



## DISTINCTIVE JEWELS

People are no longer buying jewellery for aesthetic value alone, but also for the creation process. Call it snob appeal, or the yen for something distinctive but buying one-of-a-kind or customising jewellery is all the rage among the cognoscenti.

To find out more, India Se spoke to Vinod and Sangeeta More, Directors of The Jewel Box, a Singapore-based company that caters to the discerning with its distinctive designs.

The Jewel Box's award-winning pieces are synonymous with high fashion and impeccable taste. Whether selecting a gift for a special occasion, commissioning a repair for a family heirloom or splashing out on a personal treat, clients have come to rely on The Jewel Box's professional and personalised advice and opinion, imparted always in the utmost confidence.

The private jeweller's expertise lies in creating unique one-off designs of uncompromising quality delivered with highly personalised service. They also provide consultation and services for the purchase of solitaire diamonds and precious stones, jewellery design, customisation, resetting and repair.

**India Se:** Buying bridal jewellery is a time-honoured tradition but it has followed a stereotyped pattern. These days, there is a more practical approach. What is your view?

**Vinod More:** While creating a piece, it's important to strive for versatility and wear-ability and this is relevant in bridal jewellery. We project the customer's future jewellery needs after the occasion is over. This is where we start from so as to ensure long-term use.

**Sangeeta More:** We can, for instance, come up with detachable pieces that can be worn differently on separate occasions.

**IS:** What criteria do you follow while designing pieces that stand out from the rest?

**VM:** With custom orders, we establish rapport with the customer so as to incorporate their individuality. With our inventory, we like to build character into the pieces be it highlighting aspects of the materials or the inspiration. Every piece has a story.

**IS:** Over the years, you have built a clientele of international buyers who enjoy the personalised service offered by The Jewel Box. Do you see any changes in customer perceptions?

**VM:** With growing affluence, education and globalisation, clients are becoming more discerning. There is a preference for what is unique, has character and emotional appeal. People are also interested to know origins and history. It's no longer about buying brand pieces. Instead, it's now about trying out the raw, the original, the authentic.

**IS:** Does The Jewel Box have a signature line?

**VM:** We do not have a specific permanent signature line but regularly create in-house collections from numerous inspirations. We also keep in mind changing tastes.



*The Jewel Box*  
PRIVATE JEWELLERS OF DISTINCTION

The Jewel Box is one of the couture jewellers at the Singapore Jewel Fest in October.

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