

HK

ISSUE 3

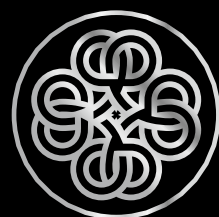
THE JEWELLERY MAGAZINE

SPRING / SUMMER - 2019



NEWS • ADVICE • JEWELLERY

WE ARE CELEBRATING OUR 20TH ANNIVERSARY THIS YEAR



Heidi Kjeldsen

ONLY LOOKING FOR THE BEST?



GEMSTONE FINDER SERVICE

We have established connections which enable us to find high grade gemstones which are ethically sourced.

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Welcome to HK



The beauty and sensation of high quality gemstones is celebrated in my new 'Sunlight Collection'. Showcased within the pages of issue 3 of HK. The shimmering beauty of these natural wonders can be appreciated best when they are bathed in natural light. The inspiration for the collection can be summed up by the word: 'Komorebi', which is the word the Japanese have for when sunlight filters through the trees - the interplay between the light and the leaves. Celebrating the delicate beauty of Peridot and Aquamarine, the clarity of Diamonds and the nacre of Pearl, the collection has been carefully curated with many new pieces also created. I hope you enjoy browsing through HK magazine.

Heidi Kjeldsen.



CONTENTS

Sunlight Collection.....	p4
Anniversary & Birthstones.....	p10
Gemrocks.....	p12
HK Updates.....	p14
Being clear on Diamonds.....	p16
Jewellery Valuations.....	p18
Next Valuation Day.....	p19

SUNLIGHT



Cover: This ring truly captures the mood of the Sunlight Collection. Gleaming Peridot and Blue Topaz set within gct yellow Gold oozes with the warmth of Spring sunshine.

SUNLIGHT

*A new collection
of timeless
jewellery
which celebrates
the beauty of
natural light.*



View the collection now at www.heidijkeldsen.co.uk



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SUNLIGHT

Filtering through leaves.
New life stretches, grasps,
Sun beams dance.
Balmy breeze with a Citrine warmth
Strokes your face.
Dappled light on water's edge, sparkling Diamonds.
Ripples, Aqua reflections,
Peace and calm restored.
The joy,
The life,
The promise of warm sunlit days.
H.K.



The delicate nature of Murano glass and the way it captures natural light makes it a perfect and sumptuous choice for Spring and Summer jewellery. It possesses a natural quality which can make it appear to sparkle from within. Drops and swirls of striking colour can also show the delicate beads' floral appearance which captures the mood of the season beautifully.

Look out for more Murano glass pieces at our Mill Street, Oakham showroom and on our website.
www.heidikjeldsen.co.uk





View the collection now at www.heidikjeldsen.co.uk

Anniversary & Birthstones

MARCH



Aquamarine is derived from the Latin word for seawater. Through history varieties of the stone of a sea green coloration were more popular but now, the bluer, the better. Madagascar yields a particularly dark blue variety.

APRIL



Natural Diamonds - a true miracle of nature! These incredible stones are formed up to 118 miles underground, inside the planet's searing mantle. They reach the surface under the immense forces of volcanic eruptions and earthquakes.

JUNE



June's birthstone is Pearl. Some of the world's most expensive Pearls are so notoriously difficult to successfully produce and harvest that they are 'rarer than Gold'. Pictured are a stunning pair of Grey, Natural Cultured Tahitian Pearl, Brilliant Cut Diamond And Rose Gold Earrings.

JULY



Rubies are among the most prized gemstones, those with a full, rich red color represent the highest quality stones. Rubies without imperfections are exceptionally rare and command prices even higher than Diamonds of a similar weight and quality.

MAY



The unmatched deep green hues of Emerald make it one of the most sought-after gemstones on the market along with Sapphire, Ruby and Diamond. Emerald looks particularly striking when paired with Diamonds as with this sumptuous intense green natural Emerald, Diamond and white Gold ring.

AUGUST



This green semi-precious mineral is a variety of Olivine. Like Diamond it formed not in the Earth's crust, but in the molten rock of the upper mantle and was raised to the surface by earthquakes and volcanoes. Some Peridot gems have even come to earth inside meteorites.

Anniversary stones 20 - 50 years

20TH EMERALD

Emerald is formed from beryl like the gemstone Aquamarine. Revered by Cleopatra, the first known Emeralds were mined in Egypt around 1500 BC. It looks stunning when set in both white and yellow Gold, we have a sensational collection of Emerald jewellery to mark your special anniversary.

21ST IOLITE

Iolite is a magnesium iron aluminium cyclosilicate, the stones vary in clarity and colour ranging from grey through purple to blue. We suggest an alternative of Kyanite from our contemporary Gemrocks Collection.

22ND SPINEL

The deep-red colour form of Spinel, also called Ruby Spinel, is the most sought after form of this stone, there are also pink and black forms.

23RD IMPERIAL TOPAZ

First discovered in Brazil and the Ural mountains, this is the rarest form of Topaz. Rare Imperial and Diamond jewellery can really add a touch of glamour with its warm honey hue and champagne hues.

24TH TANZANITE

A rare Royal blue, indigo, violet/purple gemstone found in only one place in the world, from a small mining site in Tanzania. We have an exquisite collection of Tanzanite jewellery for you to view.

25TH SILVER

Silver artefacts have been crafted since as far back as 3000 BC but sterling Silver is used in high-quality Silver jewellery today. It is made up of 92.5% pure Silver, mixed with alloys to add strength and durability.

30TH PEARL

Pearl jewellery is currently enjoying a renaissance. Colours range from white through peaches and pinks, grey, blue/grey, gold and even jet black all of which exude a luxurious and soft femininity. Heidi Kjeldsen is a Pearl specialist, we have a wide range of Pearls available to view and offer a bespoke service which enables you to create your own row of Pearls.

35TH JADE

This ornamental green stone is a durable, highly desirable and valuable. Worked into marvellous shapes and collected avidly.

40TH RUBY

Romantic, passionate and symbolic of enduring love Ruby in its varying shades of red is given its colour from the element Chromium. We suggest a sensational Ruby and Diamond three stone ring as the perfect way to celebrate a 40th Anniversary.

45TH SAPPHIRE

When we think of Sapphire a heavenly deep blue is the colour which comes to mind, in fact Sapphire can be found in a rainbow of colours. The most valuable Sapphires are a deep blue which remains constant under all lights. We have many delightful Sapphire pieces to help you celebrate your special anniversary.

50TH GOLD

Whether white, yellow or rose, Gold is still the favoured setting for jewellery. When 18ct Gold is partnered with high quality gems and timeless design the results can be breathtaking. Call in to discuss your own unique designs to celebrate your 50th anniversary in style.

GEMROCKS

A new collection of contemporary jewellery
featuring unusual semi-precious stones...

Gemrocks is a recently launched collection which showcases a broad spectrum of attractive and unusual semi-precious stones. Natural, geological processes have created these in seemingly infinite variations of colour and patterns and they look beautiful.

There are around 300 types of minerals that have been used as gemstones in jewellery at some stage and of course precious gemstones such as natural Diamond, Ruby, Sapphire, Emerald and Tanzanite have an appeal of rarity paired with stunning beauty which will endure.

However, as you will see below and in the Gemrocks collection, there are many other semi-precious stones which

exhibit patterns and colours in stone types which are often opaque but so colourful and unusual that they can really capture the imagination.

The pieces are set within stylish sterling Silver which really shows off the natural complexities of the stones. Who would have thought that the blue spots displayed in the K2 Granite ring below are entirely natural.

Many of us are probably familiar with the blue crystalline structure of Agate which forms the backdrop to this feature but there are many other forms as depicted in the beautiful Moss Agate pendant below. The collection really is diversely colourful and these pieces make perfect gestures and gifts.

Many more Gemrock pieces available to view at www.heidikjeldsen.co.uk



OCEAN JASPER
is a multi-coloured translucent stone found only in Madagascar, it usually exhibits spherical or orb like patterns and is used with great effect in jewellery.



TOURMALINE is available in a wide variety of colours: blue, green, red, yellow, pink, etc. Bi-coloured and multi-coloured crystals are common, which may be green at one end and pink at the other. Watermelon tourmaline is usually green on the outside and pink on the inside.



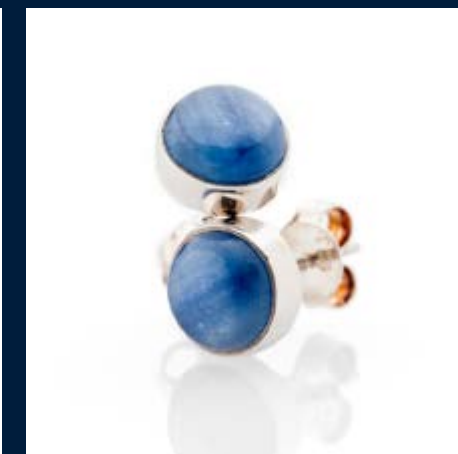
MOSS AGATE
has sets of mineral inclusions which resemble trees, plants, and landscapes. Described as one of the most unique Agates available.



NATURAL TURQUOISE
Turquoise is found in only a few places on earth where the environment is dry and usually barren. Highly prized through the ages, Turquoise comes in varying grades and shades of blue.



K2 GRANITE, also known as K2 Jasper and 'raindrop azurite,' is an extremely interesting rock and lapidary material from the Skardu area of northern Pakistan. K2 Granite is a combination stone characterized by vivid blue or green 'spots' in a mottled granite matrix.



KYANITE
appears vitreous or pearly with long blades of crystals of a blue, white, grey colour. It is formed under high temperatures and pressures it is often found in metamorphic rocks.

A lot of exciting developments have taken place at Heidi Kjeldsen since Issue 2 of HK magazine...

Gemstone Finder Service

While every piece of jewellery is lovingly designed and crafted at Heidi Kjeldsen, we understand the importance of exclusiveness, especially when it comes to investing in jewellery and gemstones. Entirely natural coloured gemstones are a finite resource and the price per carat of high quality, natural, coloured gemstones will only increase as

these supplies diminish. If you are looking for a specific stone of value in which to invest, we can help. Whether it be a stone type which exhibits certain qualities such as the deepest red Ruby, an Emerald with the fewest natural flaws or you require a stone of unusual rarity we have fostered long standing connections with reputed stone merchants over

many years. We can also give exclusive access to extremely high quality stones to discerning interested clients.

To learn more about this exclusive service please do get in touch by email:
heidi@heidikjeldsen.co.uk
Call 01572 722666
or visit our Mill Street, Oakham showroom.

Appointments

We have now added the facility to book appointments with us online. Whether you are looking to discuss a bespoke commission a repair to a piece of jewellery, a jewellery valuation or for one of our bridal jewellery design consultations you can now quickly and easily book, receive confirmation and a reminder the day before your visit.

Visit: www.heidikjeldsen.co.uk/book-an-appointment

Valuation Dates for your diary

Our Jewellery Valuation Days have proved popular and very useful to clients who wish to ascertain the exact worth of their jewellery for insurance purposes. We have five dates forthcoming in 2019 as follows:

- May 8th
- July 3rd
- August 28th
- October 9th
- Nov 27th



As part of our 20 year celebrations, the intricate Love Knot which features as the Heidi Kjeldsen logo has been carefully brought to life into the jewellery seen here. A limited number available only in Gold or Sterling Silver.

NEW SERVICE



Sparkles and Champagne

Sparkles and Champagne Choosing a Wedding Ring and Wedding Jewellery is a very special occasion and something to celebrate in style. We are now offering closed shop appointments to brides or couples wishing to discuss jewellery requirements for your special day. Whether something bespoke is required or you wish to view some of the stunning pieces from our displays, we can help and advise while you sip Champagne.

Book an appointment via our website or call 01572 722666 to arrange.



Special County of Rutland Cufflinks

For those who work and live in Rutland, the independence of the county, which was won back just over 20 years ago, is of huge importance. These limited edition, map of Rutland, Sterling Silver Cufflinks are a stylish symbol of pride for our county and values. Available from our Mill Street, Oakham, showroom or from our website: www.heidikjeldsen.co.uk

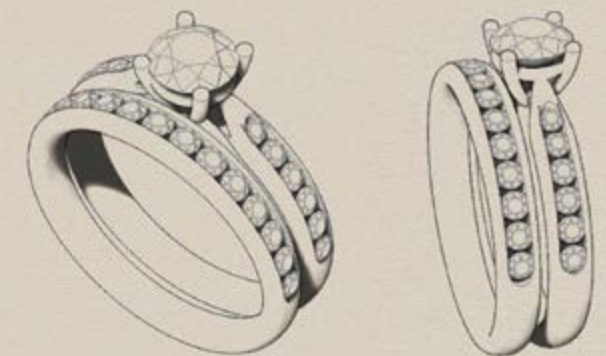


Heidi Kjeldsen



EXQUISITE BRIDAL BEAUTY

- ENGAGEMENT RINGS • WEDDING RINGS
- ETERNITY RINGS • BESPOKE COMMISSIONS



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Being clear on Diamonds

When purchasing Diamond jewellery how can we be sure of the quality of the Diamonds which are used?

There are also a few attributes to consider when purchasing Diamond jewellery, especially if in the long term you hope that the jewellery will retain its value, or even appreciate in value.

When considering the value of Diamonds there are four main classification factors often referred to as the four Cs: **Cut, Colour, Carat** and **Clarity**, with the finer examples of Diamonds possessing higher grades of each characteristic.

Of course when buying Diamond jewellery from a reputable source the quality of the Diamonds will be outlined to you at the point of purchase and will usually be supported with documentation.

A cut above the rest...

The cut of a Diamond can have a vast impact over the value of a stone and is arguably the most important of the 4cs. It does not necessarily have a direct link to the shape of the Diamond, but is more to do with the finish and is as a result of the craftsmanship employed when cutting the stone. This

affects how well the Diamond 'scintillates'. Scintillation is the pattern of bright and dark areas caused by reflections within the Diamond as it or the light source moves. The quality of the cut also determines whether the Diamond emits other colours as the light interacts with it. If the light is scattered into the colours of the rainbow you are seeing the Diamond's 'fire'. The combination of external light reflecting off the Diamond, or 'brightness', the 'fire' and the 'scintillation' is what gives the Diamond its overall 'sparkle' and ultimately its visual appeal.

A complex system of grading, arrived at by the GIA (The Gemological Institute of America) over a study which took 15 years, takes these qualities into account when evaluating a Diamond's cut grade. It also considers durability, optimal weight and the quality of craftsmanship that went into aligning and polishing the Diamond's facets. The resulting

GIA Diamond Grading Report is an invaluable tool in helping you pick a dazzling Diamond but ultimately you should also look beyond the measurements and the diagrams and see the jewellery first hand to fall in love with a Diamond that is just right for you.

COLOUR The absence of colour within a white Diamond impacts directly to its value. A white Diamond containing no colour at all will have a higher value than one which has a slight hue. This colour scale is measured and marked with letters from D to Z, with the letter D denoting a Diamond with no colour, while Z indicates the greatest presence of colour in which a stone is still considered to be a white Diamond.

CARAT The weight of a Diamond is referred to in carats. One carat weighs 200 milligrams, or 0.20 grams. Diamonds with a greater carat weight are more valuable than the more common, smaller examples.

CLARITY Visible flaws and even those invisible to the human eye also impact on the value of the stone. Again, a scale ranging from completely flawless specimens though to slightly "included" (flawed) and then the lowest end "included" specimens. Diamonds with a clarity categorised as included will very rarely see any significant appreciation in value.

Other factors to take into account when valuing Diamonds


Blemishes on the surface of a Diamond are also taken into account, whether natural or human caused polish lines, scratches, chips, breaks and other defects. All the decisions on the grade of a Diamond are made when a professional grader views the stone at 10x magnification, or higher, and then checks all of the above criteria and more. A high grade Diamond will rarely depreciate in value and as sources of natural Diamonds (untreated Diamonds) deplete, the demand and value will inevitably rise.

Having a professional grade certificate for a Diamond also increases the chance for the stone to appreciate in value, as a certificate offers physical proof that the Diamond has received an appraisal by an unbiased, qualified expert

Enduring beauty

Diamonds are extremely hardwearing and can withstand enormous temperatures and pressures, although they can still be damaged as they have cleavage points which can be areas of weakness.

Unbelievably, someone I know had a terrible fire where the whole house was burned down. The lady of the house had some fine Diamond jewellery which she had inherited from her mother. When the ashes had cooled down a couple of her great friends sifted through the debris, and remarkably they found the Diamonds which were completely unscathed, although the ring mounts had melted away. I remade the ring with a design which was similar to the original.

 **If you already own a piece of jewellery which contains Diamonds and you would like it valued professionally for insurance purposes, you are welcome to call in and visit our Mill Street, Oakham showroom, where we can advise on this relatively inexpensive process. This will enable the value of recreating your jewellery being sufficiently covered, should the unthinkable happen.**



Some of my latest Diamond jewellery creations, including wedding and engagement rings, are available to view at our Mill Street shop by appointment.

If you would like a bespoke piece of Diamond jewellery created just for you then please ask about my CAD (Computer Aided Design) service, and we can source the grade of Diamonds to suit your requirements.

A MIRACLE OF GEOLOGY

Diamonds are formed up to 118 miles below the surface of the earth. Under the searing temperatures of between 900 and 1300 degrees C and unimaginable pressure, carbon was crystallised into Diamond billions of years ago. These natural Diamonds then made their way to the surface of the earth. Forced upwards by volcanic activity.

Until 1866 India was the home of Diamonds. They were first mined there 4,000 years ago and were revered associated with the gods often adorning statues and representing the eyes.

The huge Eureka Diamond found on a bank of South Africa's Orange River signalled a new era in Diamonds and the subsequent Diamond Rush in Africa uncovered a wealth of hidden Diamonds that made Africa the world leader in Diamond mining and production.



Your Jewellery

What do you value?

We all know, deep down, that we should see valuations and insurance as a positive thing, but merely uttering the words after the purchase of a piece of fine jewellery can detract from the emotions associated with your experience.

The thought that we may ever need to replace our jewellery is furthest from our minds at that point, but too often I have seen the sadness that comes when a piece has been lost or damaged and the replacement value has been incorrect.

There is often confusion associated with jewellery valuations if carried out for the wrong purpose or not done accurately.

An Insurance Valuation should detail the full retail replacement value "as new" of your jewellery, VAT inclusive, and will take into account the components, quality and design of the pieces. It is, therefore, a statement of the highest value of your assets.

An antique dealer might alternatively provide you with an appraisal which indicates a much lower value, the indemnity value "like for like", and if this basis is used to insure your jewellery you may simply not be covered to the desired extent, should you wish to replace it. This value would be more appropriate to determine the piece's value for sale at auction or via a second hand jewellery dealer.

In any instance it is astute to have your fine jewellery valued by an experienced and fully qualified NAJ (National Association of Jewellers) jewellery professional, as recognised by the Institute of Registered Valuers.

These skilled gemmologists will thoroughly examine each component part and supply the detail required in a comprehensive report with an accurate replacement value, so that you are properly covered by your insurers.

At Heidi Kjeldsen your jewellery pieces will also be cleaned and inspected, and included within the valuation will be a condition statement which may also advise of any repair work required, such as for loose stones or damaged claws.

Jewellery should ideally be valued every 2-5 years, as raw material prices do fluctuate over time.

Sometimes it may be tempting to go with a 'FREE' or low cost alternative to a proper NAJ Valuation, but

SOME USEFUL POINTS

1. Do not keep your jewellery, proof of purchase and valuation documents together. This will simply aid thieves.
2. A safe for your jewellery will increase your own peace of mind, and in some cases reduce your premiums.
3. Try not to put it off! Potentially failing to satisfactorily negotiate a compensation amount to replace your jewellery will be an added emotional strain on you in the event of a claim.
4. Do not have you jewellery valued abroad. You will be insured for a replacement based on prices and rates which will not take into consideration the expense of getting to that destination and furthermore may have no real guarantee as to their quality or provenance.
5. In many cases your purchase may be covered by your household insurance policy but we recommend you always inform your insurers of a new purchase so that they can advise accordingly.
6. It is important to check the small print in your insurance policy document and negotiate the cover required. If necessary do shop around to acquire quotations to cover your jewellery on its own; you may find it more cost effective to insure it in this way.

more often than not this can lead to inaccurate valuation statements.

All of this is so important for you to consider, and will ensure that you acquire the correct value of insurance cover for your jewellery. If the worst were to happen then you will have peace of mind, and your "investment" will be protected.

If you have any questions relating to the value, safe keeping or care of your jewellery please do not hesitate to contact us at heidi@heidikjeldsen.co.uk or 01572 722666



Heidi Kjeldsen



Do you know the true value of your fine jewellery?

Independent Registered National Association of Jewellers Valuers will expertly document your jewellery's exact worth for a fee commensurate with the expertise of our valuer and with the value of your jewellery.

**Next Jewellery Valuation Day:
8TH MAY 2019**

**BOOK YOUR APPOINTMENT ONLINE OR
call: 01572 722666 email:heidi@heidikjeldsen.co.uk**

More information can be found at:
www.heidikjeldsen.co.uk



Exquisite bespoke jewellery

- CAD Studio
- Bespoke Commissions
- NAJ Valuations
- Repairs
- Gemstone Finder Service



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