

◆ WHO WE ARE

A female-led team of gem and jewellery professionals.

Design, gem sourcing, branding and commercial representation for jewellery designers and brands.

We offer 360-degree services to jewellery designers and brands. From gem sourcing and gemmology to design, product development and manufacturing, and from brand development to marketing and commercial representation, we meet you and support you at any point of your jewellery business and journey.

01

Creative Atelier

From a first sketch to a finished collection.

**Concept and collection development**

From initial sketches to a full, commercially minded collection.

Jewellery design

Technical drawings and CAD.

Gem sourcing

We source stones for your collections to your brief, through gem dealers and cutters. Special cuts and carvings, inlays and anything gemstone related.

Fine jewellery production

Gold, platinum, silver, titanium and alternative materials: from the very first samples, prototyping and product development to managing the full production process on your behalf.

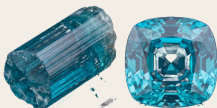
Paint-ups and jewellery gouache

Hand-painted gouache renderings of each design.

02

Source

Gem sourcing, and the auction floor.

**Gem sourcing**

We source stones for your collections to your brief, through gem dealers and cutters. Special cuts and carvings, inlays and anything gemstone related.

Auction sourcing

We search the auctions against your brief. Gems, vintage or estate pieces: your choice.

03

Branding Laboratory

The brand, and how it is told.



Brand development and marketing

For jewellery designers and brands.

Brand identity and collection alignment

The mark, the type and the colours, set against the collection rather than beside it.

Lookbooks and line sheets

What a collection is shown in, and what it is ordered from.

Press and editorial relations

Editors written to about a piece, and the samples that follow.

Content and social

Pictures and words that follow the collection rather than the calendar.

Launch campaigns

A date, a set of pictures, and the order people see them in.

Brand collateral: the box, the book, the card

What a piece is handed over in, and what goes with it.

Jewellery pricing

What a piece can be asked for, where it is being sold.

04

Commercial Studio

Commercial representation for designers and brands.



Commercial representation for jewellery designers and brands

Your collection presented to buyers in person, on your behalf: in a showroom, at a buyer's own table, or wherever the collection is being looked at.

Wholesale and account management

Selling in, and looking after the accounts that follow.

Strategy and business development

Where a brand sells next, and how it gets there.

Trade shows

The trade calendar, worked on your behalf.

Direct-to-consumer events and exhibitions

Rooms where the pieces meet the people who wear them.

◆ BEGIN

Book an online
video consultation.

Wherever you are in your jewellery business, we will meet you there. Tell us a little about yourself and we will arrange a time to talk.

1

You say what you would like to discuss, and the days that suit you.

2

We confirm a time by email, within two working days.

3

A first conversation by video, to hear your brief before anything is agreed.

◆ LONDON, UK

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