

Supporting the UK Jewellery industry.

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By John Lewis

The British shopper is a strange beast. It seems that our love affair with high street shopping may

have peaked this year yet our trends to shopping on the web look to be increasing even further. Recent statistics released suggest we are far more likely to buy on the internet than our European or even American cousins. The irony though is that although the UK is benefiting from an internet sales boom our UK manufacturers continue to struggle.

Many industries in the UK have suffered as a result of cheap imported foreign goods and as a result of the strength of the pound against other currencies.

Whilst there are undoubtedly some excellent quality imported goods there are equally as many poor quality, poor value goods. A good example in this area is in the manufacture of jewellery and our UK market has been flooded with cheap foreign rubbish, much of which comes from the far east and is probably produced in less than desirable working conditions. The jewellery is usually of the costume variety, the quality is not great so it won't last and the materials used are cheap and can produce allergic reactions.

Why not support some of our local home grown talent? Here in the UK we have many talented, skilled independent jewellery designers who struggle to make a living. These people handcraft all types of jewellery from all types of materials including precious metals and gemstones and many pieces will be unique. Most designers are happy to produce one off commissions at very reasonable prices enabling you to own a beautiful piece of UK made designer jewellery.

For your handcrafted jewellery made here in the UK, why not consider using the internet to make your purchase from a secure e commerce shop.

It is predicted that this year there will be bumper on line sales in the UK of over £4 billion pounds which is in stark contrast to high street retail sales which have taken a bit of a knock. On line shopping is growing some 26 times faster than the High Street with half the UK, some 21 million people choosing to shop for Xmas presents on the internet with an average spend of £220.

By shopping on the internet customers avoid the hassle of busy shops, parking problems, out of stock situations and trawling from shop to shop trying to find what they are looking for.

You can browse the internet from the comfort of your home, compare prices you have more choices and all at the click of a mouse but try to remember to support the British manufacturing industry.

Written by John Lewis Of Love2Have Love2have specialises in quality handcrafted designer

jewellery

made here in the UK by small independent designers.

## **The Age of Titanium**

### **By John Lewis**

Although Titanium is an abundant element on earth it was not discovered until 1791 but it would be another hundred years after that before it was possible to isolate the metal.

In appearance the metal is grey and lustrous and has often been used to make alloys which are light and resistant. Titanium has also been detected in meteorites and in the moon rocks brought back from the Apollo 17 mission.

It is because of its desirable properties which make Titanium an ideal metal for this technological age that has led to a huge rise in popularity of this metal.

In industry the uses for titanium are many because of its resistance to corrosion even from salt water, alkalis and acids and even corrosive gases. Because of its corrosion resistance and the fact that it is also physiologically inert and hypoallergenic, Titanium is also used extensively in the field of medicine and in particular for prosthetic implants such as hip and knee replacements.

This wonderful metal has very high strength to weight ratio and it is much utilised in critical and demanding applications such as in the aerospace industry. The use of Titanium has made space exploration possible and the earlier rockets such as Mercury, Apollo and Gemini were all made largely of this metal. The Space Shuttle also has many parts made from Titanium as have many jet fighters, submarines, ships and tanks.

Titanium therefore is used across a broad spectrum of applications making it very much a metal of our modern age.

Aircraft grade titanium is now becoming increasingly popular in the jewellery trade and has found favour particularly in the manufacture of mens jewellery because of its hard wearing properties. Titanium rings have become increasingly popular as wedding rings in part because they will stand up to more wear and tear than precious metals but probably just as much because of the look. Titanium really is a very versatile metal and lends itself very to the making of fine jewellery and a variety of looks

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can be achieved utilising different finishes and even the application of heat which brings about a change in colour ranging through the whole spectrum.

This property of colouration by heat has been used particularly in the manufacture of ladies jewellery for making eye catching unique designs in earrings, necklaces and modern, trendy titanium rings.

In the making of rings, titanium can also be inlaid with precious metals and set with precious stones and although the material is more difficult to work with because of its strength, once made you will have a beautiful piece of jewellery that will look good and last a lifetime.

The durability, strength and looks of titanium will ensure that it continues to grow in popularity as a metal in the manufacture of jewellery and in particular for the making of titanium rings.

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titanium

rings

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