

Christmas - recycle, reuse and relove (but this time it's jewellery!)

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Christmas sparkles by Bloom & Co

This Christmas, an amazing new piece of jewellery needn't cost the earth thanks to a new company called Bloom & Co.

For many people, Christmas is a time for giving a piece of jewellery but as the credit crunch bites, it is becoming harder to find a cost-effective way of doing this. Bloom & Co has come up with a solution – rather than buying a whole new item, why not remodel something that is currently sitting languishing in the drawer or repair something that has been discarded since 1999? The recipient will be delighted, your wallet will be only marginally lightened and you will definitely get brownie points this year! As it is only 10 days to Christmas, why not have some designs commissioned that you can present and then act on in the New Year?

Bloom & Co based in Bath and launched throughout the UK in the autumn, is part of a large organisation specialising in jewellery repairs and remodelling. Their expertise means that customers can repair a much-loved piece of jewellery, replace a missing diamond earring or resize an inherited ring. Bloom & Co has also developed innovative online tracking software, allowing people to safely and securely watch their order throughout the process. This UK-wide service means that people do not have to hunt around locally for a jeweller and worry about exact matching or authenticity of gems.

Remodelling is not expensive, as most of the cost is in the gemstone and metal. Remodelling projects can start from as little as £200 but of course the end result is unique, is thoughtful and is definitely original.

Projects ongoing at the moment (case study photographs available) include:

- The development of a new ring created from two old ones and a diamond
- The bespoke creation of a wedding ring to replace the simple silver one bought when the couple were rather more impoverished than they are now
- The making of a new piece of jewellery formed from an old wedding ring and a necklace that was never given to someone
- A new ring made from an old engagement ring combined with a wedding ring

It is also possible to trade in the value of the metal for the matching cost of a new gemstone and a different metal – effectively a recycling method for jewellery people do not like or which does not suit them.

For further information on Bloom & Co please visit www.bloomandco.co.uk

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