



A CUSTOM JEWEL

THAT FULFILLS YOUR DREAMS,
WISHES AND DESIRES

What if a jewel was more than just a beautiful object? What if it could sum up your personality? Andreas Gmur shuns serial production, working with each client to co-create superb one-of-a-kind custom jewels.

By Caroline Garros



"A custom jewel makes a woman's beauty truly complete."

Andreas Gmur



A passion rooted in family tradition

Andreas Gmur inherits his love of precious stones and jewels, his perfectionism and his instinctive grasp of the difference a minute adjustment will make from his grandfather, a diamond cutter and master jeweler. Even as a young child, Andreas had an eye for beauty. He was fascinated with art and architecture and loved painting. His career initially took him in another direction: he worked in industry and marketing, before becoming a consultant. Then, in his early forties, he decided to retrain at Paris' famous Haute École de Bijouterie Joaillerie, from which he graduated brilliantly. Now he had the skills and qualifications to carry on the family tradition. After working as a subcontractor for some of the best-known names in the business, Andreas launched his own brand, Jewelry Andreas Gmur, combining exclusive high-end jewel-making with a bold new concept.

A unique co-creative approach

JAG offer clients custom jewels that fulfil their dreams, wishes and conscious or unconscious

desires. Andreas Gmur believes that having a jewel made should be a totally unique experience, so he has devised a co-creative approach, working directly with clients and involving them at every stage of the process to design jewels that crystallize their life-story and sum up their personality - jewels that will accompany them on their journey through life.

When you arrive, you are ushered into a quiet studio, secluded from the hurly-burly of everyday life. Here, the jeweler's craft is sublimated into art. Over many conversations, a draft design of the jewel gradually emerges as Andreas translates your ideas into sketches. Nothing is left to chance: every minute detail is discussed. Then, standing at his easel, he paints an artist's impression of what the finished jewel will look like, while you watch. Finally, the artist turns craftsman and brings to life the stunning jewel you have designed - a signature piece that expresses your innermost thoughts and reminds you of significant moments in your life.

FURTHER INFORMATION:
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