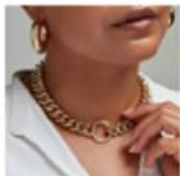


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ever & ivy



What does the name Ever & Ivy mean?

The name is a symbolic expression of what the brand stands for. For example, the word "Ever" is a nod to the everlasting connection we feel to the jewelry we love and choose for ourselves. It celebrates all the moments of our lives — from milestone events to everyday wear. We design this collection to reflect that expression of life. We added the word "Ivy" to communicate our commitment to eco-conscious and fair trade practices. It's an homage to the fact that our jewelry is produced by craftspeople and manufacturers who adhere to higher standards and a specific "green" mindfulness.



Your designs look like they are made with real gold. What inspired you to design in this color and using this material?

I am so happy you noticed the color of our jewelry! We have worked very hard to provide superior quality fashion jewelry that is long-wearing and virtually indistinguishable from solid gold. We use a thick coating of 14K gold or rhodium plating in our designs and the color really is exceptional. We insisted on matching it to the true color of 14K and real rhodium. And we could only do this by having our pieces plated in the USA to very high standards.

I have always loved bold, substantial pieces of jewelry and am such a fan of high-end fine gold. But, of course, the price to get a quality signature piece is very high. So I wanted to design jewelry that could be worn with confidence, that would look like solid gold, and easily stand alone as a statement or layer with other gold pieces — without looking like an imitation.

Where are your products made and how do you work to ensure the best possible quality?

We have set high standards for our suppliers and the materials we use. We have combed the globe to select the finest craftspeople and to make sure that the facilities where they create our jewelry have been audited for fair trade practices and proudly bear the distinctions of the industry. There are elements of our pieces that are crafted in Europe and Asia, but each piece is designed by us in Canada and assembled and finished in the United States. We are dedicated to making pieces that will be cherished for a lifetime. Distinctions include:

- RJC Certified
- Renewable energy and recycling practices
- National Association of Manufacturers membership
- NSAI Certified
- MJSA affiliation
- Jewelers Vigilance Committee affiliation

It looks like you have fun selecting names for your pieces. Where does that inspiration come from and what are some of your favorite picks for Mother's Day gifting?

We do have fun naming our jewelry! Our inspiration comes from understanding that everyone has many facets to their life, all of which make them who they are. From shifting moods to special moments to milestone occasions, we want each person to be able to express who they are and how they feel by selecting pieces that reflect those desires and aspirations.

Wearing our jewelry speaks volumes without ever having to say a word. I honestly believe that any of our styles are appropriate for Mother's Day gift-giving. Ever & Ivy celebrates all that you are and the styles have been named to reflect that because "Every Piece is a Piece of You." **AE**



Ever & Ivy The Queen of Me 2022

top

Ever & Ivy She Did It Again \$295

Ever & Ivy Absolutely Stunning \$295

middle

Ever & Ivy Double Chain \$295

Ever & Ivy Hobbies for us \$295

Ever & Ivy Cool Your My Eyes \$295

bottom

Ever and Ivy "My Favorite" \$295

\$295

MOTHER'S DAY GIFT GUIDE