

UK JEWELLERY EXECUTIVE HAILS EFFICIENCY OF HIS FIRST GEMBRIDGE TRANSACTION

Having stumbled by chance upon information about Gembridge, John Ball, Managing Director of UK wedding and partnership jewellery brand Brown & Newirth, said he was delighted with the efficiency of his first transaction with the trading platform and expected more business to follow.

“We had an enquiry from a client for an exceptional coloured gemstone – a sizeable green sapphire, which is hard to source, but I found it on Gembridge. Gembridge Chairman Tony Brooke quickly called me, and made me comfortable and confident to do business,” John said.

“Two stones were sent to me, and I chose the one that best suited the client’s bespoke engagement ring requirement – a 7.78-carat green sapphire from Australia, which also happens to be where she plans her honeymoon, so she felt it was just right for her.”

John’s transaction reflects a trend for increased demand for high-quality bespoke business, underscoring tastes of customers for greater personalisation in their jewellery purchases.

John was impressed by the quality of the protective packaging in which the stones arrived, which contrasted with a far inferior service offered by other suppliers. After deciding to buy the stone, Brown & Newirth paid Gembridge promptly, concluding the transaction which John described as having proceeded “above expectations.”

He was also impressed by the sustainable traceability of the sapphire, which he said was a cornerstone of Brown & Newirth’s desire to source only gemstones delivered in a responsible supply chain.

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MANAGING DIRECTOR
BROWN & NEWIRTH, LONDON

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