



# Visit the Makers of the One Ring



Jens Hansen has been crafting distinctive hand-forged jewellery since 1960.

Famously, Jens Hansen is the creator of The One Ring™ for Peter Jackson's Lord of the Rings™ and The Hobbit™ movie trilogies.

Visit Nelson's most established and only internationally acclaimed artisan jewellery workshop for designs that are easily recognised and crafted to last for generations.

*"Everything carries the  
spirit of its creation."*

JENS HANSEN

**JensHansen™**  
THE RINGMAKER



SINCE  
1960

*“Much love, care and consideration goes into all the jewellery we create. Each piece is handcrafted right here in the studio, proudly bearing the Jens Hansen hallmark as a sign of authenticity.”*

HALFDAN HANSEN

## Since 1960

Jens (pronounced ‘Yens’) was born in Denmark and moved to Auckland in 1952 where he completed a traditional jewellers apprenticeship. In 1960 he held his first solo exhibition at Auckland’s New Vision gallery. His journeyman years included time in Copenhagen with Royal Danish Court Jewellers, A. Michelsen. In 1968 Jens settled in Nelson with his wife Gurli and the first of two sons, Halfdan.

In the 1960’s Jens designed his own personal Maker’s Mark; a version of the Chi-Rho, which was long used as a symbol of good luck because it was similar to the pagan word for gold.



All Jens’ pieces carry this mark including the Legacy Collection designs, which are authentically hand-forged from his original production notes.

## Lifetime Guarantee

All our jewellery, new and original, carries the *Jens Hansen* studio signature, which is your lifetime guarantee of workmanship.



Halfdan Hansen, Jens' elder son

## Hold the World's Most Famous Ring

Of all the jewellers in the world, Peter Jackson chose Jens Hansen to make The One Ring for the Lord of the Rings and The Hobbit movies.

Visit our Nelson studio workshop to hear the story behind the making of The One Ring, and buy your own ring from its original designers and creators. We sell the most accurate and authentic officially licensed replicas available anywhere in the world.

## Jens Hansen's Distinctive Style

As an artist and a sculptor, Jens' hand-forged jewellery designs are easily recognised and crafted to last.

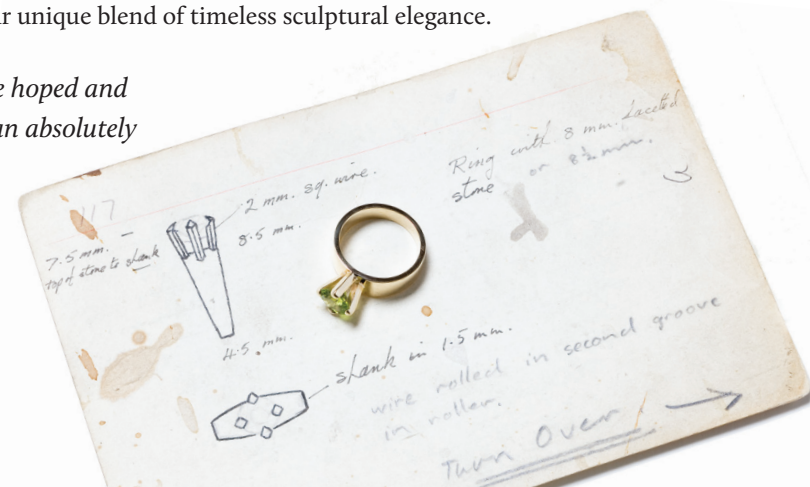
Art historians say that he successfully transformed his European goldsmithing heritage into a native one by responding to the landscape and environment of New Zealand. His larger than life personality is reflected in the bold clean lines and 'sensuous strength' of his designs. These designs have the distinctive 'Jens Hansen style'.

Jens' work is highly regarded nationally and internationally; he is in the Marquis Who's Who and has designs in the permanent collection of the Museum of New Zealand, Te Papa Tongarewa.

From our intimate Nelson studio workshop, we continue to make jewellery for people from all over the world who love our unique blend of timeless sculptural elegance.

*"Gorgeous, and even better than we hoped and expected. You and your team did an absolutely fantastic job."*

FRANCK HANSELMAN  
Operations Director, CIRQUE DU SOLEIL.



## Jens Hansen's Legacy

Jens Hansen passed away in 1999, but his legacy lives on in the hands of our internationally experienced artisan jewellers.

Today, there is more than One reason to visit Jens Hansen. Hundreds of hand-forged pieces of jewellery are waiting in the studio workshop for you to try on. Choose dress or diamond rings, necklaces, earrings, bracelets or cufflinks from the Jens Hansen Classic or Legacy ranges, or have your own unique piece custom-made.

*"The quality was exemplary and shined with workmanship...my girlfriend was in ecstasy when I proposed to her with the ring!!!"*

DR CIARÁN O'KEEFFE, UK Forensic psychologist, TV's 'Most Haunted'



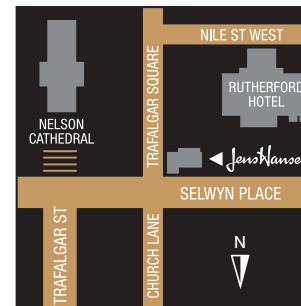
## The Diamond Experts

Jens Hansen specialises in diamonds. Traditional and modern jewellery techniques are combined to create your unique engagement and wedding rings - statements of your individuality as a couple.

We are the first New Zealand jewellers to offer the Signature 74™ diamond, which has 25% more facets than a regular diamond. Come see the Signature 74™ diamond's amazing sparkle, exclusively at Jens Hansen.

## Buy Exclusively at Jens Hansen

You can only buy Jens Hansen jewellery from Jens Hansen. We look forward to you visiting our Nelson studio workshop or website soon. International shipping is available for all purchases, including custom orders, and is fully insured and tax free.



### Nelson Studio Workshop

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