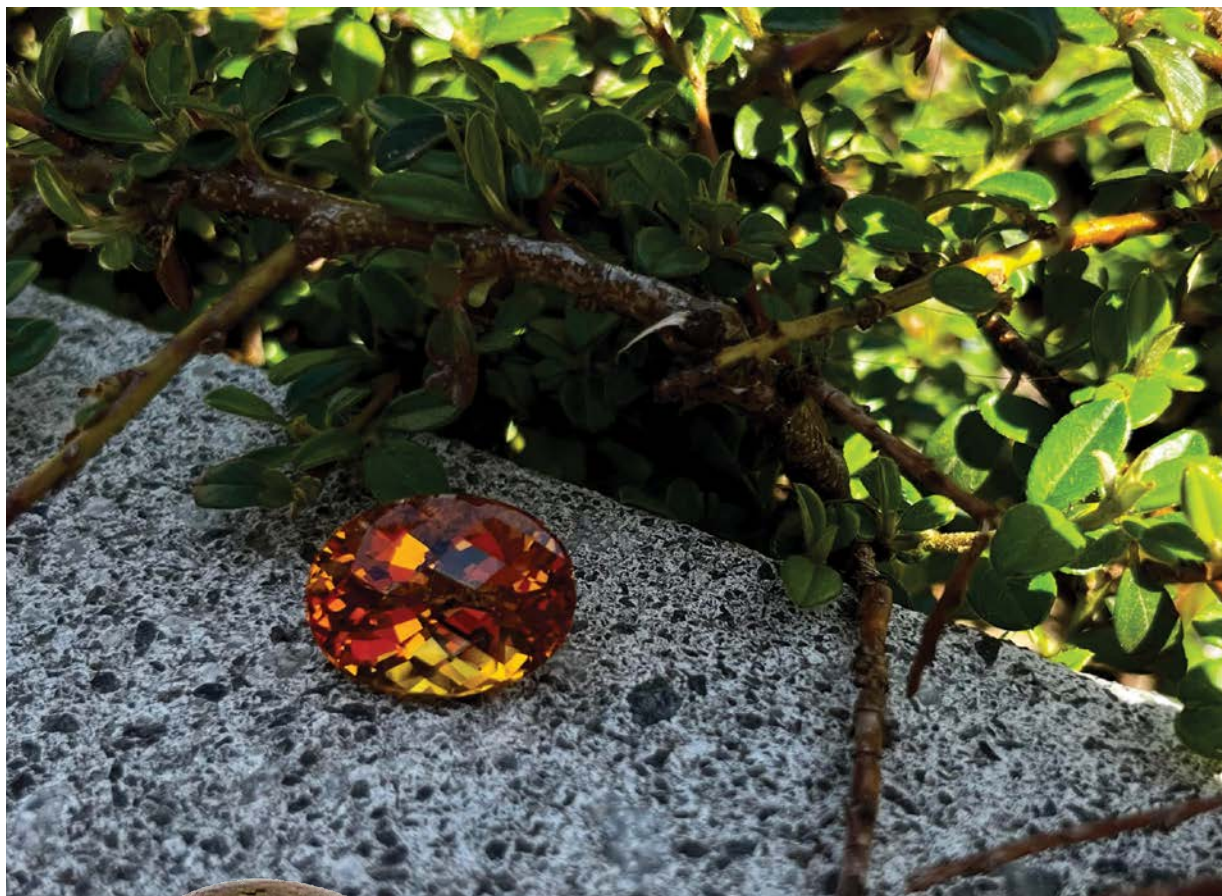
Diamond: Brown diamonds can be the chic option for your clients wanting a high-end product for a celebration. It’s the birthstone of the month of April. It has a hardness of 10.

Spessartite garnet: The deep and saturated orange shade of the spessartite garnet is a perfect fit with the Mocha shades. Garnet being the birthstone for January, it’s also a nice options for special occasions. It has a hardness of 7.

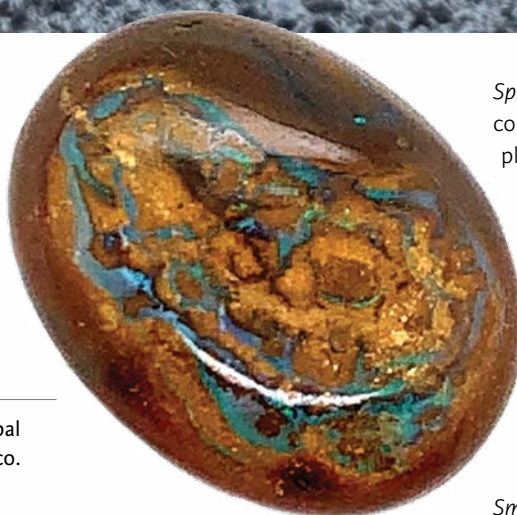


Natural agate drusy.

Citrine B



Matrix opal
from Mexico.



Oregon sunstone: The mix they can sometimes have with a deep red colour and the greenish tint is a great complement to the chocolate tones. It mostly comes from the United States. It has a hardness of 6 to 6.5.

Sphene: Also named Titanite, this gem has a very strong fire and is rich in colour. With its trichroism, this hidden treasure is a great option for someone in search of originality. It has a hardness of 5 to 5.5.

Sphalerite: Sphalerite is like a bright fire. It has amazing dispersion and colours from yellow to orange to brown. It can come from surprising places like Spain, the United States, Canada, Peru, and other countries. However, it is a very fragile gemstone for collectors. It has a hardness of 3.5 to 4.

Andalousite: It is considered a rare but relatively inexpensive mineral for clients looking for something new or never seen. One of its best characteristics is its pleochroism; from reddish to green, to brownish orangy and even yellow, this gem has enough colours from every angle to make it the envy of anyone! It has a hardness of 7.

Smokey quartz: Smokey quartz is an easy option for everyday wear, it's not an expensive gemstone and can be found in bigger sizes and flawless easily. This one will be more available on the market and more approachable for all customers. It has a hardness of 7.

Boulder/Matrix opal: Opal is not only the birthstone of the month of October, but it's also a gemstone full of colourful surprises! While the white opal and the black opal have distinctive body colour, the boulder and or Matrix opal mostly has a brown body colour with veins or spots of bright colour play. This type of opal is perfect for the colour of the year. It has a hardness of 5.5 to 6.5.



Agate: Agate is a variety of polycrystalline quartz. You can find banded agates, lace agates, landscape agates, picture agates, and more, all different sizes and colours. Some of the most memorable varieties are mixed with beautiful chocolate colours, oranges, and blacks, creating unique patterns to make one dream. It has a hardness of 7.

Peristerite: A lesser-known Canadian option from the feldspar family, between a moonstone and a labradorite, this brownish to reddish gem had plenty to offer for a more local option. It has a hardness of 6 to 6.5.

Topaz: November's birthstone, Topaz, is the perfect gem to add to your cocktail ring or cufflinks. While most people know them to be in different shades of blue, some of the lesser-known colours include a beautiful golden yellow and a deep brown tint in their natural state. It has a hardness of 8, perfect for everyday wear.

Sapphire: This one speaks for itself—the well-known sapphire that everyone loves—but with a twist! You can find some beautiful golden-shen sapphires and brownish-coloured sapphires to complement your jewellery. This gem is the birthstone of September. With a hardness of 9, it can be worn for everyday use.

Tiger eye: Tiger eye is also another variety of polycrystalline quartz, which is a very well-known and used gemstone in the jewellery industry. A

classic making a comeback for signet rings and less expensive options. It has a hardness of 7.

Conclusion

The 2025 Pantone Colour of the Year, Mocha Mousse, invites us to embrace richness, warmth, and grounded sophistication—qualities that find beautiful echoes in the world of gemstones. From the fiery depths of spessartite garnet to the earthy elegance of smokey quartz, and the shimmering originality of sphene and sphalerite, each stone offers a unique way to embody this year's tone. Whether you are a collector, jeweller, or simply someone drawn to the allure of colour, Mocha Mousse opens a new palette of possibilities—uniting nature, luxury, and emotion in each carefully chosen gem. In a world that increasingly seeks comfort and connection, these stones remind us that colour is not just seen—it's felt. ☼



Lauriane Lognay is a fellow of the Gemmological Association of Great Britain (FGA) and has won several awards. She is a gemstone dealer who works with jewellers to help them decide on the best stones for their designs. Lognay owns Rippana, Inc., a Montréal-based company that offers coloured gemstone, lapidary, and jewellery services. She can be reached at rippanainfo@gmail.com.

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The Diamond Journey

By Breanne Avender

Have you ever wondered how that sparkly piece of carbon that we call a diamond became a beautiful piece of jewellery that you treasure? It has a big journey and a story behind it. A long time ago, somewhere in a galaxy far, far away—yes, there are space diamonds, but that is a story for another time. Usually, they are just under our feet, about 120 to 200 km below the Earth's surface, to be exact.



Rough diamond next to a cut diamond.

Formation

Diamonds are formed in the mantle under extreme heat and high pressure, and so does graphite. The only difference between graphite (pencil lead) and diamonds is their unique crystal structure. They are both made of pure carbon, however, they are created under different conditions. The two have very individual physical and optical properties. It is believed that the first diamond was formed about 3.5 billion years ago, and the most recent was about 900 million years ago, a time way before the dinosaurs.

Diamonds are brought to the surface through deep source volcanic eruptions, which produce kimberlite pipes. These are where those little treasures are found, although they are not that attractive straight out of the earth. These eruptions were very rare and had not occurred since scientists have become able to recognize them. The last kimberlite

eruption happened 25 million years ago. Often, rivers erode into the kimberlite, washing the diamonds down the stream, creating pockets of alluvial deposits, where they can be found in the sand. With strong river currents, the diamonds are carried all the way to the ocean. These are called marine deposits.

Sourcing diamonds

Most diamonds come from mining kimberlite via open pits. Open pit mining is a surface mining technique where they slowly remove layers of soil in a descending circular pattern around the kimberlite pipe. This method is used when the commercially visible materials are near the surface. Once all the easily accessible materials are removed, they will reassess the economic viability for further underground mining, where



PHOTO COURTESY RH/PHOTOS/BIGSTOCKPHOTO.COM

Raw diamonds.



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3D rendering of
five diamond rings.

tunnels are built to collect the material. To find one carat (0.2 gram) of rough diamond, an average of 200 to 250 tonnes of raw material (ore) are removed. So, when you are told diamonds are not rare, you might want to tell them this little fact.

Once the ore has been collected, where the little rough diamonds are hidden, it is gently crushed to separate the diamonds from the ore. The crushed material is washed to remove the soil from the stones. Next, a cyclone separator will further differentiate the diamonds by using their specific gravity from the lighter waste rocks. In addition, an X-ray sorting system is used as the diamonds absorb less X-ray radiation compared to the heavier elements in the surrounding minerals. The system analyzes the images to identify and separate diamonds by triggering a burst of air to knock the diamond into the collection box. A greased table is also utilized because diamonds resist water but adhere to grease, which is why a sparkly diamond on your finger sometimes looks a bit dull.

Rough stones are measured, graded, and sorted before being faceted. Low-quality diamonds are separated for industrial purposes. Jewellery-quality diamonds are collected for commercial sale. There are multiple steps in the cutting process to make that little gem really sparkle. The diamonds are assessed and graded by a trained diamond cutter. The purpose of diamond cutting is to retain maximum weight from the rough, but also to keep the quality as well. It is a balancing act. Believe it or not, traditionally diamonds are all

cut by hand! Nowadays, a combination of lasers and hand cutting is used. The most popular round brilliant cut is done by machines. For larger and rarer stones, they are still processed by hand since they want to retain the maximum weight and the utmost brilliance by choosing a specific cut for that stone. Cutting skills is also a tradition which is handed down from master to apprentice. There are only a handful of schools where you can learn how to cut and facet diamonds.

Processing diamonds

Diamonds have four directions of perfect parting. This is the first step in mapping out the shape of a diamond. These directional partings are called cleavage planes. The stone is notched where it wants to split. A cleaving blade is placed in that notch and tapped with a hammer to split the stone apart at that point. This step is called cleaving. The stones can also be sawn into rough shape with a diamond saw or laser.

The next step is bruting of the girdle. This process makes the diamond look a bit more like what we normally see. By rubbing two diamonds together on the edge (girdle), you make them more round with the flat top (table) and pointed bottom (culet).

The diamond is then faceted and polished in one step. Once the final inspection and grading is completed, the diamond is ready to be sold to wholesalers and then to jewellers and then to the public. Custom designs or stock settings can be used to make the perfect ring for any occasion. 🌐



Diamonds have four directions of perfect parting. This is the first step in mapping out the shape of a diamond. These directional partings are called cleavage planes. The stone is notched where it wants to split. A cleaving blade is placed in that notch and tapped with a hammer to split the stone apart at that point.



Breanne Avender is a fellow of the Canadian Gemmological Association (FCGmA), a fellow of the Gemmological Association of Great Britain (FGA) and has a Bachelor of Fine Arts degree in jewellery and metals from Alberta University of the Arts. She is a Calgary-based gemmologist and jeweller. She currently sits on the Canadian Gemmological Association board of directors.




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Jewellery appraisal is more than just assigning a price to a piece of jewellery; it is a profession that requires precision, integrity, and a keen eye for detail.

Are you ready to start your jewellery APPRAISAL BUSINESS?

By Karen Howard

Starting a jewellery appraisal business can be an exciting and rewarding endeavour. Whether you are a gemmologist looking to branch out on your own or an enthusiast eager to turn a passion for gems and precious metals into a career, launching a successful appraisal business requires careful planning, expertise, and business acumen. Jewellery appraisal is more than just assigning a price to a piece of jewellery; it is a profession that requires precision, integrity, and a keen eye for detail. This article explores the key factors you must consider before starting your jewellery appraisal business, including education and certification, business planning, legal considerations, marketing strategies, and operational requirements.

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Appraisals serve key purposes such as determining insurance coverage, settling estates, evaluating resale value, and assessing taxes.

The role of a jewellery appraiser

A jewellery appraiser is a professional who assesses the value of jewellery based on factors such as materials, craftsmanship, market trends, and historical significance. The primary purposes of appraisals include insurance coverage, estate settlements, resale evaluations, and tax assessments. As an appraiser, you must provide accurate, unbiased, well-documented reports that meet professional standards. Your clients rely on you to offer objective valuations that can hold up in legal or financial situations.

Beyond valuation, appraisers also play an educational role, helping clients understand the worth of their pieces. This is particularly important for heirlooms, rare gemstones, and vintage jewellery, where sentimental and market values may differ significantly. As an expert, your ability to explain these distinctions adds value to your services.

Educational and certification requirements

Before launching your business, you need the appropriate education and credentials to establish credibility and expertise. A strong background in gemmology and valuation techniques is essential. Consider the following educational and certification steps:

Gemmology education

A formal education in gemmology is the foundation of a successful jewellery appraisal career. Several reputable institutions offer comprehensive gemmology programs, including:

- The Canadian Gemmological Association (CGA)—Specializes in gemstone studies with a strong emphasis on industry applications.
- The Gemmological Institute of America (GIA)—A world-renowned institution providing training in gemstone identification, grading, and valuation.
- The International Gemmological Institute (IGI)—Offers professional courses on diamonds, coloured stones, and pearls.

These programs teach essential skills such as gemstone identification, the use of optical instruments, and techniques for distinguishing natural stones from synthetic and treated ones.

Appraisal-specific training

Gemmology education alone is not enough to become a professional jewellery appraiser. You must also learn the methodologies used in valuation and report writing. Organizations such as:

- The Canadian Jewellers Association (CJA)
- The American Society of Appraisers (ASA)



Appraisers do more than just determine value—they also educate clients about the significance of their items. This guidance is especially valuable when it comes to heirlooms, rare gems, and antique jewellery, where emotional attachment and market price can vary widely.

- The National Association of Jewellery Appraisers (NAJA)
- The International Society of Appraisers (ISA)

This training offers specialized courses in jewellery appraisal. These courses cover valuation principles, market analysis, legal considerations, and professional ethics.

Professional accreditation

Obtaining relevant certifications enhances your credibility. Some of the most recognized credentials include:

- Fellow of the Canadian Gemmological Association (FCGmA) designation from CGA
- Graduate Gemmologist (GG) designation from GIA
- Certified Appraiser status from NAJA or ASA
- Fellow of Gemmological Association (FGA) from Gem-A

These certifications assure clients and industry partners that your assessments are credible, ethical, and based on established standards.

Company setup

Starting a jewellery appraisal business requires a solid business plan. This plan should outline your business model, financial goals, target market,

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Crafting professional appraisal reports is a crucial part of the business. An appraisal report should be comprehensive and include a detailed description of the item, such as metal type, gemstone quality, weight, and craftsmanship.

and growth strategies. Like any entrepreneurial venture, careful planning and structuring are essential to ensure long-term success.

Your business structure will influence your operational approach, costs, and client base. Operating as an independent consultant offers flexibility and lower overhead costs, making it ideal for those who prefer to conduct appraisals by appointment or on a mobile basis. A retail-based service, where you partner with jewellery stores or operate within an existing jewellery shop, increases visibility but comes with higher operational costs. Alternatively, a partnership model involving collaboration with estate attorneys, insurance companies, and auction houses can provide a steady stream of referrals and income.

Financial planning is a critical aspect of setting up a jewellery appraisal business. Assessing startup costs and creating a budget is essential. Typical expenses include education and certification fees, professional appraisal tools such as microscopes, scales, and diamond testers, business registration and legal fees, office space and equipment if needed, professional liability insurance, and marketing and website development. Having a financial safety net for the first six months is advisable, as building a steady client base may take time.

Legal compliance is another important consideration. Registering your business name and obtaining the necessary licenses and permits is crucial. Securing professional appraiser liability insurance and errors & omissions insurance protects against potential legal disputes. Additionally, ensuring that appraisal reports are clear, transparent, and compliant with industry standards helps adhere to consumer protection laws.

Networking and marketing

A successful jewellery appraisal business relies on effective marketing and networking strategies. Establishing an online presence is vital. Creating a professional website highlighting expertise, services, and certifications is a great way to attract clients. Utilizing social media platforms like Instagram, Facebook, and LinkedIn to share educational content, testimonials, and promotions further increases visibility. Optimizing the website for local SEO ensures potential clients can find you when searching for a “jewellery appraiser near me.”

Networking and forming partnerships also play a key role in client acquisition. Building relationships with jewellers, estate attorneys, insurance agents, and auction houses can generate referrals. Attending trade shows, gemmology conferences, and industry networking events helps establish credibility and gain exposure. Joining professional organizations such as ASA, NAJA, JVA, or ISA provides networking opportunities and access to continuing education resources.

Implementing a referral system can enhance client retention and acquisition. Satisfied clients can be the best advertisers, so encouraging referrals through discounts on future appraisals for repeat customers or incentives for industry partners can be beneficial. Providing exclusive content, such as gemstone guides helps build strong client relationships.

Reports

To provide accurate appraisals, investing in high-quality gemmological and appraisal tools is essential. Necessary tools include microscopes and jeweller's loupes for gemstone inspection, electronic scales and callipers for precise measurements, UV light and diamond testers for gemstone verification, and computer software to streamline the appraisal report-writing process. There are definitely more, however, this small list gives an idea of the costs involved.

Crafting professional appraisal reports is a crucial part of the business. An appraisal report should be comprehensive and include a detailed description of the item, such as metal type, gemstone quality, weight, and craftsmanship. High-resolution photographs should be included to document the piece. A valuation justification explaining the pricing methodology used, and legal disclaimers to ensure compliance with industry standards, should also be present. Additional details like metal

pricing, appraisal date, the client's name and address, and an appraisal number further enhance the report's credibility.

Maintaining integrity in assessments is critical for ethical considerations and customer service. Valuations should always be impartial and independent. If another expert's opinion is consulted, their name should be included in the report. Clear communication and educating clients about their jewellery helps build trust. Ensuring confidentiality and transparency in all interactions is essential for maintaining a reputable business.

Launching a jewellery appraisal business comes with challenges such as market competition and maintaining professional credibility. Addressing these challenges requires ongoing education to stay updated on new gemstone treatments and market trends. Diversifying services by offering estate valuation, antique jewellery assessments, and gemstone verification can also help expand the client base. Handling difficult clients professionally and having strategies in place for dispute resolution ensures smooth operations and protects the business reputation. By focusing on these elements, a jewellery appraisal business can grow successfully and sustain long-term success.

Conclusion

Starting a jewellery appraisal business requires a combination of technical expertise, business strategy, and ethical integrity. By

obtaining the right education and certifications, creating a solid business plan, and implementing effective marketing strategies, you can build a thriving business. While challenges exist, a commitment to professionalism, accuracy, and customer service will ensure long-term success in this rewarding field. Even if you plan to be an independent appraiser, you never do it on your own—create your network of experts for advice on identification, values, and business concerns. If you are passionate about jewellery and dedicated to delivering trustworthy appraisals, you may be ready to launch your jewellery appraisal business. 🌟



Karen Howard, FCGmA, RMV, IMJVA, CAP (retired) brings over 40 years of retail sales experience and more than 30 years as a gemmologist to her impressive career. She successfully operated her appraisal business, KC Appraisals, from 2002 to 2024. Following her retirement from appraising, Karen founded Jewellery Appraisers Coach, where she passionately assists new appraisers in bridging the training gap necessary for establishing a thriving appraisal business. Based in Guelph, Ont., she continues to offer both online and in-person gemmology classes, ensuring that industry professionals and their clients communicate effectively in the language of gems.

FINDINGS

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COLOUR STONES

PRECIOUS / SEMI-PRECIOUS / CZ / SYN

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Boho Chic by Isabel
Marant S/S 2024.

PHOTO COURTESY SPOTLIGHT LAUNCHMETRICS/ SEE IDEAS



PICCHIOTTI "Gem Ceramic" bracelet in 18K rose and white gold and round white diamonds (4.79 cts.).



Oscar Heyman 18K gold and platinum earrings featuring carnelian (52.29 cts.), diamonds (0.40 cts.), and yellow sapphires (3.96 cts.).



SPRING/SUMMER 2025

Fashion Trends and How to Accessorize Them

By Duvall O'Steen

The spring/summer fashion season is a favourite for many. Gone are the layers of winter and fall, making room for more playful dressing, lighter fabrics, and exposed skin. For jewellery lovers, skin is the perfect backdrop for adornment. Trends on the couture designer runways in New York, Paris, London, and Milan range from bold silhouettes or dramatic flowing prints to soft pastels and sheer fabrics. Here are some of the top trends, along with the types of jewellery to wear with them.



Volume shoulders by Balmain Spring/Summer 2024.



PICCHIOTTI Ribbon earrings in 18K white gold and diamonds.



Chris Ploof 22K gold and silver bi-metal geometric cuff bracelet cut on the antique Rose Engine

Boho chic

The Boho Chic trend was prevalent on many runways, seen in flowing garments, the use of crochet, and of course, many colourful prints. The look, that *W Magazine* called “Boho Riche,” includes 1970s-inspired luxury—ruffled collars, patterned print fabrics, and beaded vests. Celebrated at Chloë, Ulla Johnson, Ahluwalia, Isabel Marant, Fendi, Vivienne Westwood, and more, the vibe is fun and funky. Crochet appeared in long dresses at Chanel and Acne studios or in fringed tops at Gabrielle Hearst and Loewe. Giorgio Armani and Valentino also made use of fringe in skirts, handbags, and more.

This type of Bohemian aesthetic allows for personalized jewellery expressions. Opaque beads such as coral and chunky pearls offer a nice contrast to the multicoloured prints and the flowy styles. Coloured gemstone jewellery makes the perfect adornment, especially when the colour of the gems complements the colours in the outfit. Mixed metal jewellery is also relevant, particularly with two-tone pieces including both yellow and white metal. Layered chain necklaces not only nod to

the '70s; they also meet the "neck mess" trend and allow for ultimate individual expression, as no one else will be wearing those exact same chains altogether.

Sculptural volume

Another notable trend for the spring/summer season is volume. High shoulders and big or billowing skirts create a sculptural silhouette. Dubbed "Cloud Nine" or "Hoop Dreams" by *Vogue*, there were many inflated shapes around the hips or legs, such as bubble hems, tutus, crinolines and farthingales in or under skirts, seen at Simone Rocha, JW Anderson, Loewe, Vaquera, and more, as well as spiral silhouettes created with ruffles at Akris, Nensi Dojaka, Miu Miu, Niccolo Pasqualetti, and Richard Quinn. The upper torso was also enhanced with powerful tailoring and big shoulders at Balmain, Mugler, Rabanne, Saint Laurent, Rick Owens, and Stella McCartney.

The full-skirted styles call for strong statement jewellery at the wrist or hand for balance. Pair them with the bold cuff bracelets or cocktail rings. Encourage your customers to try cuffs on both wrists, Wonder Woman style, as a contemporary way to wear the classic bracelet. Another way to offset the width of the wide skirts is to stack



Oscar Heyman short pearl and diamond necklace in platinum.

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Lionheart Jewelry bold gold
Cassandane heart ring in
18K gold and diamonds.



Verragio Hera marquise
diamond choker necklace
in 18K white gold.



Sean Gilson aquamarine
slice necklace featuring 99
carats of aqua in 18K gold
and patinated bronze.



vertically—an armful of tennis bracelets or bangles, including some with coloured gemstones, for example.

For accessorizing the high-shoulder blazers and tops, suggest that your customers embrace the short necklace trend. Chokers and Rivière necklaces are increasingly seen on celebrity red carpets, and these styles will stand the test of time, unlike the current big shoulder fashion trend. Also consider sculptural statement earrings or thicker hoops that will not be overpowered by these bold shoulder silhouettes.

Sheers and lingerie

As the coats, scarves, and gloves come off for the warmer season, some designers envision exposing lots of skin. Taking inspiration from romance, lingerie-inspired looks created provocative ensembles at Balenciaga, Valentino, Ester Manas, Nina Ricci, Stella McCartney, and Nensi Dojaka, featuring bralettes, garters, and corsets. “Boudoir Lace” (*Harper’s Bazaar*) ruled with see-through lace at Gucci and Saint Laurent or frilly lace at Chloé. Sheer fabrics also dominated in many collections, including Giambattista Valli, 3.1 Phillip Lim, Chanel, Prada, Hermes, Alexander McQueen, Del Core, Issey Miyake, Giorgio Armani, Simone Rocha, Fendi, and Victoria Beckham.

For the lacy ensembles, accessorize with the solidity of gemstones to anchor the lightness of these looks, especially opaque gems like coral, turquoise, onyx, and chalcedony. For the sheers, offset the provocative nudity with elegant pearls, preferably short necklaces. Wear them high



Verragio 18K rose gold and diamond brangle bracelet.

on the collar or as a choker, taking cues from the celebrity red carpets of award show season earlier this year. For the billowing ruffles or the lingerie in dress form, jewellery with bows and ribbons or dangling charms can add a nice hint of nostalgia to these bold, contemporary styles.

Pastels: pinks and blues

The spring palette always gives pastel fans a reason to smile. This season, expect pastels in buttery yellows, soft greens, and more importantly, pinks and pale blues. Pink was dubbed the “colour of the season” ([WhoWhatWear](#)) seen at Chanel, Hermes, MiuMiu, Moschino, Khaite, Alaïa, Balenciaga, Carolina Herrera, Marc Jacobs, and more. Lovely light blues were prominent at Acne Studios, Zimmerman, Sandy Liang, Chloé, Miu Miu, Rabanne, and more. The lighter colors of denim at Prabal Gurung, Versace, Coach, Halperin, and others also fit with the pastel blue vibe.

Pair these pretty pastels with the textured gold trend or with similar colours of gemstones and/or metals, for example aquamarine and Paraiba tourmaline for your pale blues or rose gold and morganite for the many shades of pink. Pearl drop earrings also continue to trend and they work very well with pastels or denim because they do not overpower the look.

Other fun trends include polka dots, ruffles, and bows, seen in a number of collections. On the edgier side, skirts were worn over pants or pants were, at times, one-legged. Both fringe and chintz floral prints continue to be popular, having made quite the splash last season, but now, the styling is lighter for spring and summer. Denim is showing up in more casual looks from the couture designers and not just in pants. Expect to see denim in blouses, jackets, handbags, and more. ☺



Sheer skirt by Giambattista Valli Spring/Summer 2024.



Duvall O'Steen is a New York publicist, writer, trend reporter, and luxury communications consultant, specializing in the fine jewellery industry. Following more than a decade of service as director of jewellery PR and promotion for World Gold Council, O'Steen established her own freelance business in 2011, providing her expertise and creativity to jewellery designers worldwide. She is also a jewellery publicist for the boutique public relations firm Luxury Brand Group



This season at the CJA

Summer in Canada offers a unique chance to embrace the stunning beauty of our landscapes while reflecting on the accomplishments of the past year. As we welcome the season, it's essential to acknowledge the remarkable achievements of the Class of 2025 from George Brown College and Georgian College. Their dedication and resilience throughout a challenging year deserve our heartfelt congratulations.

This year's talented jewellery graduates have truly impressed us with their exquisite creations, captivating diverse audiences and showcasing their artistic skills. Their success is a testament not only to their talent but also to the unwavering support of their faculty, staff, advocates, and families, all of whom played a vital role in nurturing this exceptional cohort.

As these graduates embark on their careers, it's crucial that we provide them with tangible opportunities to apply their skills and immerse themselves in the industry. We urge our members, friends, and supporters to create paid internship programs that focus on various complementary skills. We also invite you to share available internships and job opportunities on the CJA's job board, helping talented students secure their first positions and launch promising careers alongside their mentors.

At the CJA, we are proud to support young talent through our annual scholarship program for graduates. This initiative highlights our commitment to nurturing the next generation of jewellers and affirms our longstanding partnership with George Brown College and Georgian College. The scholarships awarded this year stand as a testament to our dedication to these emerging artists and the exceptional faculty that guide them.

In line with our commitment to the industry, we are excited to announce a strategic alliance with the CBQ—Corporation des Bijoutiers du

Quebec. This collaboration enhances our support for members in Quebec and reinforces our status as a national trade association. After a year of meticulous planning, we are proud to announce our transition to a fully bilingual organization, ensuring we cater to all industry participants and enthusiasts. Our bilingual resources, including a new website and translated course offerings, reflect this dedication. Moreover, social media posts will soon be available in both French and English, with plans for all future communications to follow suit.

As a highlight of our partnership, The Expo Prestige, Canada's premier jewellery show, will now be a national event produced jointly by the CJA and the CBQ. This year's show will take place at the magnificent Port of Montreal's Grand Quay from August 24 to 26, gathering a diverse array of vendors and buyers eager to celebrate this new national status.

Additionally, we are thrilled to announce that the CJA will host the 2025 Industry Summit at the historic King Edward Hotel in Toronto. This year's summit promises a day filled with inspiring speakers, engaging discussions, and unparalleled networking opportunities for all members of our vibrant industry. As a benefit to our valued CJA members, attendance is free, so be sure to sign up and join us on October 27, 2025, for what promises to be a day to remember! 🌟

Talk to you soon,

Sara Belyazid

Communication project manager
Canadian Jewellers Association
sara@canadianjewellers.com

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A quick guide to maintaining your security system

By Scott Hayes

Maintaining a security system for a jewellery store is crucial to ensuring its effectiveness in protecting your business. Here's a guide on how to conduct maintenance, how often to do it, and what type of testing you should perform.

Key components of your security system

Video cameras: These are essential for monitoring and recording activities inside and outside your store.

Intrusion detection sensors: These include motion detectors, door and window sensors, and glass-break sensors.

Safes: While not part of the security system itself, they are critical for securing valuable items.

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Maintenance and testing schedule

Regular maintenance tasks are crucial.

- Visual inspection—Check all cameras, sensors, and control panels for visible damage or wear. This should be done monthly.
- Cleaning—Clean camera lenses and sensors to remove dust and debris. This should be done every two to three months.
- Testing—Conduct regular tests of alarms, cameras, and sensors to ensure they trigger correctly. This should be done quarterly.

Professional maintenance

- Software updates—Ensure all system software is current, including firmware for cameras and control units. This should be done annually by a professional.
- Calibration—Have professionals calibrate cameras and sensors to cover the intended areas accurately. This should be done annually.
- Advanced diagnostics—Use specialized equipment to diagnose and fix any hidden issues. This should be done annually.
- System upgrades—Implement upgrades to newer technology or additional features as needed.

Frequency of maintenance

- Basic Maintenance—Perform basic tasks like visual inspections and cleaning every month to every few months.
- Professional servicing—Schedule professional check-ups at least once a year. Consider more frequent checks for more complex systems or those in high-traffic areas.

Testing procedures

Alarm system testing:

- Test all intrusion detection sensors to ensure they trigger alarms correctly.
- Check that the monitoring service receives alerts during tests.

Video system testing:

- Verify that all cameras are recording and transmitting video clearly.
- Check that night vision and motion detection features are functioning properly.

Safe security:

- Ensure that safes are properly locked and secured.
- Test any electronic locking mechanisms to ensure they are functioning correctly.

Additional tips

- Keep records—Maintain a log of completed inspections and repairs for accountability and future reference.
- Power backup—Consider installing redundant power sources for all security devices to prevent system failures during power outages.
- Employee training—Train staff on security protocols and how to respond during emergencies.

By following this maintenance schedule and performing regular tests, you can ensure your security system remains effective and reliable, providing peace of mind and protecting your business from potential threats. 🛡️



Video surveillance is a critical component necessary for an effective security system.



Scott Hayes is a security advisor with Jewellers Vigilance Canada and an independent security consultant. He retired with over 28 years of experience in law enforcement, having spent the last 15 years investigating organized crime on a national and international level. He is a Certified Protection Professional (CPP) with ASIS Int'l and an Associate Business Continuity Professional (ABCP) with DRI Int'l.

Jewellers Vigilance Canada (JVC) is a non-profit subsidiary of the Canadian Jewellers Association with a mandate "to advance loss prevention within the jewellery industry." JVC also works closely with law enforcement agencies in Canada through their Crime Prevention Program. For more information, visit www.jewellerycrimecanada.ca.

A full-page portrait of actress Liu Shishi. She is wearing a black turtleneck sweater and a black skirt. On her left wrist, she wears a gold-toned OMEGA chronograph watch with a black dial and three sub-dials. She has long, dark, wavy hair and is looking directly at the camera with a slight smile. The background is a soft gradient of light blue and purple.

In conversation with
OMEGA brand
ambassador

**Liu
Shishi**

By Sarah Bauder

Liu Shishi, also known as Cecilia Liu, is a Chinese actress born on March 10, 1987, in Beijing. A graduate of the Beijing Dance Academy, she transitioned from ballet to acting, gaining widespread recognition for her roles in *Chinese Paladin 3* (2009) and the time-travel romance *Scarlet Heart* (2011). Her performance in *Scarlet Heart* propelled her to stardom across Asia, leading to a successful career in both television and film. *Jewellery Business* recently caught up with the actress to find out more about her timeless style and why her partnership with OMEGA is a perfect fit.

1 What was your first watch? Is there a story behind it?

My first watch was an OMEGA Constellation, which is quite an impressive one. I still remember it as it was a newly launched model back in 2018. For the first time, I delved into a watch from a professional watchmaking perspective, covering everything from its inner movement to the design esthetics. The upgraded Constellation completely amazed me in terms of its style or performance. I later wore this timepiece during a photo session at the British Planetarium, a memory that still feels as crisp as yesterday.

2 Can you share a bit about your journey with OMEGA and how your relationship with the brand has evolved?

Collaborating with OMEGA has been such a memorable journey. Throughout our long-term partnership, I've been deeply impressed by the brand's professionalism and its pursuit of precision. Also, the partnership has allowed me to immerse myself in OMEGA's heritage and legacy. For example, my participation in the Speedmaster event revealed the watch's iconic legacy as a companion to astronauts accomplishing every moon landing. Equally memorable was attending the Paris Olympic Games last year, where I experienced OMEGA's commitment to sport timekeeping technology over the past century as the Olympic Games' Official Timekeeper. It's been a truly rewarding experience joining the OMEGA's ambassador family, and I eagerly await to witness more glorious moments together with the brand in the future.

3 How many timepieces do you own and wear?

I own quite a few OMEGA watches. But I like choosing different models for different occasions. For me, OMEGA has become a trusted companion in both my work and daily life, accompanying me through many important moments.



From my perspective, a classic design with enduring precision is essential for young women choosing their first luxury timepiece. I think the watches represent the woman's style and the inside of her. It should match her personality while meeting the demands.

4 How do you incorporate watches into your daily life or special events?

Depending on the outfit or the occasion, there's always an OMEGA watch that fits just right. The Speedmaster and Seamaster, for example, are one of my go-to choices for everyday wear. Meanwhile, the Constellation and De Ville, or some special editions are always the right choices when the occasion demands refinement. OMEGA timepieces always are my perfect match for various occasions.

5 Is there a particular watch that holds special meaning for you?

Each watch has a different meaning for me. They've been with me through so many moments, and each one tells its own story. In 2024, I had the great honour of wearing the Specialty timepiece Paris 2024 Bronze Gold Edition while attending the Olympic Games—that was such a special memory.

6 What advice would you give young women choosing their first luxury timepiece?

From my perspective, a classic design with enduring precision is essential for young women choosing their first luxury timepiece. I think the watches represent the woman's style and the inside of her. It should match her personality while meeting the demands. And I believe OMEGA stands as an exemplary first choice, offering timeless elegance and excellent performance.

7 With time in mind, how would you spend your perfect 24 hours?

For me, a perfect 24 hours is simply about feeling comfortable and happy. If I'm working, I focus fully on the task at hand. If I'm off, I enjoy doing things that help me relax and make me feel joyful.

8 As an actress, time is crucial both on and off set—how does your relationship with timekeeping, especially through watches, play a role in your daily life and work?

Timekeeping—especially with watches—really helps me stay organized. It allows me to plan better, manage my schedule, and make space for the things that truly matter. ⌚

PHOTO COURTESY DALLAS PRINCE DESIGNS



Figure 1

Marty Logan 7X World Champion ring by Dallas Prince.

PERSONALIZING JEWELLERY WITH Custom Design

By Renée Newman

An ideal way to celebrate important events and achievements is to have custom jewellery made to commemorate them. After drag boat racer Marty Logan won his seventh championship race, he asked his jewellery designer, Dallas Prince, to create a ring that represented his seventh year winning in the Pro-Mod division for the Drag Boat Racing World Championships. The blue and white diamond 14K gold ring shown in Figures 1 and 2 featured a drag boat on the top of the ring that was fully hand-engraved. One of the most important details was adding every year that Logan had won his World Championship. After the ring was complete, he surprised Prince with photos of her brand and tagline that he added to his boat.

Figure 2

Interior of Marty Logan ring by Dallas Prince.



Initial consultation

The design process begins with a consultation to learn about the client's preferences and vision for the piece. This may be in person, by phone, on FaceTime or by Zoom. The designer will need to know:

- The type of piece desired—pendant, ring, bracelet, necklace, cuff links, etc.
- The purpose and reason for creating the piece
- Where, when, and how often the piece will be worn
- The metal, gemstone, and style preferences of the client
- The client's budget
- The timeline and date when the piece must be completed

The design journey after the consultation varies depending on the designer, jeweler, customer and piece. Some designers prefer hand sketches and hand-carved wax models to computer-generated images and models. The models of Dallas Prince are either carved by hand or formed through CAD programs. The purpose of her ring for Marty Logan was to celebrate an achievement, but people commission custom jewellery for other reasons too.

Figure 3

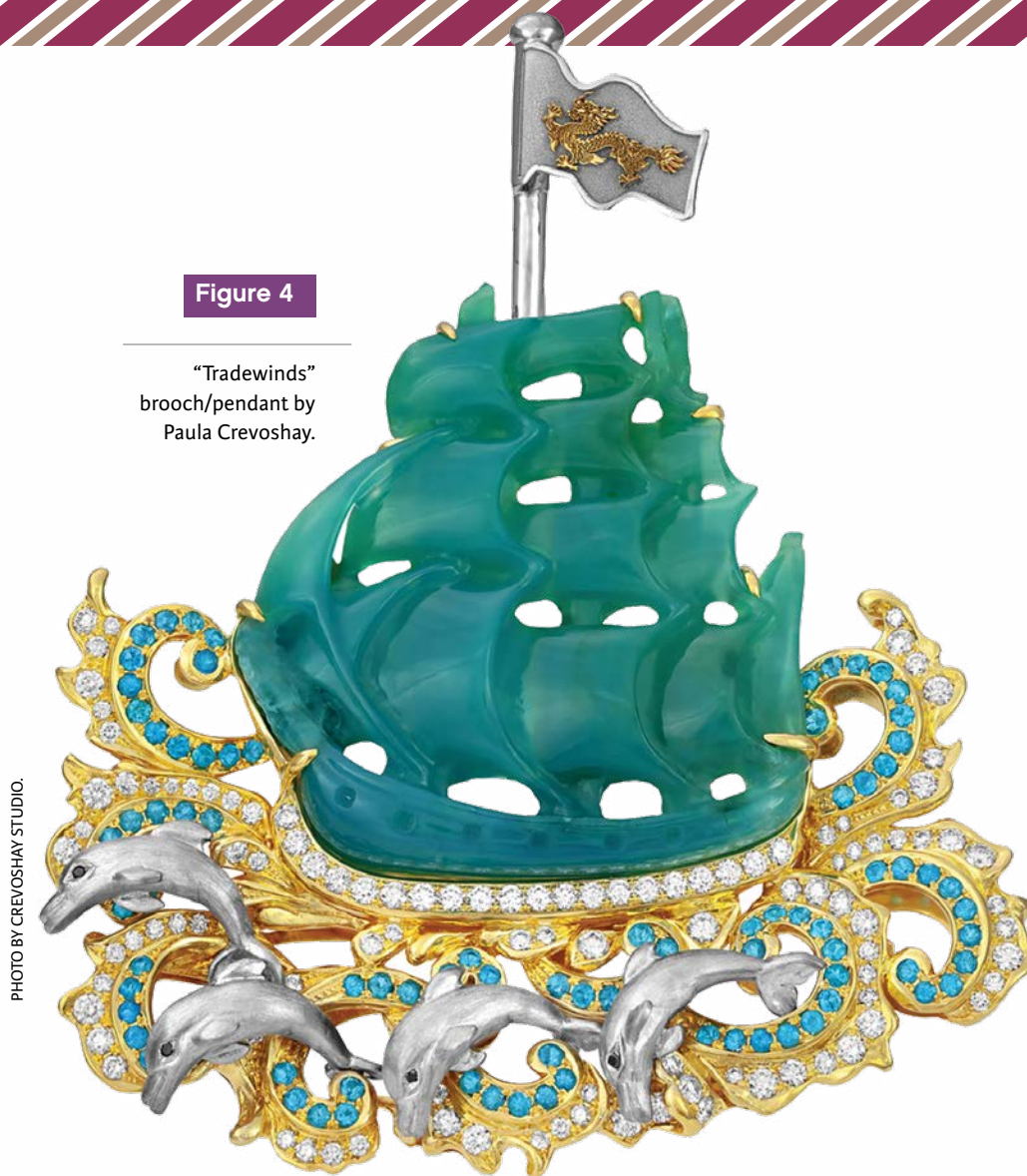
"Elle Rêve de Tulipes Roses"
imperial topaz pendant/brooch
by Henn of London.



PHOTO BY SIMON MARTNER

Figure 4

“Tradewinds”
brooch/pendant by
Paula Crevoshay.



Custom jewellery inspired by a gemstone

Sometimes an attractive gem is the inspiration for custom jewellery. A client of Henn of London fell in love with an impressive 8.37-carat imperial topaz from Brazil. She asked them to make a multi-functional pendant/brooch with the topaz and provided them with several pages of information about all the things she loved, which included flowers, pastel colours, and Art Nouveau. The input inspired Henn of London to create a range of different drawings for a pendant/brooch. She then selected her favorite and commissioned the piece in Figure 3 (page 41). It features multi-coloured Tanzanian spinels that complement the rich tones of the imperial topaz, and E/F-VVS diamonds that highlight the organic flow of the design. The pendant's graceful shape is further emphasized by transparent graded enamel in subtly contrasting tones that mirror and counterbalance the central gemstone's deepest shades. The 18K white gold pendant is cleverly designed to be worn either way up, with a variety of necklaces, including a string of luxurious pearls to offset its colours to best advantage, as well as a simple chain. It also

transforms into a brooch, offering endless possibilities for daytime and evening wear. The Henn of London team was delighted when their client named it "Elle Rêve de Tulipes Roses" (She dreams of pink tulips).

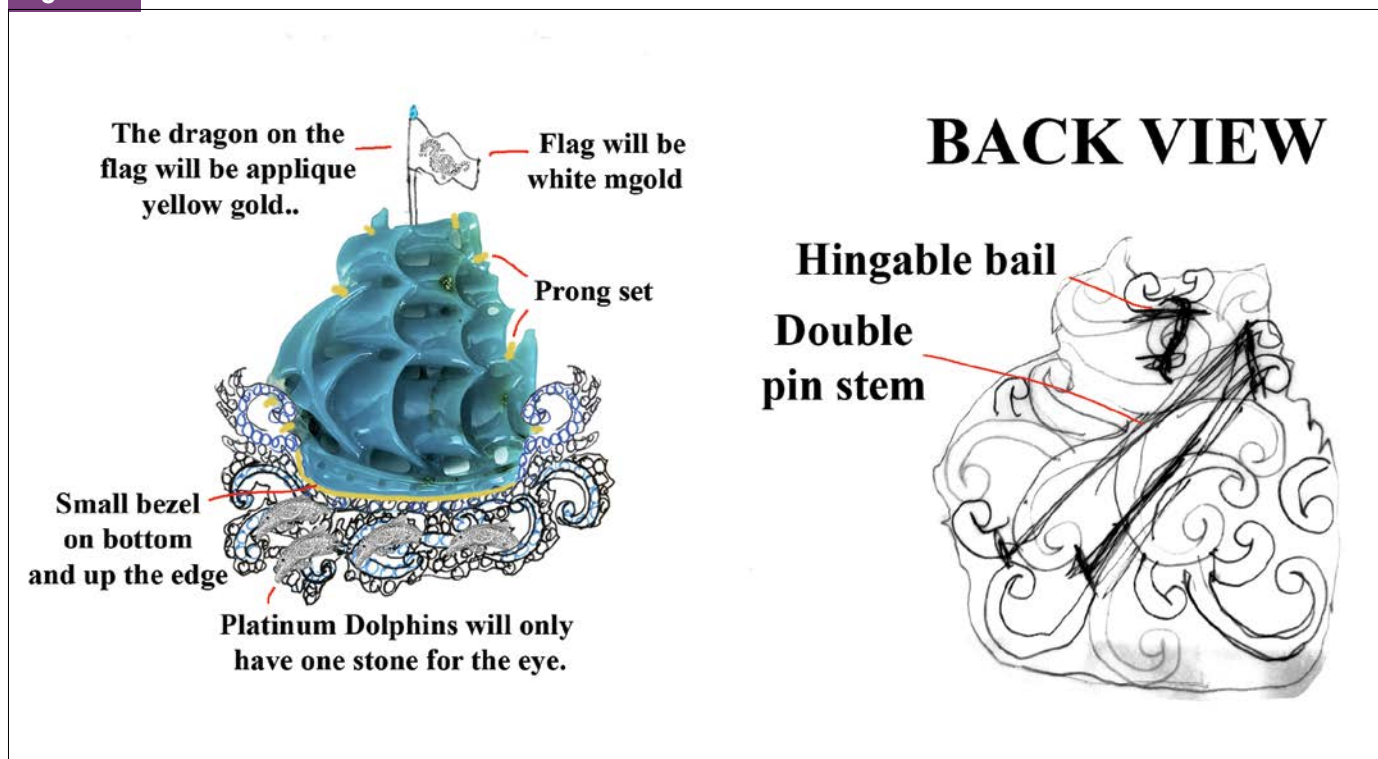
Custom jewellery inspired by a carving

A "Tradewinds" chrysocolla carving (54.69 carats) by Elizabeth Beunaiche was the inspiration for the 69 x 63 mm brooch/pendant by jewellery artist Paula Crevoshay in Figures 4 and 5. Her client only provided the carving and trusted her to create the design. Crevoshay always knows what a gemstone wishes to become through her artistic eye. She added apatite and diamond waves and platinum dolphins because she felt they would animate the brooch and the boat. Her highest goal was to create movement and joy from that animation when anyone looked at it.

Repurposed custom jewellery

A good way to use old or unwanted gems and jewellery is to reset the stones, and combine them into new designs. The metal can

Figure 5



"Tradewinds" brooch/pendant design sketch by Paula Crevoshay

be recast if desired. Gems in jewellery that is handed down from family and seldom worn can be transformed into more modern and stylish pieces by resetting them into new mountings. It is a way to honor one's loved ones and remember sentimental stories associated with them. Using heirloom gems for custom pieces not only makes the jewellery more personal and meaningful but also more affordable. Jewellery designer Barbara Westwood creates family heirloom rings for her clients by resetting stones from their old jewellery into rings like the one in Figure 6.

Custom jewellery with client specifications

Custom jewellery designer Cynthia Renée had a long-time client who wanted blue and pink earrings with a gem-centric design. Cynthia had a pair of intensely coloured Brazilian pear-shaped aquamarines and two pink spinel trillions from Tajikistan that her client liked. The challenge was combining the overt curves of a pear-shape with a trillion's sharp corners. Rivers flow around all sorts of shapes, so Cynthia imagined a shimmering river winding around the gems, tying them together. They had to balance and not feel or look stiff. The client then selected her preferred design from seven of Cynthia's sketches. Afterwards, the earrings were made to accommodate detachable cultured pearls and create the "Gem River" earrings in Figure 7 (page 44). The pearls were part of the Progressive Pearls Earring Wardrobing system that the client

Figure 6



PHOTO BY SKY HALL

Diamond and sapphire family ring by Barbara Westwood.

A good way to use old or unwanted gems and jewellery is to reset the stones, and combine them into new designs. The metal can be recast if desired. Gems in jewellery that is handed down from family and seldom worn can be transformed into more modern and stylish pieces by resetting them into new mountings.

Figure 7



PHOTO BY CYNTHIA RENÉE

Aquamarine, spinel, diamond and cultured pearl “Gem River” earrings by Cynthia Renée.

Figure 8

PHOTO BY JOHN PARRISH



“Progressive Pearls” interchangeable pearl system by Cynthia Renée, Inc.

had previously purchased from Cynthia. It allows multiple looks to be created with pearl studs that have a removable post and a drop adapter inserted so the pearls can be worn as both studs and drops (Figure 8).

Custom bridal and relationship rings

The best way to get one’s partner the ring of their dreams is to have it custom-made. Michael and Alaina had been married for three years when Michael decided it was time to give her a unique and beautiful engagement ring that was just as special

as their story together. They have six cats together, but Alaina’s first cat, Minmin, served as a key inspiration for her ring. Michael wanted Mark Schneider Design to create the ring and shared with them Alaina’s love of the outdoors and how he envisioned their cat wrapped around the center stone lying on a bed of leaves as if she wandered into the woods and found the perfect place to lie. He was adamant about choosing a rich green emerald as the center stone to complement Alaina’s complexion and style. Schneider and his staff first showed the couple the hand sketch in Figure 9. After it was approved, they went back and forth



Figure 9

Engagement ring sketch by Briseida Favela at Mark Schneider Design

creating the hand-carved wax design to ensure the shape of the cat looked like Minmin and not just a generic cat. Hand-carved waxes make it easier to personalize the design. The outcome was the unique 14K yellow and white gold emerald ring in Figure 10, which reflects the creativity and artistry of this couple and Mark Schneider Design.

Benefits of custom jewellery

Custom pieces have many advantages including:

- **Uniqueness:** They are one-of-a-kind and not available on the Internet or in stores
- **Perfect fit:** They are designed specifically to fit the client
- **Sentimental value:** Emotionally, custom jewellery can be more meaningful when the client is involved in creating it
- **High quality:** Individually-crafted pieces are generally of higher quality than those that are mass-produced. Clients can select experienced, talented jewelers to create the piece.
- **Personalization:** Custom pieces are ideal for commemorating important events, expressing commitment to a relationship, and reflecting one's style.



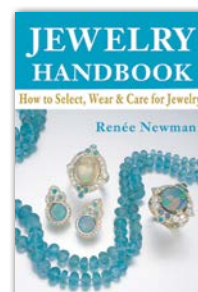
Figure 10

Completed emerald engagement ring by Mark Schneider Design.



Renée Newman, GC, is a gemmologist, speaker and the author of the Pearl Buying Guide and 13 other books on jewellery and gems. She became interested in pearls while conducting tours to Asia,

Tahiti, and Australia and while working at a wholesale diamond and pearl firm in downtown Los Angeles. In the fall of 2025, Firefly Books will release her latest book, Pearls: Their History, Sources, Types and Qualities. For more information about Newman and her books, visit ReneeNewman.com.



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