

PERFECTLY PRECIOUS

Founders of the Jewel Box Vinod and Sangeeta More believe that being a jeweller means an intimate setting and personalised expertise for customers, discovers **Lorraine Koh**

The first time someone steps into The Jewel Box, they are pleasantly surprised. It is not a retail store, there is no rush of customers or staff and the jewellery presented are extremely unique. Husband and wife team, Vinod and Sangeeta, believe in forming a strong relationship with their customers while meeting their expectation and budget. "Our philosophy is, we don't do bad business," says Vinod director and gemmologist of The Jewel Box.

He has been in the jewellery business for more than 20 years. Possessing a strong passion for gems, Vinod went to the Gemological Institute of America after he graduated from Wharton School to formally qualify as a Gemmologist. Since then he has spent a good deal of time in the industry's capital cities – Antwerp, Bangkok, Hong Kong, Mumbai and New York. Vinod is also an active member of the GIA Alumni and

Diamond Exchange of Singapore. Sangeeta graduated in India before moving to Hong Kong. Over the past two decades, she has been further pursuing her interest in gemmology, jewellery design and manufacturing courses.

The Jewel Box provides a full range of services including consultation, customisation and restoration.

Customers also have the time to browse the season's collections, explore classic designs or even commission a customised design. This gives their clientele the comfort of an intimate jewellery gallery.

To Vinod, he sees The Jewel Box as "a private jeweller that seeks to assist our customers with the ideal solution". And good reason there is, for the choices are all one-of-a-kind collections. "Our jewellery is very exclusive because they are, as you see at our gallery, unique pieces available at the moment," Sangeeta explained. From contemporary to

regal, The Jewel Box has the expertise to create almost any intricate design featuring colourful gems.

"A young man came to us recently asking if we could create a piece for him in gold using his own design. It would be a gift to his girlfriend for Valentine's Day, but he had a very low budget. The young man previously went to other jewellers with his request and they said it was impossible. We had a long discussion with him about what he wanted and finally we reached an agreement. He was happy and honestly, The Jewel Box will not make a single cent from this transaction but we are here to assist our customers," Vinod related.

Vinod and Sangeeta intend to keep Jewel Box's personalised value because it further establishes their vision. "We want to grow but not at the high street level with a big retail store. We want to grow from within and be even stronger in our services." ■