

THE GIFT GUIDE TO JEWELLERY





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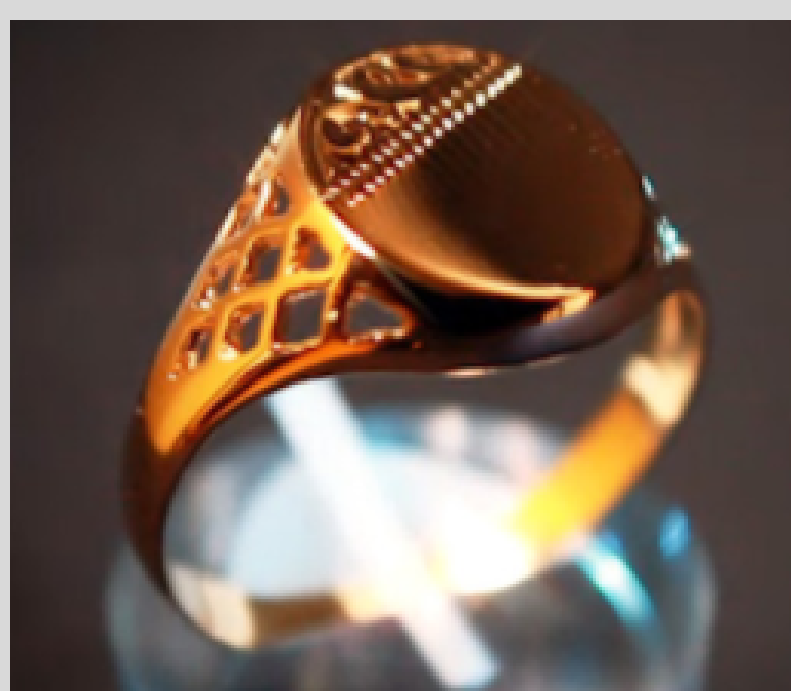


Introduction

Fine jewellery is a deeply personal and enduring gift, worthy of careful consideration. When choosing a piece to be treasured and admired for years to come, it pays to take the time to base your selection on quality, value, style, beauty and versatility.

At British Jewellery Workshops, each beautiful piece of jewellery we create is lovingly handcrafted using traditional heritage techniques, at our factory located in Birmingham's historic Jewellery Quarter. We provide an exquisite choice of rings, necklaces, earrings, bracelets, cufflinks and medical alarm jewellery - each carefully crafted using time-honoured skills. We also offer a custom jewellery manufacturing service, to turn your ideas into uniquely special pieces of jewellery.

With such an array of choice available, deciding on the right piece can be overwhelming. We've put together this guide to explain all the areas you should consider when choosing a gift that will be cherished for posterity.



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0121 523 5575

info@britishjewelleryworkshops.com

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Setting A Budget

As a symbol of affection between the wearer and the giver, the gift of fine jewellery is both a financial and emotional investment, often reserved for the closest of loved ones. Deciding how much to spend on a gift ultimately depends on how much the giver can afford to spend, but it is always important to consider value for money. Value is determined by balancing quality against cost.



Quality - Quality is signified both by the value of the materials incorporated into the jewellery, and by the workmanship reflected in the design and construction of each piece. Mechanically mass-produced jewellery may cost less, but will not provide the same investment potential as a handcrafted piece branded with a quality manufacturer's mark. Quality should not be compromised for cost. While currency devalues over time, finely crafted jewellery made from precious metals is a commodity that retains value, so it's important to invest in the best quality you can afford.

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Setting A Budget

Cost - The cost of jewellery will depend on numerous factors, including:

- **The Type Of Precious Metal** – Fine jewellery is usually made from platinum, gold, sterling silver and palladium. The rarer a precious metal the higher the cost, with platinum being the most expensive.
- **The Purity Of Gold** – The purity of gold is known as karatage (k). The higher the karat the greater the gold content and cost. 18k gold is 75% gold mixed with other metals such as copper and silver. The colour and strength of gold is changed by the characteristics of the other metals incorporated, for example, rose gold has a higher copper value whereas white gold contains nickel.
- **Incorporation Of Precious Stones** – Adding precious stones will increase the cost. The cost of a precious stone is determined by its size and weight, measured in carats. Other characteristics, such as clarity, brilliance, rarity of colour, and country of origin can also affect the cost of a gemstone. Diamonds are considered the most precious, followed by rubies, emeralds, sapphires and tanzanite. Semi-precious gemstones can be equally as beautiful, but more affordable as they are more commonly available.
- **Design** – The way a piece of jewellery is cast and manufactured will affect the cost. Jewellery is designed to be worn without breaking or causing injury. Quality design is both aesthetically beautiful and functional. A standard tried and tested design will be cheaper to manufacture than a bespoke design; which needs to account for the design stage, creating the bespoke cast, the materials and skilled craftsmanship.

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0121 523 5575

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Setting A Budget

How Much To Spend? - Deciding how much to spend should be appropriate to the occasion the gift is for. The more special the occasion, the more significant the gift. A pair of earrings or a simple bangle can be perfect for a multitude of occasions, whereas other gifts may come with the added pressure of social expectations - such as engagement and wedding rings.

If the occasion requires a higher value investment, always seek guaranteed long-lasting quality. Once you've decided on your maximum spend you can then research where to source your perfect gift at the best value.



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0121 523 5575

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A Reflection Of Personal Style

Jewellery is an outward expression of personal style and preferences. The quality and type of jewellery worn by an individual makes a statement about their personality.

Choosing a piece of jewellery that hits all the right tones for somebody else can be tricky, but is an opportunity to show a loved one just how much they mean to you. Getting it right requires you to think about the wearer's individual characteristics and the styles they like; rather than choosing a piece that appeals to you.

At British Jewellery Workshops, we've been creating beautiful jewellery for over 30 years, helping our customers find the perfect gift for every occasion. The next section covers our top tips on how to choose the right type and style of jewellery for every personality.

Style Evaluation - The best place to start is by looking at the type of jewellery worn by your loved one and working out whether a subtle style or statement look is preferred. Low key looks involve simple styles, whereas bold style may be larger, colourful and more playful. It's also important to consider everyday style and special occasion jewellery and to note whether there are any favourite pieces which are worn regularly. A person may regularly wear costume jewellery on an everyday basis, but wear more valuable pieces when they want to feel special. If you have the opportunity, take a snoop through an existing jewellery collection, or enlist the help of friends or relatives for advice.

Platinum, Gold Or Silver? - Many people prefer metal colours which complement their colouring and wardrobe, whereas others wear a variety of metal jewellery to match their mood.

- Gold represents wealth, riches, tradition, warmth, passion, courage, magic and wisdom. Gold is resistant to tarnishing and corrosion.
- Silver is said to represent a mirror to the soul, and is associated with sophistication, modernity, hope, unconditional love, sensitivity and kindness. Silver is beautiful, durable and cost effective.
- Platinum embodies endurance, determination and exclusivity. Platinum has a white lustre, is lightweight, strong and tarnish resistant.

If your loved one has sensitive skin it's important to choose a hypoallergenic metal like platinum or gold. If multiple metals are worn by the wearer, this will give you more flexibility in your choice.

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A Reflection Of Personal Style

Modern Or Vintage Inspired? - Contemporary jewellery designs are sleek, clean and smooth in style. They may be highly polished, or brushed in texture, often favouring the minimalist chic offered by platinum. If stones are incorporated, the fittings are smooth, or the stones may appear to float.

Modern jewellery is often designed to work in conjunction with other matching pieces. Engagement, wedding and eternity rings designed to fit on the same finger are a good example of popular contemporary jewellery.

Vintage influenced jewellery takes decorative inspiration from a host of eras and fashions, so can take almost any design. Such pieces can often offer a timeless appeal and incorporate delicate filigree metal work, enamelling or ornamental engraving. This style can offer unique scope for personalisation.

To achieve such fine detail in the metal work and stone settings requires a high level of skill from an expert jeweller. Using traditional skills combined with modern CAD technology enables beautiful antique pieces to be recreated from photos or drawings. This can be the ideal choice if you are looking for gift with significant meaning, such as recreating a piece of jewellery with sentimental value.

Size - To ensure your chosen piece of jewellery is a perfect fit it is important to identify the correct size. This is especially important for rings and bracelets which must fit properly for comfort and security. At British Jewellery Workshops we provide a free ring sizer to help you make the right selection.



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Choosing The Right Type Of Jewellery

Once you've established your loved one's style preferences you can then decide on the right type of jewellery to match your budget and the occasion.

Gifts For Women

Women love to know how much they are cared for. A beautiful piece of fine jewellery is so much more than precious metal - it is a symbol of love and worth to another. Each time a jewellery gift is worn it acts as a reminder of that love - creating a meaningful emotional connection.

Earrings - Earrings are an ideal way to add a touch of elegance and femininity to a woman's face. When intended for everyday wear, practicality can be more important than style, so it's important to check which type of earrings are most suitable. Pierced ears can develop sensitivity to non-precious metals, so gold or platinum are a safe, hypoallergenic choice.

Earrings are available in the following styles:

- **Studs** – Small earrings which fit on the earlobe. They can be simple, highly polished, embossed, engraved or set with gemstones.
- **Drops** - Designed to dangle just below the earlobe for delicate movement. They are lighter than chandelier earrings, so less likely to lengthen the earlobes.
- **Hoops** – Hoops are a contemporary choice and come in a range of sizes for every taste.

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Choosing The Right Type Of Jewellery



Necklaces - Many women have a favourite necklace which is versatile enough to compliment numerous outfits. More intricate or extravagant designs are worn as a statement piece. Necklaces can take the form of a simple chain length, a chain with a pendant, locket or cross, or an interconnected length of pearls or precious stones. Necklaces come in a range of lengths to enhance every outfit:

- **Choker Length** – 14 to 16 inches to sit across the throat.
- **Princess** – 17 to 18 inches, sitting just above the collarbones to emphasise the neckline.
- **Matinee** – Between 20 to 24 inches long to hang over the collarbones, resting just above the bust line.

Bracelets - The right bracelet can transform an outfit. Chunkier styles are more suited to evening wear where they will not impede every day activities, whereas a delicate or close-fitting style can be worn more frequently. It is important to choose the right size or length, as ill-fitting bracelets can fall off or cause discomfort. It is also important to choose a durable design to withstand bumps incurred during regular wear. Wrists can be adorned with a multitude of bracelet designs, including charm bracelets, bangles or a wide variety of chain styles.

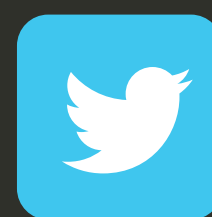
Rings - Rings are a symbol of love and friendship, with the circular band representing infinity. Like bracelets, the ring must have a practical design and fit correctly on the finger to avoid chafing or turning. Rings containing stones can have sharp edges which can accidentally scratch others. If a woman has young children, works in a medical or food handling profession, or needs to wear gloves, smaller rings with smoother settings are a more suitable choice than rings with a raised setting.

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Choosing The Right Type Of Jewellery

Types of ring include:

- **Claddagh** – The Claddagh ring is a traditional Irish design featuring two hands clasping a crowned heart. Claddagh rings represent friendship. Claddagh rings be also be used as wedding rings in Ireland. The hands denote friendship, the heart symbolises love and the crown stands for loyalty.
- **Engagement Ring** – Engagement rings are a symbol of commitment and devotion. In the past, the quality of the ring represented a woman's social status and the prosperity of the groom. Royalty wore gold or silver whereas the commoners wore iron. In today's society many women like to be involved in choosing the ring that will represent their success in marriage. Antique rings are passed down the female lineage as family heirlooms, however a woman will be reluctant to wear a ring from an unhappy marriage, for superstitious reasons.

Traditional ring designs include:

- The solitaire ring which contains a single stone.
- A three-stone ring to represent past, present and future.
- Delicate filigree set with precious stones.
- Engraving to add an intimate message symbolic of strengthening the marriage.
- **Wedding Ring** – The wedding ring is made from precious metal to signify permanence and devotion. Wedding bands can be simple to ensure they don't detract from the beauty of the engagement ring, or set with stones. Whatever the design, the ring should be comfortable enough for continuous wear day and night. Common styles include:
 - **D Ring** – Flat on the inside to sit close to the finger and curved on the outside to prevent snagging.
 - **Court** – Rounded on the inside and outside to remove all hard edges.
 - **Flat Court** – Similar to the D Ring but with a subtler curve.
 - **Flat** – Flat on the inside and outside for a chunkier look.
 - **Celtic** – Unending knotwork patterns.
 - **Puzzle** – Multiple interconnecting bands, that fit together to form a beautifully intricate design.
- **Dress Rings** – Also known as cocktail rings, dress rings are large and extravagant rings, designed to capture attention on special occasions.

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Choosing The Right Type Of Jewellery

Gifts For Men

Men's jewellery should be stylish and practical, hardwearing and masculine in appearance. Designs for men can be simple and elegant or highly intricate. Quality in the fine details denotes success and prosperity. Carefully chosen men's accessories can elevate a professional appearance. Men's jewellery often favours high strength materials including platinum and palladium, 9ct gold, or the deep sheen of black gold.

Rings - Men can enjoy a range of ring designs. Eye popping statement rings look great on the little finger or on the middle finger. Wedding rings are typically worn on the fourth finger of the left hand, while rings worn on the index finger denote status.

Other than wedding rings, designs which work well on men include:

- **Signet Rings** – Signet rings have played a significant role in historical business and politics, worn by men to denote family status and to mark important documents as an identification seal. Signet rings usually feature a family crest, emblem or monogram and can incorporate stones or engravings. In today's society signet rings are a stylish statement. Why not discover whether you have a family crest, or create your own crest from symbolic heraldic characters, for incorporation into a unique signet ring.
- **Masonic Rings** - The masonic ring signifies membership into the freemason brotherhood. Symbols play an important role in Masonic tradition; rings can be engraved or embossed with a variety of symbols to identify lodges, or initiation levels. The most commonly recognised symbol is the set square and compass with the letter G at the centre; standing for geometry to symbolise the importance of science.

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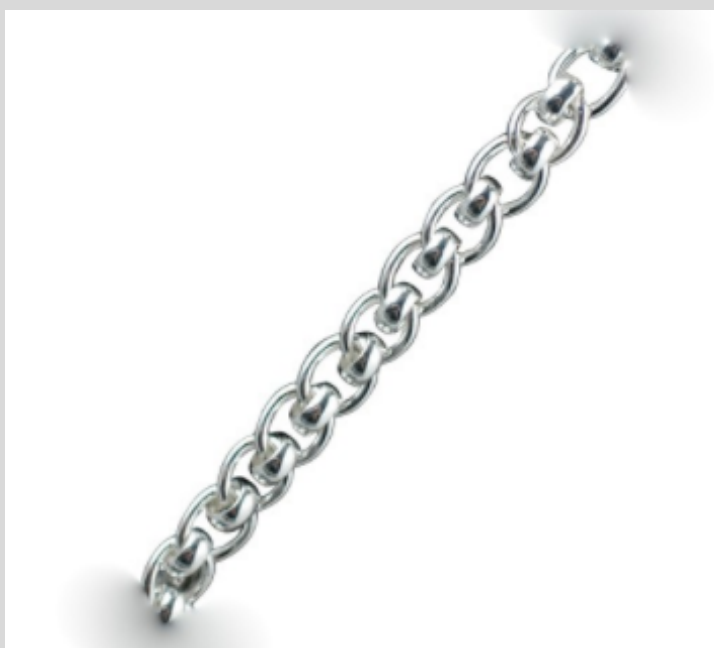


Choosing The Right Type Of Jewellery

Cufflinks - Classic and stylish, a quality pair of cufflinks to match a favourite suit are a perfect gift for any occasion. Choose from swivel or chain designs, classic or contemporary, inlaid onyx, or an engraved surface for a personalised touch.

Tie & Money Clips - Clips work well in conjunction with cufflinks to add the perfect finish to smart attire. Tie clips come in pin form or slide bar design. Styles can be clean and simple, including a textured finish, incorporate precious stones or include engraving.

Neck Chains & Pendants - Pendants on a chain worn around a neck can hold deep personal meaning. The pendant is worn close to the heart and is often used to represent faith or love. Crosses, masonic symbols and chains are the perfect gift and can also be personalised for additional significance.



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0121 523 5575

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Custom Design

If you're having difficulty finding the right gift, commissioning a bespoke piece of handmade jewellery will allow you to create a truly exclusive and special gift. An expert will bring your ideas, designs or photographs to life using CAD design software to create digitally rendered images.

If recreating an existing piece, a 3D scan is performed to create a digital replica. Once the final design has been approved a 3D wax model of your jewellery is produced. The process of wax casting creates the mould into which the molten metal is poured. Once the components of your design have cooled and hardened, the pieces are then expertly crafted together, prior to hand finishing and polishing.

A key benefit of commissioning jewellery is that you can be involved at every stage, but you'll also receive expert advice to ensure the end creation is comfortable, durable and beautiful. Whether you are seeking to replicate an existing design, or to create a uniquely personal style statement, bespoke jewellery is a luxurious gift which cannot fail to impress your loved one.



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info@britishjewelleryworkshops.com

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British Jewellery Workshops

British Jewellery Workshops use traditional craftsmanship and time-honoured techniques to create the finest gold, silver and platinum jewellery. Our elegant choice includes vintage inspired pieces, an extensive selection of modern finishes and a wide range of popular classics, to match every taste and budget. If you're looking for something special that you can't find on our website, our skilled artisans will work with you to design and create your perfect gift.

Our Custom Manufacturing Service - Our artisans take delight in producing every piece of jewellery to the highest quality standards. We guarantee beautiful results, for stunning heritage pieces that can be passed on to future generations, to tell your story.

We provide exceptional value for money, offering quality manufacturing techniques which cannot be matched using modern mass production.

Once we've discussed your ideas we offer fully transparent pricing to reflect the cost of the design, artwork, pattern, materials and craftsmanship involved. We will also provide you with a prompt lead time for your bespoke design, which is typically around 14 to 17 working days.

Bespoke signet rings are cast in solid metal and take approximately 4 weeks to create, or up to 6 weeks if stones are to be set into the design. However, this will be a gift truly worth the wait.

Personalisation - At British Jewellery Workshops we also specialise in fine engraving, signet ring crest engraving as well as engine turning and embossing, enabling you to add special personalised touches to your chosen piece.

Our perfect inscriptions or artwork engravings are performed by hand to the script or design of your choice. Depending on the complexity of the engraving, this service can add up to 8 working days to your order, so we recommend taking this into account in the ordering time for personalised gifts.

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How To Place An Order

Placing an order is simple and easy using our online store. For bespoke orders you can either email your requirements or speak to one of our skilled artisans to talk through your ideas in further detail. No project or order is too small or too large. We take great pride in achieving the finest results for our customers.

Contact Us

Thank you for downloading this guide. If you'd like to find out more about our beautiful products, or the heritage techniques used by our artisans, please get in contact. We would be delighted to assist you in your quest for the perfect gift.

Call Us On: 0121 523 5575

Visit Our Site: britishjewelleryworkshops.com

Address:

British Jewellery Workshops,
38-40 Hylton Street,
Birmingham,
United Kingdom,
B18 6HN

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