

CUSTOM JEWELRY GUIDE
by **ROMAN**
JEWELERS



WELCOME TO ROMAN JEWELERS' GUIDE TO CUSTOM DESIGN

We have published this book to educate you, the reader, on all of the possibilities that creating custom jewelry offers. By "possibilities", we don't mean specifically "what" we make for you as a one-of-a-kind piece of jewelry, but rather what makes the process of designing and creating a one-of-a-kind piece of jewelry so special. It is not just a process; it is a journey, and it is as important as the final product itself. We want you to experience the joys of this journey with us.

There are occasions and people in our lives that inspire us to think of something unique, something spectacular, or something meaningful. In other words, they may inspire a custom, one-of-a-kind piece of jewelry. These are special gifts that stand out among other gifts that one may receive. They usually carry an element of surprise as well as represent what is important to you or to the person for whom the gift is made.

CREATING CUSTOM JEWELRY IS A TRULY EXCITING JOURNEY

We want to lead you through the ideas, process, and experience of making custom jewelry. Read for enjoyment, read for education, but most of all, read for inspiration. When it comes to purchasing jewelry, there is nothing more exciting than knowing that the piece of jewelry is unique, one-of-a-kind, and made especially for you.

If this book inspires you to decide to go "the custom way," that would be the greatest compliment to us, and it would mean that we have achieved our goal.

RIGHT: Custom designed pendant with a trillion-shape tanzanite. Made in platinum with pavè set diamonds.



ROMAN
JEWELERS

ROMAN SHOR AND THE HISTORY OF ROMAN JEWELERS

ROMAN'S STORY

Throughout his years as a jewelry designer, Roman Shor created many one-of-a-kind magnificent jewelry pieces.

Roman started learning the art of jewelry-making as a child in Russia. Both his father and his grandfather were jewelers, and Roman grew up watching them work on many intricate jewelry pieces. As he was growing up, Roman always knew that one day he, too, would become a jeweler.

Every piece of jewelry was a learning experience for Roman. His goal has always been to create, to dazzle, to inspire and to do it all in order to hear just one word, "WOW!" His passion today is to pass the expertise he has acquired during his career of designing and making original pieces of jewelry on to the next generation in his family – his daughter Lucy.

ROMAN'S NOTES

"The first piece of jewelry I ever made by myself was a pendant for my mother, when I was thirteen years old. For that, I cut out a heart out of a silver filigree cigar box that belonged to my father, and presented it to my mother on Mother's Day. My mother was thrilled, my father was very angry with me for ruining his cigar box, and I was excited with being able to make my first piece of jewelry all by myself."

-Roman

HOW ROMAN JEWELERS BECAME THE NAME IT IS TODAY - "COMMITMENT TO EXCELLENCE, SERVICE, AND INTEGRITY."

The first Roman Jewelers store was opened in Flemington, N.J. in 1989. Since its opening, Roman has dedicated himself exclusively to Roman Jewelers' customers. Roman's daughter, Lucy, inherited her father's gift for designing jewelry. You can find Lucy working on exclusive jewelry designs in the Bridgewater Commons Mall store location. Both the Flemington and the Bridgewater stores have highly experienced staff. Most of the staff members have been with the company for many years, becoming an integral part of the business and an important part of the Shor family.



LEFT: Lucy Zimmerman, Roman's daughter, and an excellent jewelry designer in her own right.

LEFT AND ABOVE: Roman Shor in 1989, Flemington, NJ

ROMAN
JEWELERS

INSPIRATION FOR GIFTING AND MAKING CUSTOM JEWELRY

INSPIRATIONS

With the idea of creating something special for Mothers Day, a family came into Roman Jewelers, with one intent: to make a very special piece of jewelry for their Mom. After discussing her interests, they had an "aha" moment and realized that their mother devoted almost as much time to her tulip garden as she did to care for her children, and treated the garden like an extended family. That was all they needed to start ideas and sketches flowing. For this contemporary, fashion forward mother we developed a sketch of a tulip brooch with sleek lines and sweeping curves. When finished, the piece was something the whole family was a part of creating and their mother loved the present, too.

THE PROCESS

Once you have an idea of what you want to make, the first step is sitting down with an expert jewelry designer to discuss your ideas. You will receive expert advice and, who knows, maybe even get new inspirations. You and the designer will begin to explore different ideas and themes that will then be sketched. Developing the sketch also includes choosing metals, stones, and colors. Once you are happy with the sketch, it is turned into a digital rendering with the use of CAD (Computer Aided Design) technology. A wax model will be created from that rendering. No other technology or method can create as accurate a wax model as the one produced by using the CAD technology. It is from that wax model that the casting will be made in the precious metals chosen. The expert bench workers will then set the stones and finish the piece.

A STORY OF FINDING INSPIRATION

With the idea of creating something special for Mothers Day, a family came into Roman Jewelers, with one intent: to make a very special piece of jewelry for their Mom. After discussing her interests, they had an "aha" moment and realized that their mother devoted almost as much time to her tulip garden as she did to care for her children, and treated the garden like an extended family. That was all they needed to start having ideas and sketches flow for the most appropriate gift. For this contemporary, fashion forward mother we created a sketch of a tulip brooch with sleek lines and sweeping curves. When finished, the piece was something the whole family was a part of creating and their mother loved the present, too.



ABOVE: Custom designed diamond Tulip brooch.

ROMAN
JEWELERS

THE STEPS TO MAKING A CUSTOM ENGAGEMENT RING

WHY CUSTOM? - "THE MAKING OF A TRULY ETERNAL FAMILY PIECE"

Certainly, every bride is "one-of-a-kind." Why not a one-of-a-kind engagement ring that truly shows her individuality? Set a beautiful diamond into a unique setting, and you have made a timeless investment into your future. It can be passed on with a story of how it was made and not "where it was bought".

We encourage you to bring pictures from magazines, your own sketches, or anything that inspires your imagination. Sometimes, just describing an engagement ring of your dream could lead to the creation of a truly unique ring. Your input and ideas enable us to design a ring that the two of you couldn't be more excited about.

DESIGNER'S NOTES ON FINDING INSPIRATION

"The best inspiration comes from the customer when a good dialogue about love and interests starts flowing. A person's interests inspire themes related to shapes and forms of a ring, as well as fashion interests, whether classic or contemporary, or somewhere in the middle. For people who choose to go with large diamonds as the center stone, we work to best showcase a stone that by itself is a one-of-a-kind."

-Roman



LEFT: Engagement ring with a large pear-shape diamond set as a center stone.

FINDING A PERFECT DIAMOND

Don't ever limit yourself to what is "in stock". A good jeweler can acquire stones of any shape, color, size, and quality. With a close relationship to the largest diamond providers in the world, Roman Jewelers is able to bring you a selection of truly amazing diamonds.



ABOVE: Engagement ring with a large emerald cut diamond set as a center stone, accented by round and baguette diamonds and two sapphires.



ROMAN
JEWELERS

ATTENTION TO SIZE - HOW BIG CAN YOU GO?

FINDING STONES FOR TRULY ONE-OF-A-KIND JEWELRY - MAKE YOURS A HISTORY MAKER

With a close relationship to the largest diamond vendors in the world, Roman Jewelers is able to bring in a selection of truly historic diamonds. If you can imagine it, Roman Jewelers can source it for a price enjoyed only by those with great influence in the diamond trade. We take pride in being able to offer size and quality at prices only we can negotiate on your behalf.

THE DESIGNER'S NOTES: "FOCUSING THE ATTENTION ON THE STONE"

"I always say and truly believe that less is sometimes more. If you have a truly remarkable large stone, either a diamond or a colored stone, the fewer the distractions the more attention can fall on that amazing stone. I like the idea of creating elegance for the elegant. I also enjoy encrusting a setting with micro-set small diamonds to emphasize the center stone."

-Roman



ABOVE: 18K white gold earrings with natural white and yellow pavé-set round diamonds. Stunning sapphires are the focal point of this pair of earrings.

USING THE GEMSTONES IN BOLD PIECES - "ELEGANT WORKS OF ART"

Big diamonds? They are certainly beautiful. But what about big precious and semi-precious colored stones? We are proud that Roman Jewelers is equally established in bringing to you one-of-a-kind precious gemstones of all sizes, in diamonds or colored stones. We believe that high fashion calls for big statements, and going big is one of the best ways to do that. Cushion cut stones are fabulous for BIG rings that can be accented with precision set diamonds to create a mix of color, shine, and fire. Long pear shape stones and delicate diamonds create a graceful look that elongates a finger or a neck.



LEFT: 18K white gold pendant with pavé-set round white diamonds. The center stone is a magnificent Imperial Topaz.

ROMAN
JEWELERS

RE-PURPOSING HEIRLOOM JEWELRY FOR A CUSTOM DESIGN

WHY USE AN HEIRLOOM?

Do you have a necklace that was given to you by your grandmother or a ring you inherited from an aunt? Are the pieces worn out or damaged? Or maybe you simply don't like the styles?

These are the heirlooms that were passed down to you by other people from different generations and times. They present great opportunities to "re-create" them into new pieces of custom-made jewelry by using their components.

One of Roman Jewelers' customers recently asked our designers to combine diamonds from her own wedding band and the rings that she inherited from the family members to create a new spectacular one-of-a-kind ring. For another customer, we made a beautiful pendant from an inherited sapphire tie-clasp.

By using the elements from the heirloom pieces, old sentiments are kept and new stories are made. These projects are very special to us and to our customers.

"NEW LOVE"-OLD FAMILY JEWELS: USING CENTER STONES FROM GRANDMOTHER'S ENGAGEMENT RING"

Once in awhile, a customer brings in an inherited piece of jewelry with "Old Cut" diamonds thinking that these diamonds are less of a value than the modern brilliant cut diamonds. Actually, just imagine wearing a stone cut 100 years ago! Put that stone into a new setting, wear it with pride and celebrate the history that brought love into your family so many years ago.

INPUT FROM THE DESIGNER - "CONCEIVING NEW DESIGNS"

"Looking at a set of stones from an heirloom piece immediately inspires vision of their potential. Sometimes, it's the number of stones, the shape, or color. When I hear clients come in with a piece of jewelry they call "broken", I become excited about making it into something amazing. That ability to help inspire new pieces that will last a lifetime, reminds me of why I have devoted my life to the art and craft of jewelry design."

-Rouff

ROMAN
JEWELERS

IDEAS FOR CREATING "NEW" JEWELRY FROM HEIRLOOMS

A customer was gifted her grandmother's pearl necklace. The only thing left from the necklace, save a few pearls, was a beautiful filigree diamond and ruby clasp. After discussing styles she loved, we turned the clasp into a center piece of a one-of-a-kind necklace. We simply added a delicate chain with interspersed diamonds to mimic the classic design of her grandmother's piece.

For another customer, we used a pair of diamond studs she inherited from her mother-in-law to custom design an anniversary ring. This customer now wears the ring every day.

Quite often, we use multiple stones from tennis bracelets to create truly magnificent "wow!" pieces.



ABOVE: Custom designed tanzanite ring, with white and yellow diamonds

TECHNOLOGY AND JEWELRY MAKING

TECHNOLOGY AND BENCH WORK COME TOGETHER WITH CAD

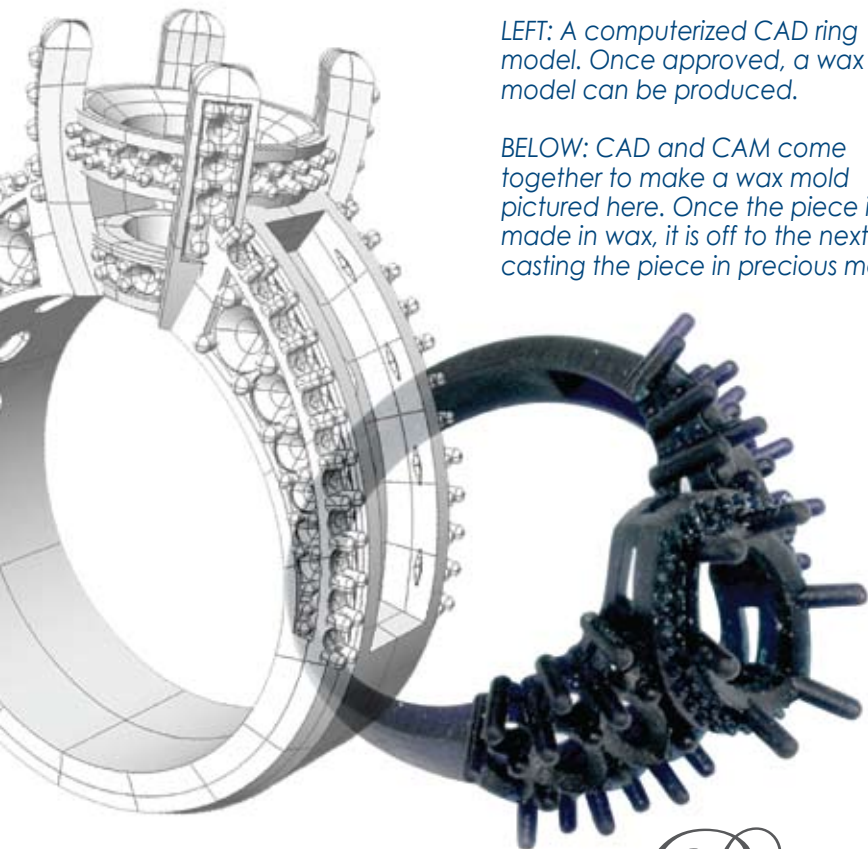
A few years ago, something new found its way into the lives of so many jewelry designers: a new technology called CAD (Computer Aided Design). It transformed the way jewelry designers work today. Who would ever imagine that instead of sitting at a bench carving a model out of a piece of wax, a designer would be sitting in front of a computer designing the jewelry on the screen?

As for you, our customers, the CAD technology allows you to see the three-dimensional model before the wax model is made. Anything in the model that you think you would like to change can be easily done on the computer. It doesn't matter how many changes we need to apply to the computerized model, as long as we get it perfect! If we were working with a hand-carved wax model, we would have to start making that model from scratch again.

DESIGNER NOTES: "FROM MY HANDS TO CAD AND BACK"

"I was reluctant to use the new technology when it first became available. It defied everything I learned about carving wax models or carving the piece of jewelry directly in metal. I embrace it now. It allows me greater precision than the traditional hand-carving. It allows me to create really distinctive pieces of jewelry, more complicated than I was able to make before. The learning curve wasn't easy, but it was well worth the results. I have always been fascinated with precision work, and I can achieve the precision I am looking for with the new technology better than ever."

-Roman



LEFT: A computerized CAD ring model. Once approved, a wax model can be produced.

BELOW: CAD and CAM come together to make a wax mold pictured here. Once the piece is made in wax, it is off to the next step, casting the piece in precious metals.



ABOVE: A finished 3-stone engagement ring and eternity wedding band

ROMAN
JEWELERS

FOR THE MAN

HOW MEN ENJOY LUXURIOUS GOODS IN THEIR EVERYDAY LIFE - "THE BEST WAYS TO CELEBRATE SUCCESS"

Gifting the man in your life tells him of the support you offer and your belief in his abilities to reach any and all his goals. Looking for inspiration? Does he have a hobby that he loves? Is it golfing, tennis, or sports cars? Dress up his interests and show your love and support.

FROM THE DESIGNER - "AN IDEA COMING TO LIFE - MAKING A CUSTOM FERRARI-EMBLEM RING"

"One of our regular customers was always laughing when telling us that he had three children; one daughter, one son, and the third child was his favorite car - a Ferrari. So when the customer came in looking for a very special gift to celebrate his achievements, naturally, I suggested making a ring with the Ferrari Emblem on top of the ring. The entire ring was carved by hand, with all the stones meticulously selected and carefully set into the gold. This ring, just as his car, became his favorite - a black prancing horse that catches his imagination and his dreams."

-Rouff



LEFT: Custom designed one-of-a-kind 18K yellow gold "Ferrari-Emblem" ring. Red rubies, green emeralds, and white diamonds complement the ring with the traditional colors of the Ferrari emblem. The background of the shield is sand-blasted to allow the gold prancing three-dimensional sculpted horse (black rhodium-plated) to truly stand out in that magnificent ring.

ROMAN
JEWELERS

CUSTOM NAME JEWELRY

WHAT'S IN A NAME?

Our names are an important part of who we are and of our identity. Many names, especially those derived from other languages, mean something specific. Names can reflect strength and character. Names that are passed down connect one generation with another creating a sense of pride and responsibility. There is no way to deny it – we all love our names!

Jewelry pieces with just initials or full names have always been popular. They could be as simple as the name engraved on a piece of jewelry or as complicated as a hand-made monogram.

BELOW: Custom monogrammed diamond cufflinks



MAKING YOUR MONOGRAM

A monogram pendant can be worn all the time to show the pride you have in your or your family's name. Aside from a traditional sewn monogram on a shirt cuff, monograms are another great idea for custom jewelry. In years past, Roman Shor designed his own custom monogram cufflinks, and they provide him with a sense of pride every time he wears them.

DESIGNER'S NOTES ON CREATING CUSTOM CUFFLINKS

"A simple font just doesn't do it. If you are looking for a pair of cuff links, take advantage of custom design services because of the very few options you will find in a retailer's showcase. I work hard on understanding your personality and your character; are you conservative, a free spirit? Is this something you would like to wear casually or more dressy? Every element comes from understanding your needs and your personality."

-Roman

MONOGRAM JEWELRY
"MOVING
FORWARD FROM
THE TRADITIONAL
STITCHES ON A
SHIRT CUFF"

ROMAN
JEWELERS

CUSTOM FAMILY JEWELRY

ABOUT FAMILY CRESTS AND THE BEAUTY OF SHARING FAMILY PRIDE
- "CLOSE FAMILIES FAR AWAY CAN ALWAYS FEEL CLOSE"

We, at Roman Jewelers, hear from our customers over and over again that their family is what matters to them the most. Family symbols are a fun and meaningful way to recognize that devotion. Where did the family name come from? How far around the globe does the family stretch? Families with strong genealogy have crests to bring a visual element to their name. It brings pride and closeness to the family members. Family crest jewelry requires careful research, planning and selection of colored stones. A custom designed family crest is a great gift to be enjoyed and passed on to next generations.

DESIGNER'S NOTES:

"These unique wedding bands were made for a couple's twenty-fifth wedding anniversary. The couple met while on vacation in Rome, Italy. For their anniversary, they wanted us to design a ring that would incorporate their eternal love for each other, the date of their wedding, and a connection to the place that brought them together - Rome. You are looking at the rings we made for the couple. The Roman numerals show the date of their wedding and will always remind them of Rome, and the two yellow gold eternity bands represent their everlasting love."

-Roman



CUSTOM HOROSCOPE JEWELRY
- "A REMINDER OF THE STRENGTHS IN YOUR CHARACTER"

Here is another idea for a custom designed piece of jewelry; a gift for a friend or a loved one who is closely connected with their zodiac sign. Gifting a custom designed zodiac sign shows that you identify and admire the strengths of their birth sign. The images of zodiac signs leave lots of room to be molded into a design that fits that person, whether traditional, modern, or abstract. Just let imagination and fantasies run freely and you will come up with amazing ideas for a very special piece of jewelry.

ROMAN
JEWELERS

NEVER UNDERESTIMATE THE POWER OF CUSTOM
ONE-OF-A-KIND JEWELRY CREATION. SPECIAL MOMENTS IN
LIFE ARE RARE AND PRECIOUS AND DESERVE TO BE CELEBRATED WITH
SPECIAL JEWELRY. JUST THINK OF THE MAGIC OF TELLING YOUR
FAMILY HOW YOUR ENGAGEMENT RING WAS IMAGINED
INTO REALITY ON A SKETCH PAD. OR HOW YOUR TENTH
ANNIVERSARY DIAMOND NECKLACE CAME TO LIFE
IN WAX. OR HOW YOUR FAMILY CREST WAS RESEARCHED AND CREATED
IN PLATINUM AND EIGHTEEN KARAT GOLD. THESE ARE NOT JUST GIFTS
OF JEWELRY. THEY ARE GIFTS FROM THE HEART.

THEY ARE DREAMS COME TRUE.



Let the experts at Roman Jewelers begin the journey with you.
We would be honored to be your guides throughout the process.
The result will be a true "gem."

ROMAN
JEWELERS