

ROWENA MURRAY

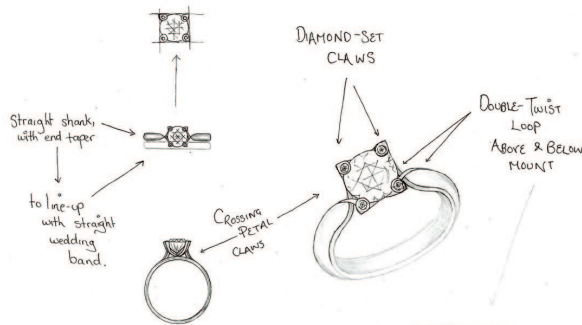
- Bespoke Service -



behind the scenes...

- What is Bespoke? -

A bespoke jewellery piece is one which is designed and crafted especially for you. With Rowena's expert advice and guidance the designs, materials and finish of the final piece are chosen by you. Whether you are looking for that extra special gift, a token of affection, or a treat for yourself, together with Rowena you can make those dreams a reality.



Petal-Claw Solitaire
in Platinum & Diamond



- How does it work? -

Each bespoke project begins with a sit-down chat to discuss your wishes, timeframe and budget allowances before we agree on a plan for how to proceed. Then a series of moodboards, sketches and drawings will bring us to the final design for modelling. Gemstones and other materials will be sourced especially for your approval. The final piece is then presented in special gift packaging along with a copy of the original design drawing.

- Why go for it? -

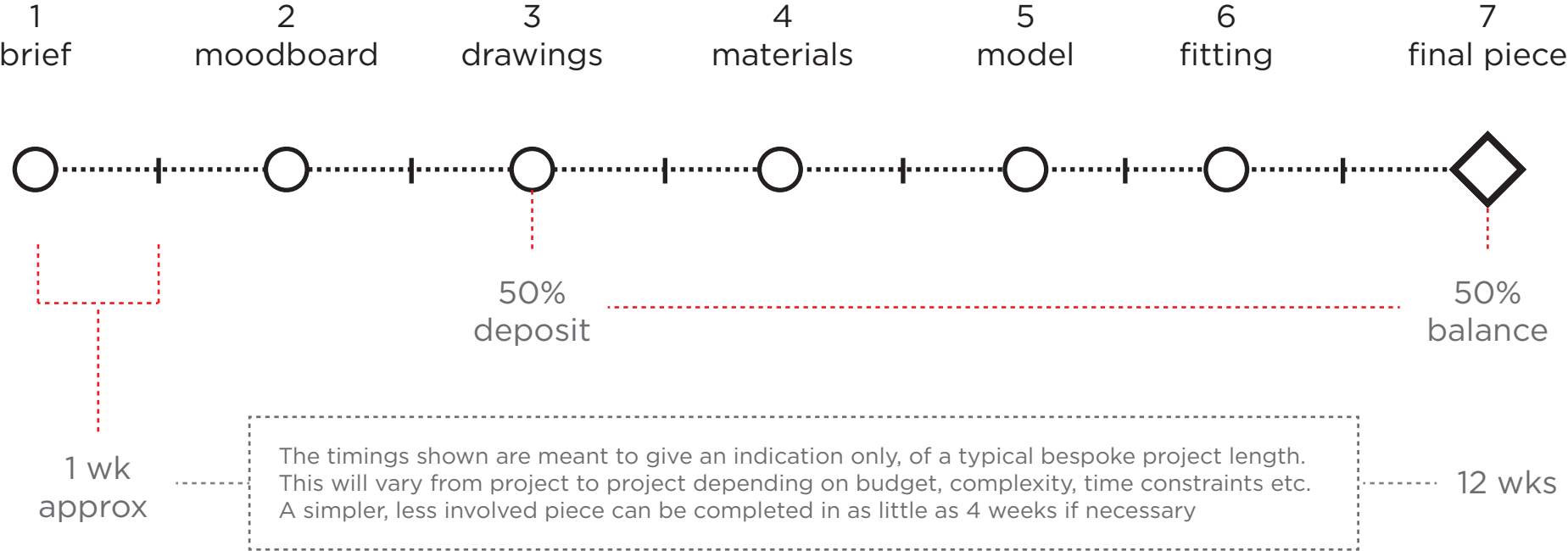
Perhaps you can't find what you're looking for? Or simply don't want the same as everyone else? Here the bespoke service offers you the chance to have an original design made especially for you and crafted to the finest detail, with your involvement every step of the way. A piece to treasure with a story to tell.



Sapphire & Diamonds
Set in Platinum

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- Bespoke Overview -



- The Bespoke Process -

1 brief

The brief, drawn up at the first meeting, covers the agreed scope of the project - such as the function, style, materials, budget, deadline and payment schedule for your piece. This will be signed by you and used as a reference throughout the project.

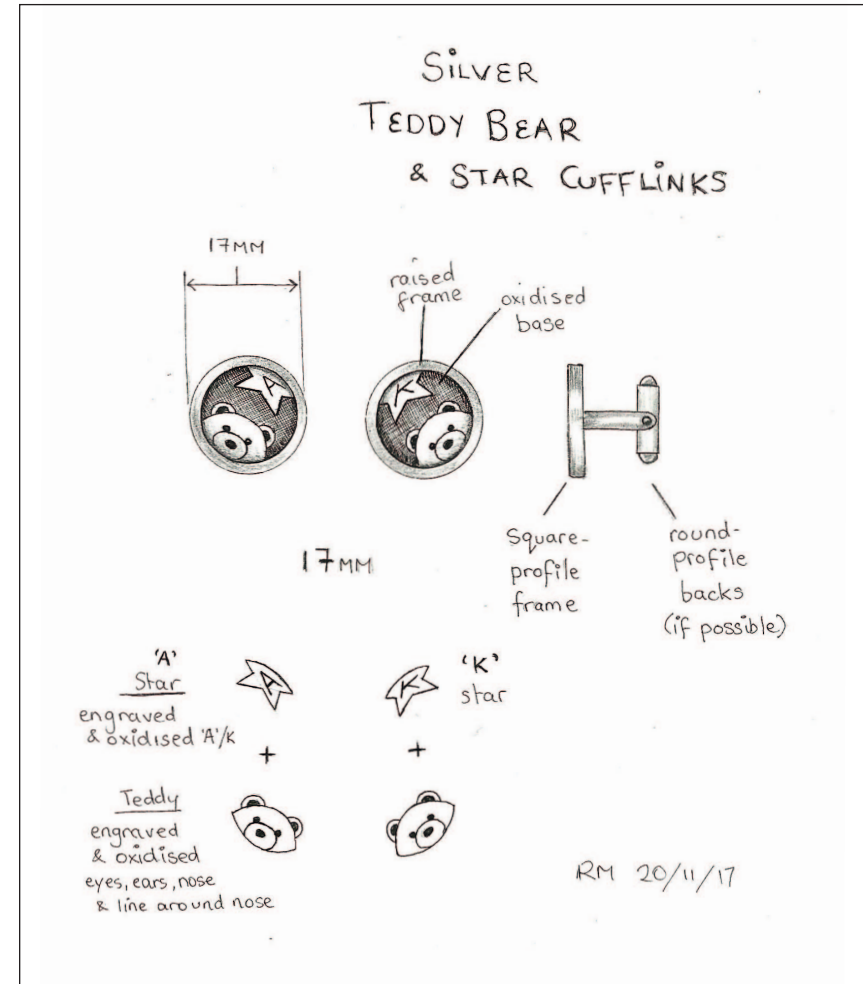


2 moodboard / sketches

The next step is to gather ideas and images that provide inspiration, presented in the form of a moodboard. This is accompanied by a set of initial sketched designs for you to assess and choose from.

3 drawings

From the first set of sketches, a small number will be developed further into more detailed drawings. These will show different views and material options to help you visualise them. This step can be repeated as necessary to narrow down to a favoured design. A favourite is then selected to develop and refine further into a technical drawing for production.



4 materials / gemstones

In accordance with the brief, a selection of gemstones or other materials will be sourced to fit the selected design and your stated budget. These will be presented in person, with you having the final say on which ones are used in the end piece.



5 model

Once a design has been selected, a scale model and/or computer rendering will be made to help illustrate how the piece will work in 3D. Using this model we can test the sizing and any other details that might need refining further.

6 fit sample

After the model is approved, the process of crafting the final piece begins. If necessary, midway through production you will have the chance to approve the sizing/fit to ensure the measurements are spot on.



7 final piece

The special day arrives, your piece is finished, polished and presented to you in a special packaging. As a memento of the journey, you will also receive a presentation copy of the original drawing/s to display and enjoy in the years to come.



let your bespoke journey begin...

For a free consultation, get in touch at contact@rowenamurraydesign.com
or call +49 (0)176 2295 9403