

HK

ISSUE 2

THE JEWELLERY MAGAZINE

AUTUMN / WINTER - 2018



WINTER IS COMING

NEW COLLECTION REVEALED



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 source high grade gemstones which are ethically sourced.

01572 722666 • heidi@heidikjeldsen.co.uk

Welcome to HK



My favourite of all the beautiful natural gemstones available are probably Sapphires. The deep blue of these stones have an undeniably alluring quality and appear in a diverse variety of hues which to me mark a change in the seasons perfectly. Fabulous vibrant blues of late Summer skies run to the icier shades of blue hinting at the onset of Winter. Sapphires join Diamonds and other coloured gemstones with similar Winter shades in my brand new Winter Collection which we launched with great excitement earlier in October. As Heidi Kjeldsen Jewellery is also celebrating 20 years of creating and selling fine jewellery in Oakham, I look back with passion and pride. I do hope you enjoy browsing this latest issue of our magazine and look forward to meeting you again very soon.

Heidi Kjeldsen.



CONTENTS

Winter Collection.....	4
Birthstones.....	10
20 Years of Jewellery.....	11
The Perfect Match.....	13
What do you value?.....	14
Next Valuation Day.....	15



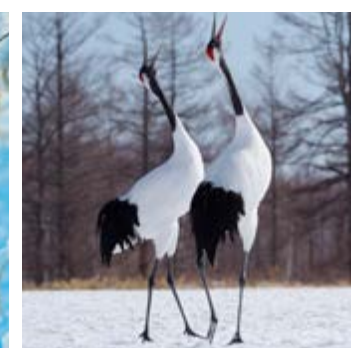
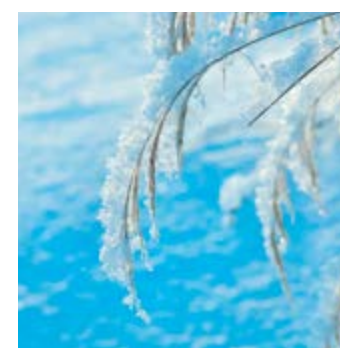
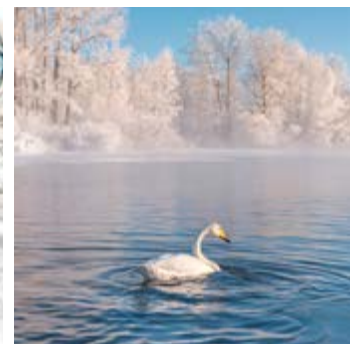
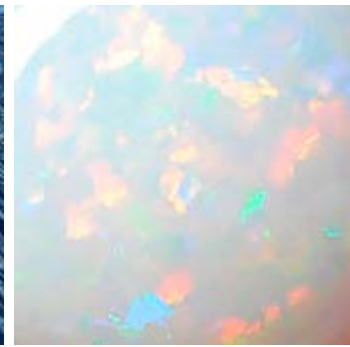
Cover: The stunning and rare natural Blue Zircon and Diamond Platinum three stone ring featured as the forerunner to the 2018 Winter Collection.



WINTER

COLLECTION

A collection which radiates the sharp blues, whites and earthy hues of the planet's most magical Winter days. The pieces capture the enduring beauty of Nature's gems which are as appealing in the depths of Winter as they are in the first warmth of the Spring sunshine.



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



WINTER

COLLECTION



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WINTER

COLLECTION



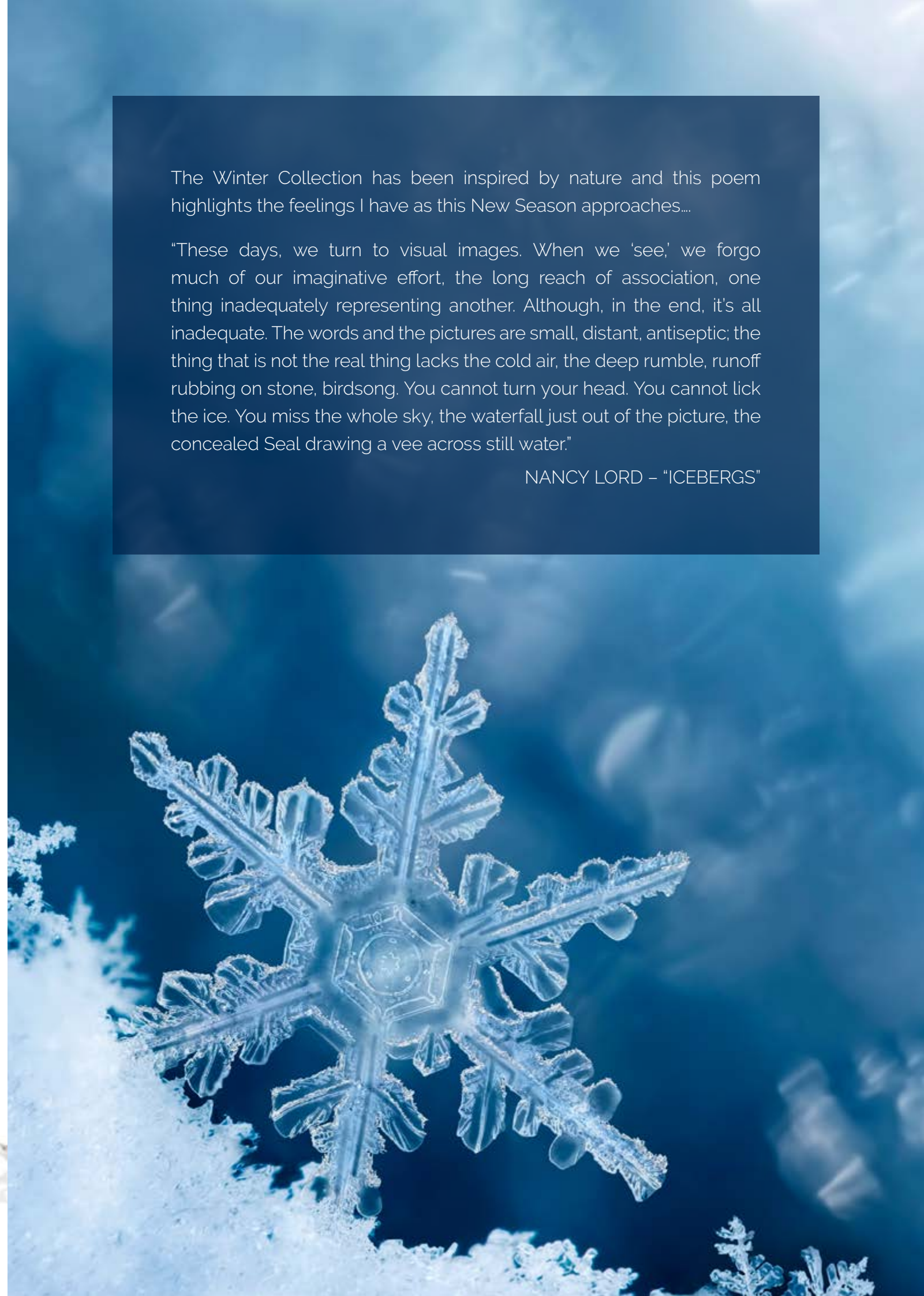
View the collection now at www.heidikjeldsen.co.uk



The Winter Collection has been inspired by nature and this poem highlights the feelings I have as this New Season approaches....

"These days, we turn to visual images. When we 'see,' we forgo much of our imaginative effort, the long reach of association, one thing inadequately representing another. Although, in the end, it's all inadequate. The words and the pictures are small, distant, antiseptic; the thing that is not the real thing lacks the cold air, the deep rumble, runoff rubbing on stone, birdsong. You cannot turn your head. You cannot lick the ice. You miss the whole sky, the waterfall just out of the picture, the concealed Seal drawing a vee across still water."

NANCY LORD – "ICEBERGS"



Anniversary & Birthstones

Anniversary stones

11 - 20 years

11TH TURQUOISE

In resplendent greenish-blue to light blue, the soft tones of Turquoise look stunning when set in Sterling Silver.

12TH JADE

The most known colour variation of Jade is of course green, although it may be found in many other colours from lavender to white.

13TH CITRINE

The radiant yellows of Citrine are reminiscent of rays from the Winter Sun. A Citrine ring made in White Gold, set with Diamonds perfectly captures the warmth of those rays.

14TH OPAL

Opal comes in a wide spectrum of colours, and often displays a rainbow 'play of colour' from within the stone which dazzles and delights. There is also a rare flame-orange Mexican variety known as 'Fire Opal.'

15TH RUBY

Symbolising love and passion, the depth of the red in a high quality stone can be absolutely mesmerising.

16TH PERIDOT

The verdant greens of Peridot give it a Spring-like quality. Delightful when seen in a pendant or a pair of glistening earrings.

17TH TIMELESS JEWELLERY

We suggest a piece with timeless quality to represent the same trait of your relationship such as the traditional gift of a watch. A classic Diamond ring would also suit this anniversary perfectly.

18TH CAT'S EYE

Chrysoberyl with its rarity and glorious display of golden hues is traditional for this anniversary, but Aquamarine with its Wintery blues is also an option.

19TH AQUAMARINE

Evocative of beautiful blue seas and far-flung destinations, the shades of blues and greens in Aquamarine looks superb in rings, pendants and earrings.

20TH EMERALD

Princess Eugenie looked beautiful with the Queen's Emerald Tiara and drop Emerald and Diamond earrings from her new husband. We have a stunning collection of Emeralds to delight you for this special anniversary.

OCTOBER - OPAL



A photograph fails to capture the mesmerising beauty of Opal, October's beloved birthstone. As light shimmers across its surface, a rainbow of colour will sparkle with every movement.

NOVEMBER - TOPAZ



Featuring rare Imperial Topaz and the most delectable Blue Topaz gems, Heidi Kjeldsen's November birthstone collection is truly mesmerising. Whether you choose one of our sought after Topaz pieces in stock, or commission a unique jewellery gift, the radiance of Topaz is as blue as Winter's ice crystals.



Heidi Kjeldsen Jewellery - 20 years of creating and selling fine jewellery in Oakham

When I arrived in Oakham's Mill Street in 1998, I immediately began to realise my ambitions – 20 years later the vibrant orange and silver signage of our Heidi Kjeldsen Ltd Jewellery showroom heralds the much treasured Collection of Jewellery contained within.

A deep-rooted passion of Gemmology and love of jewellery design, combined with a professional knowledge of Diamonds, Gemstones and Pearls, and the pursuit of creative perfection with exemplary service, have all been my driving force which remains present to this day.

The jewellery I create contains ethically sourced Natural Diamonds, Gemstones, and Cultured Pearls in designs which are timeless yet possess a modern twist. My aim is to enchant all gift recipients and form pieces that will be treasured forever, not just a passing whim to fashion, but whose value if well cared for will hold forever.

My Collections contain unusual pieces for every birthday and anniversary, as well as statements of enduring love in unique Engagement, Wedding and Eternity rings. Gifts are available to celebrate achievements, important milestones or simply friendships.

Cocktail rings are accompanied by sumptuous Diamond earrings for that special evening celebration. Delightful and elegant cufflinks for both gentlemen and ladies, stylish handmade bracelets and bangles, gorgeous earrings, stunning necklaces and pendants – all are tempting and alluring. Should you require an individual bespoke piece created to match your



specific requirements, then I can design this especially for you using the latest CAD (Computer Aided Design) technology.

If asked what the most enjoyable part of my job is, it has to be the reaction, joy and delight evident on the faces of my customers when they have purchased that special jewellery piece, or seen their dreams realised in a bespoke commission. Many of my clients have been repeatedly visiting my showroom since I first opened it in Mill Street some 20 years ago.

Much has happened during the last 20 years including designing and producing exciting commissions, such as three Bishops' rings; or selling a piece to a relative of the late Princess of Wales as a gift to her, and even a Hollywood actress seeking advice and assistance whilst choosing my jewellery. The Heidi Kjeldsen brand has evolved with each day bringing fresh new inspiration and design ideas. Having an open mind and a progressive attitude keeps me just as excited about the business as I was 20 years ago.

My website at www.heidikjeldsen.co.uk enables you to browse the whole Heidi Kjeldsen Collection with ease, add jewellery pieces to a Wish List, and to purchase securely online, knowing that the quality of the jewellery and the service that you will receive are renowned. You will be made very welcome at our Heidi Kjeldsen showroom, where you will meet my wonderful team who will provide invaluable advice and assistance..

The Heidi Kjeldsen Winter Collection is captivating with fine jewellery radiating the whites, blues and subtle leafy colours of our planet's most magical Winter days. I do hope that you enjoy the Winter Collection as much as I have in designing and creating these jewellery pieces especially for you.





Celebrating our brand

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 set seen here. A limited number available only in Gold or Sterling Silver!



The Perfect Match

Choosing a Wedding Ring to go with your Engagement Ring will enhance your celebration of current and future love, captured and symbolised by this very special purchase. You may choose a Diamond set or plain Wedding Ring to match your Engagement Ring, or have a ring designed to your exact specification using my CAD (Computer Aided Design) service. Please see our Made to Order section in our website for further information.

The Wedding Ring Wish List on our website can assist your fiancé in making an informed decision with both your Engagement and Wedding Rings, allowing your dreams and your desires to be fulfilled in these tokens of love. Your Wedding Ring is a statement to be worn for the rest of your life, and as such it is worthwhile acquiring a perfect match for your Engagement Ring. Our Wedding Ring Wish List is extremely easy to set up and send as a link to your future spouse. Should you not feel that this is an appropriate approach you may discreetly leave your ideas and suggestions with us, and leave our Drop A Hint card somewhere privately for your fiancé.

We look forward to helping you choose and create the perfect combination of Wedding Ring and Engagement Ring to celebrate your special union.



EXQUISITE BRIDAL BEAUTY

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



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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 more often

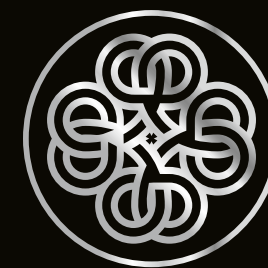
SOME USEFUL POINTS

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 your 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.

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.

NEXT JEWELLERY VALUATION DAY:

14TH NOVEMBER 2018

BOOK YOUR APPOINTMENT

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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