

# HK

ISSUE 4

THE JEWELLERY MAGAZINE

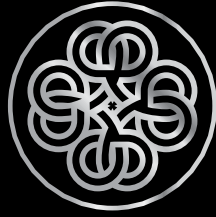
AUTUMN / WINTER - 2019



NEWS • ADVICE • JEWELLERY

# A U R O R A

NEW COLLECTION OUT NOW



# Heidi Kjeldsen

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# Welcome to HK



ISSUE 4 of HK magazine showcases the brand NEW Aurora collection, it is the culmination of a year's careful planning and lots of creativity and hard work, inspired by the greatest light show on earth. A perfect start to the winter and festive season, the collection evokes the exhilaration experienced for those lucky enough to witness this marvel of nature. Sumptuous fine emeralds, scintillating diamonds and many other delightful gemstones echo the colours and spellbinding beauty of the northern lights and lands. Discover the best way to keep your jewellery shining as new and why reviving or redesigning your old jewellery could be a wise decision. I hope you enjoy browsing through HK magazine.

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*Heidi Kjeldsen.*



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OF GREAT BRITAIN

# A U R O R A



**Cover:** This absolutely stunning Emerald and Diamond 18ct White Gold Cluster Ring is one of the flagship designs for the AURORA collection.



# A U R O R A

*Scientific explanations for the Northern lights  
don't do justice to the majesty and mystery of the most  
beautiful light show on earth...*



View the collection now at [www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1

Myths passed down through different civilisations, generations and through different lands are more aptly and poetically descriptive. The Native American Cree tribe rather beautifully called Aurora Borealis 'The Dance of the spirits', while the ancient Greeks believed that Aurora, the goddess of the dawn, was riding her chariot across the sky to announce the arrival of Helios (the sun) and a brand new day.



View the collection now at [www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1

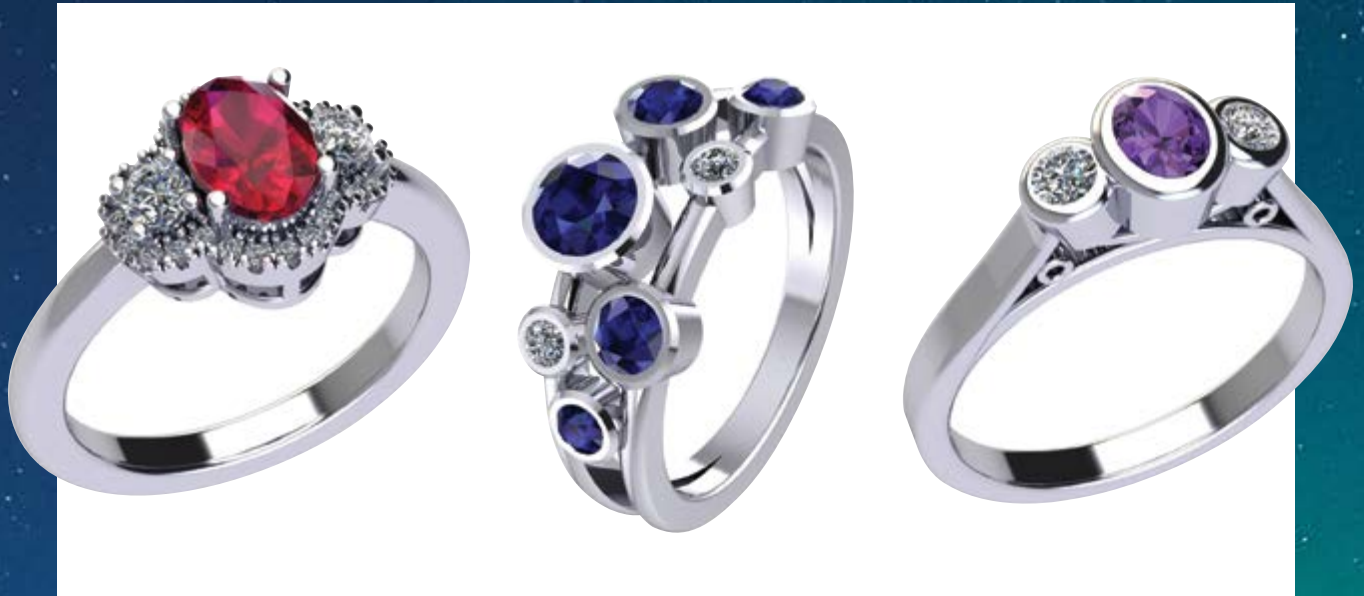


# A U R O R A

The remote Northern, nature of the best places to see Aurora are a large part of the appeal. Finland, Norway, Sweden, Iceland, Canada or Alaska they're all dramatic backdrops. You may go to these places but you may never be lucky enough to see this unique spectacle. The landscapes, adventure and uncertainty form a tantalising prospect. You need to plan in advance, everything has to align and with patience and luck nature's artistic perfection may unfold before your eyes...



View the collection now at [www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1



Like Aurora this winter's collection shimmers with wondrous natural treasures exquisitely set within timeless, contemporary pieces inspired by the beauty of the Northern lights and lands.

While the awe inspiring beauty of Aurora may be ephemeral these delightful pieces of jewellery capture its essence to be enjoyed for a lifetime.



View the collection now at [www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1



# A U R O R A



View the collection now at [www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1



You cannot rob me of free nature's grace,  
You cannot shut the windows of the sky  
Through which Aurora shows her brightening face.

James Thompson - Scottish Poet and Playwright 1700 - 1748



View the collection now at [www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1

# A U R O R A



The Aurora Collection is filled with sensational statement pieces and many are available to view in the Heidi Kjeldsen Jewellery Showroom on Mill Street in Oakham. The pieces shown in the pages of this magazine and on the website can also be created to your taste, in different metals and using different stones.





View the collection now at [www.heidijkjeldsen.co.uk](http://www.heidijkjeldsen.co.uk) - NEW PIECES ADDED NOV1 + DEC1

# T H E N E W G O L D

**T**he price of gold is high and rising. Considered a 'safe haven' investment for people in times of economic and political turmoil, it is easy to understand why gold is on the up again in the current political climate.

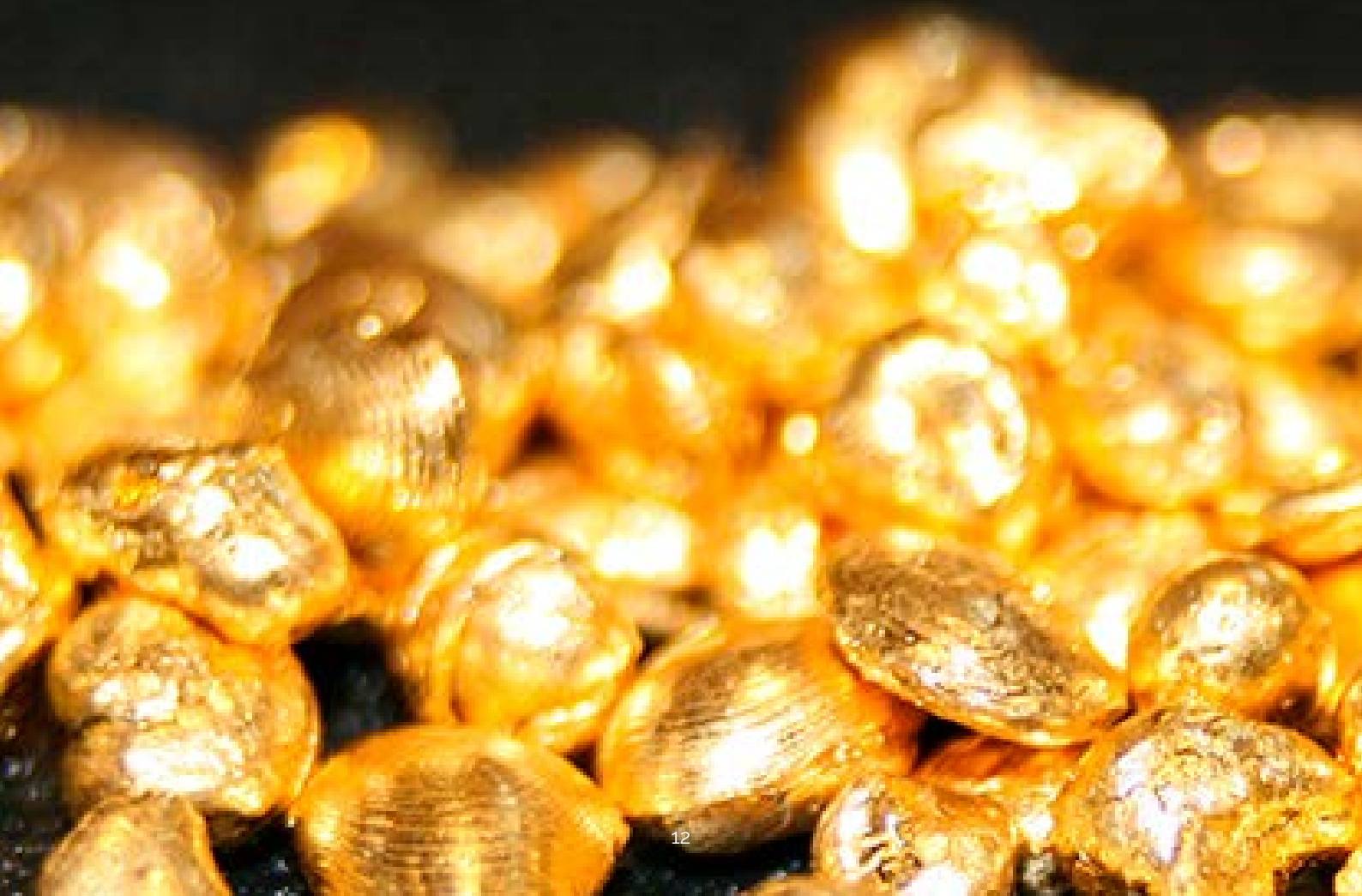
With some predictions suggesting that gold prices could surge further it makes sound sense to look at the gold jewellery you have languishing in drawers, unloved and unworn and use that asset to invest in something new and which you will treasure forever.

Heidi Kjeldsen Ltd is able to recycle your old Gold and gemstone jewellery to create spectacular new and contemporary pieces to suit your unique style. This means that the jewellery which you don't wear can be transformed into captivating, exclusive new pieces which you can fall in love with all over again.

Or alternatively Heidi will give you a voucher in exchange for your gold to offset the cost of purchasing one of the myriad stunning pieces available to view at the jewellery showroom in Mill Street.

## See your ideas come to life

There are many benefits to recycling your old jewellery. Reusing gold and stones is good from both an ethical and environmental stance, it also has aesthetic and sentimental positives. Once-loved jewellery which has become worn or damaged can be reworked into a more up to date piece to your exacting requirements. It is also possible for you to become very involved with how you would like your new piece to look. Heidi is able to generate lifelike images using her state of the art in-house CAD/CAM (Computer Aided Design and Manufacturing) technology. This allows you to view possible designs before settling on the appearance of your desired piece of jewellery.





# RUSH

## How Heidi can use your old gold

Heidi Kjeldsen is able to use the refined Gold from customers' original rings and incorporate gold into new bespoke pieces. Heidi can also use any gemstones which are of sentimental value to you and incorporate them into your new design.

It is also possible to combine jewels and gold from multiple pieces into a single piece, such as a "Bubble Ring", or a pair of sumptuous earrings where Diamonds or gemstones of all sizes and shapes may be included to give a fashionable, contemporary look. The possibilities are numerous, with Heidi and her team ready and happy to advise.

## Make your jewellery even more special

You can recycle your broken Gold chains, odd earrings and any other pieces of jewellery which are past their prime and make something highly desirable. Gold starts out naturally as yellow Gold and it is the presence of white metal alloys which changes the colour to white so don't be afraid to mix metals. Your recycled Gold goes through various processes including melting and refining resulting in Fine Gold, which is 99% pure and looks like the Gold grains you can see in the photograph. It is then alloyed to gct or 18ct Gold ready to be used in your new design.

If you do not have enough Gold from your old jewellery to complete the new desired jewel Heidi will estimate to supply additional Gold to create your final bespoke piece.

Finishing touches to make your new jewellery even more special may be added; a poignant engraving to the inside of a ring, or initials on a pendant.

Whether you wish to create a stylish yet timeless Gold bangle, or to explore the possibilities of more complex gemstone set pieces, you will be surprised at what can be achieved.

**If you would like to see what new designs might be possible for you please feel free to call in to the Heidi Kjeldsen Ltd showroom in Mill Street, Oakham where we will be happy to advise and show you a large variety of fine jewellery for inspiration.**



# HKUPDATES

A lot of exciting developments have taken place at Heidi Kjeldsen since Issue 3 of HK magazine...

## Investing in jewellery and gemstones...

Whilst every piece of jewellery is lovingly designed and crafted at Heidi Kjeldsen Ltd, we understand the importance of exclusiveness, high quality and rarity, especially when it comes to investing in jewellery and gemstones.

Entirely natural coloured gemstones are a finite resource and the price per carat of these will only increase as these valuable supplies diminish. As global demand increases so too does the price of these gemstones. Over the past decade, coloured gemstones have experienced some of the biggest price jumps in history.

If you are looking for a specific stone of value in which to invest, we can help.

Whether it be a gemstone 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, cut, size or origin we have fostered long standing connections with highly regarded stone suppliers over many years.

We can also give exclusive access to extremely desirable gemstones to discerning, interested clients. Heidi Kjeldsen and her team provide expert gemstone knowledge and advice to her clients looking to invest and create a bespoke piece of jewellery which will be treasured and passed on to future generations for them to enjoy.

At Heidi Kjeldsen Ltd we offer a broad spectrum of high quality loose gemstones in a variety of cuts and sizes, ethically sourced



from around the world. These can be viewed by appointment at our Mill Street, Oakham showroom. Alternatively, we can grant access to you for an initial digital view via our online gemstones portal if that is more convenient for you.

Setting the stone

Once you have chosen your perfect gemstone, we are

then able to suggest suitable accompanying Diamonds or other gemstones, to create a bespoke piece of jewellery. Using our CAD (Computer Aided Design) studio our ideas may be viewed in 3D allowing a very close visual representation prior to physically making the new piece of jewellery.

**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.**





## Sparkles and Champagne

# Wedding Jewellery Service

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.**



## Appointments and Viewings

You can currently 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 conveniently book, receive confirmation and also a reminder of your appointment the day before you visit.

[www.heidikjeldsen.co.uk/book-an-appointment](http://www.heidikjeldsen.co.uk/book-an-appointment)

We will also be adding the facility to book online for a special viewing of a piece, or several pieces from our website at our showroom. If you spot something on the Heidi Kjeldsen website you would like to purchase but would like to see it first hand, you will be able to book a dedicated time to view it before you buy.

## Valuation Day Dates

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:

- November 20th
- December 18th

# keep your jewellery sparkly and safe

Even though your jewellery looks stunning now, sometimes there is a misconception that fine jewellery is invincible and requires no care. Sadly this is not the case, even diamonds, which are hardest wearing on the 'Mohs'\* scale (can suffer chips or cracks from hard blows. With this in mind below you will find some care notes which, if followed, will help ensure your jewellery keeps you smiling well into the future.

## General Care

**There are some guidelines to heed with all jewellery to keep it safe.**

It is always best to remove jewellery when partaking in a strenuous activity which could knock or damage it for example, gardening, sport or DIY. Take jewellery off when you go to bed and place in a soft lined box where multiple pieces won't rub together and therefore scratch. Both seawater and chlorine can tarnish jewellery and be mindful to avoid contact with other chemicals too. An immediate rinse in clean, water will help if your jewellery does come into contact with chemicals.



## Pearl Jewellery Cleaning and Care

Because Pearls are porous ideally you should not get them wet. When applying makeup, hair products or perfume do so first before putting on your Pearls. When you have finished wearing them use a soft lint free cloth to gently wipe any residue from them, and return them to their own box for safe keeping, as they are relatively soft and can be scratched or damaged by other jewellery. Pearls should be restrung as soon as their silk shows signs of deterioration, we usually recommend an annual restrung to ensure they last as long as possible before losing their lustre and "dying". If the silk becomes stretched, grey or worn then your pearls are going to be at risk of damage or even loss. Pearls should be strung with a special double knot in between to prevent them rubbing against one another and so wear away the surround of the fragile area around the drill holes which then hastens their demise.

## Keeping Diamonds Dazzling

Diamonds are very hard and so are unlikely to become damaged or scratched, although this can happen if care is not taken. Diamonds adhere to grease, so will actively attract residues. Simply clean them in warm soapy water with a soft brush or with Razzle Dazzle® jewellery cleaner to remove

greasy build up. Ultrasonic or steam jewellery cleaning are also options, but a professional should always carry either of these out as it is possible to cause damage if done without due care and attention. Never store your rings up against one another as Diamonds will scratch other Diamonds, and also all other Gemstones and all Precious Metals too!

## Keep your Gemstones Glittering:

Sapphires, Rubies, Topaz, Citrine, Garnet, Rose Quartz and Amethyst will all clean well in warm soapy water, or as with Diamonds Razzle Dazzle® jewellery cleaner, which may be applied using a soft brush or cloth to remove all residues and leave the Gemstones sparkling and showing their true beauty once again.

Emeralds are fragile, brittle stones and as such a gentle polish with a soft cloth is recommended to avoid damage. Ultrasonic machine use or jewellery dips are not recommended for Emerald jewellery.

Tanzanite is a relatively soft stone, only as hard as Opal, and as such should be treated with great care. A soft cloth and very little cleaning should be carried out, as damage can occur if treated harshly. To preserve the beauty of your rare



Tanzanite jewellery I recommend it is used as dress jewellery as the facets will become worn and dull if worn whilst carrying out everyday tasks such as washing up or gardening. The same advice is given for Turquoise, Opal, Mother of Pearl, Malachite, Amber, Moonstone and Lapis Lazuli as all of these are relatively soft gemstones whose shine may be lost if dipped or polished harshly.

## Give Gold and Silver a shine:

Gold and Silver will all tarnish (oxidise), and as such cleaning is required to keep these items looking fresh and sparkling. There are many Gold and Silver cleaning products on the market including impregnated cloths and dips. Do read the instructions carefully, as some can actually remove plating and leave you with base metal underneath, whilst some will subsequently hasten the tarnishing after you have dipped them. We recommend a soft cloth and Razzle Dazzle® jewellery cleaner, which is usually all that is required to maintain the lustre of these metals. Heavier deposits on Silver may well require professional cleaning and polishing to remove the tarnish. Sometimes this oxidation can be quite damaging, leaving pits in the surface of the metal, requiring proper polishing to regain the lustre. White gold tends to be Rhodium Plated to give it a very bright, white appearance and it is a relatively inexpensive process to have your jewellery re-plated and polished as new when this plating has worn off due to wear and tear or even polishing. The higher the carat of yellow gold the more easily it will scratch so it is important to avoid situations where there is potential for heavy wear and tear.



## Polish Platinum:

Platinum is a relatively inert metal which means it hardly oxidises so a soft cloth and a polish with Razzle Dazzle® jewellery cleaner is usually all that we would recommend. However, Platinum can become dull and scratched over a period of time and then we recommend a professional clean and polish which will restore your Platinum to its former glory.

## Gold or Silver Plated Jewellery

To clean gold-plated jewellery, clean it gently with a liquid soap and warm water to remove any dirt or oils, then rinse in clean water and dry thoroughly with a soft clean cloth.

## Prevent a lost stone and a broken heart:

Ring Claws are the settings which often hold the precious gemstones and Diamonds in place on your jewellery. It is well worth having these professionally checked at least annually so as to ensure that they have not been knocked or become worn, as the saying goes "A stitch in time...". The first sign of claws catching or pulling on your clothes is the alert that all is not well, and that your ring requires quite urgent attention. It is similar to having a car; you need to service and maintain your jewellery well in order to ensure that it lasts and continues to give you joy for the future years.



**Any jewellery you may purchase from Heidi Kjeldsen Ltd comes complete with a complementary lifetime checking and jewellery cleaning service, but if you have jewellery that you would like checking or valuing please do arrange an appointment for us to evaluate your collection.**

## TAKE YOUR JEWELLERY FOR AN MOT

When you purchase a piece of jewellery from Heidi Kjeldsen you will also receive a small but extremely important, orange booklet. You will want to keep this safe and bring it with you every time you have your jewellery checked, cleaned or valued at Heidi Kjeldsen Fine Jewellers. It will serve as an important reminder for you to have your jewellery checked in the future as we will write a suggested date for you to do so when you bring the jewellery in to our Oakham showroom. It will also help you immensely should you ever have the misfortune to require an insurance claim to replace your jewellery. Think of it like the book you have stamped whenever your vehicle is serviced.



# MURANO MAGIC



Originating from the islands set in the Venetian Lagoon in the 13th century, the art of creating beautiful Murano glass has had a long time to develop. Stunning pieces are possible to create using many methods and styles.

The delicate nature of Murano glass and the way it captures natural light made it the perfect medium to work with for one of the pieces which features in the Aurora Collection. Its natural qualities make it appear to sparkle from deep within. Drops of striking colour can show delicate beads, floral in appearance or broader swirls can give a magical air to the piece, as with this mystifying vortex pendant created especially for Aurora. Its green and darker swirls emanate from an almost unfathomable point within the pendant and its appearance is not dissimilar the Aurora Borealis.

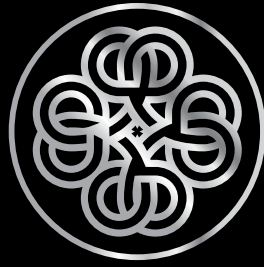
To create these exquisite glass pendants and beads Heidi requires a keen eye and a steady hand. There are different creative techniques which can be used, but the method which allows Heidi to incorporate the most artistic flair into her beads involves a technique called Lampworking.

Firstly, Heidi melts a rod of Murano glass onto a metal mandrel (a stainless steel straight wire) and forms the desired shape by a constant rotation of the mandrel by hand. Heidi then melts various coloured rods of Murano glass and adds the dots, swirls and other patterns into the hot glass bead whilst it is still soft.

The real beauty of this technique is the endless choice of colours and designs which can be explored, each jewellery piece having its own distinctive style, from flatteringly feminine to head-turning glamour.

**Visit the Heidi Kjeldsen jewellery showroom in Mill Street, Oakham to view this piece and others from the new Aurora Collection and Murano glass collection with a range of special pieces, all charming and unique.**





# Heidi Kjeldsen

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or damage.



**Next Jewellery Valuation Day:**  
**November 20<sup>th</sup>**

BOOK YOUR APPOINTMENT ONLINE OR  
call: 01572 722666 email: [heidi@heidikjeldsen.co.uk](mailto:heidi@heidikjeldsen.co.uk)

More information can be found at:  
[www.heidikjeldsen.co.uk](http://www.heidikjeldsen.co.uk)



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