

LOVEMARK ❄️ DIAMOND

Lifetime

Summer Edition.



Vol.
02.

SummerCare

Caring and Cleaning your Jewelry

Jewelry is more prone to damage during the summer season than any other time of year primarily because of all the liquids the metals are exposed to. Sweat, lotions, sunscreens, and, of course, pool water and salt water are all inevitably part of the summer experience. Here are our tips for wearing and caring for your jewellery during summer.



Right.
Twist Prism Half Infinity Ring
Twist Bloom Earrings

1. Wipe your pieces down with a soft polishing cloth at the end of the day.

Prolonged exposure to sweat can seriously damage your jewelry.

2. Use mild soap diluted with water to give your pieces a deep cleaning.

High quality jewelry is delicate and often porous, so when you need to slather on sunscreen or moisturize dry skin, do so before you put on your jewelry, and let your skin completely absorb the lotions and creams first.

3. Have your pieces regularly cleaned by a professional.

Whether you deep clean your jewelry yourself or not, it's smart to take your pieces in for a professional cleaning by a licensed jeweler. They have special jewelry cleaning machines that can remove dirt, salt, or other potentially harmful particles from your pieces.

The summer can ruin your jewelry. Things like sun, salt, sand, and shifting temperatures can affect our jewellery pieces, and how we can keep them secure while jetting off somewhere sun-filled.

4. Keep jewelry locked away in a cool, dark place when not in use.

During the summer months, you bring your jewelry out where it's sunny and warm, and while this isn't bad for the pieces in small doses, it's important that when you get home, they get to have a reprieve from the bright light and the heat.

5. Store jewelry separately.

Much like how sand can scratch or nick your jewelry, hard gemstones like diamonds can do serious damage to other pieces if stored loosely. For the good of your jewelry collection, it's best if you store pieces separately.

Investing in quality should always be top priority. Cheap jewellery made from plated brass or copper will not only flake and fade in the heat it's likely to irritate your skin too. Pay attention to the materials your jewellery is made from and your skin.



Left. Knot Collection

DIAMOND CARE

How can you take care of your cherished diamond engagement ring and keep it sparkling and brilliant? Here are a few tried-and-tested tips you can follow.

There is already enough oil on your hands to tarnish your ring and make your precious stone lackluster. Keeping it on while bathing, moisturizing your hands, or using other grooming products can further aggravate the situation.

You can also clean your engagement ring easily at home by the following these steps.

Watch video:

<https://www.youtube.com/watch?v=JoPOiStXNO8>

GEMSTONE



CARE

Excessive heat and sudden temperature changes may also fracture some gemstones. Heat can easily remove the natural moisture these gems need to keep their beauty. Pearls, for instance, can dry out, crack and discolor.

Most colored gems can be cleaned with warm water, mild dish soap (no detergents) and a soft brush. A pulsed-water dental cleaning appliance and a soft, lint-free cloth can also be used.

Left.
Fleurs Engagement Ring



18K CARE

Since gold is a natural element, it is affected by harsh chemicals such as chlorine or other cleaning products. We recommend that you remove your jewellery when using chemicals to reduce daily abrasions and prolong the lustre.

To clean gold jewellery, use a solution of warm water and detergent-free soap with a soft-bristled brush. When not worn, store your gold pieces in soft cloth bags or the original box to protect them from the elements of daily exposure.

Bottom.
Twist Bloom Necklace
Moonlight Earrings



PLATINUM CARE

Despite being stronger and more durable, platinum is a softer metal than 18k gold cleaning is easy. Simply soak platinum in a mild solution of warm soapy water, and then gently scrub it with a soft-bristled brush.

Top.
Twist Rectangle Half Infinity Bangle
Twist Prism Half Infinity Bangle
Twist Braid Half Infinity Bangle

