



LONDON

DIAMOND & EMERALD FINE JEWELLERY

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# INTRODUCTION

London Diamond and Emerald Fine Jewellery is a City of London-based jewellery company that takes pride in providing clients with sustainably sourced and beautifully crafted jewellery.

All of our pieces are handmade, hallmarked, and crafted to suit your wishes.

As proud members of the Responsible Jewellery Council and the National Association of Jewellers, we have the expertise to make jewellery that is both elegant and ethical.

We draw on the knowledge, skills and experience of our team to engage with our customers in a professional and consultative manner in order to deliver the highest standards of service and aftercare.

[www.londonde.com](http://www.londonde.com)



# ABOUT US



Phil Spencer  
FOUNDER AND MANAGING DIRECTOR

I founded London DE in 2013 from a life long passion for gemstones and jewellery and a desire to build a sustainable, ethically focused business from the ground up.

Over the past 8 years we have won multiple business and industry awards and grown apace, opening offices in Bogotá and Dubai.

Our unique mine-to-market approach ensures the ethical integrity of the end product whilst increasing the value of money we can deliver.

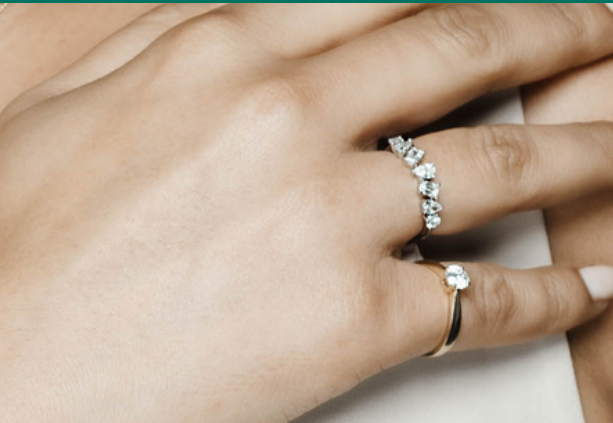
"It's my promise that every London DE piece of jewellery is responsibly sourced and beautifully crafted."

A handwritten signature in black ink, appearing to read 'Phil Spencer', with a long, sweeping underline that extends to the right.

Phil Spencer  
FOUNDER AND MANAGING DIRECTOR



# 2023 LOOKBOOK



Explore our most coveted diamond and emerald jewellery, as well as our signature engagement rings and excellent present possibilities.

At London DE, we responsibly source gemstones and hand-finish each piece in our Hatton Garden studio to make breathtaking fine jewellery that you will love and treasure forever.







# EMERALDS

Colombian Emerald Gold Ring

£2690



Faceted Colombian Emerald Studs

£10700



Gold Colombian Emerald Ring

£3000



Faceted Colombian Emerald Pendant

£2100



Tear Cut Emerald Ring

£2140



Illuminating Colombian Emerald Ring

£3500



Trapiche Colombian Emerald Pendant

£2000



Cabochon Cut Emerald Studs

£1260







# GIFTS

Rough Emerald Gold Pendant

£1110



Rough Emerald Gold Pendant

£730



Oval Cabochon Emerald Studs

£1620



Cabochon Colombian Emerald Ring

£2680



Trillion Cut Emerald and Diamond Necklace

£10700



Bespoke Square Cut Diamond Tennis Bracelet

£2400



Diamond Channel Set Eternity Ring

£4900



Emerald and Baguette Diamond Engagement Ring

£9500





# DIAMONDS

Diamond Halo Pendant

£3400



Rose Gold Pear Fancy Pink  
Diamond Ring

£4000



Diamond Hoop Earrings

£1000



Diamond Full Eternity Ring

£4000



Diamond Trilogy Ring

£2970



Round Ruby and Diamond Earrings

£1335



Ruby and Diamond Halo Ring

£4800



Diamond Rubover Set Tennis Bracelet

£5000





# ENGAGEMENT RINGS

Diamond Full Eternity Ring

£4000



Aquamarine and Diamond Ring

£1995



Ceylon Sapphire and Diamond Halo Ring

£4800



Princess Cut Diamond Pave Ring

£1000



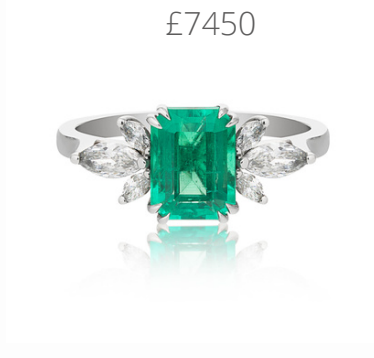
Cushion Ruby and Diamond Ring

£1200



Flowering Emerald and Diamond Ring

£7450



Bespoke Diamond Solitaire Ring

£4800



Diamond Halo Engagement Ring

£11960



# ETHICS AND ENVIRONMENT



We carefully monitor the entire length of our supply chain and only work with partners who have a detailed policy relating to their own supply chains. As proud members of the Responsible Jewellery Council and the National Association of Jewellers, we work hard to ensure that we operate in an ethical and considerate fashion.

We have paperless offices and we have taken steps to minimise our carbon footprint by working with local businesses and workshops in London to minimise journey distance. Where possible, we produce our finished products as close to source as possible.

We operate a workshop in Bogotá, Colombia, employing local craftspeople on a fair and equitable basis.





## BESPOKE JEWELLERY

Whether it's a bespoke engagement ring, bespoke wedding rings, or a handmade piece of jewellery to mark a special occasion. Bespoke jewellery is timeless, romantic and often passed down for generations to come.

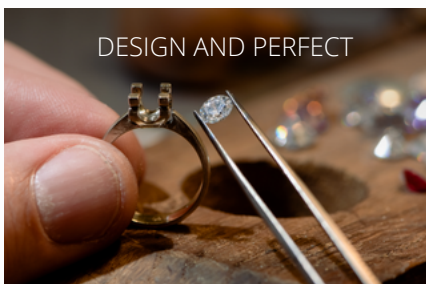
1



DISCUSS YOUR IDEAS

It all begins with your initial inspiration! Many people look for ideas on social media and online, giving them a starting point. We can then produce an initial quotation from this, tailored to your individual budget and requirements.

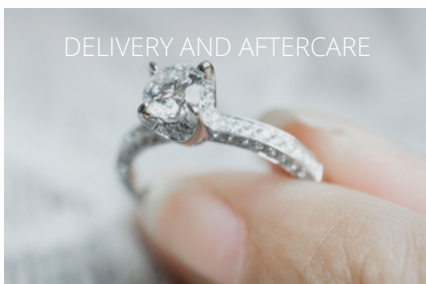
2



DESIGN AND PERFECT

Once we have agreed an initial outline, we will set to work on the detailed design of your piece. We will work with you to fine tune your initial ideas, in the form of CAD (Computer Aided Designs) of the finished item. We can spend as long as you wish on this stage and we do not proceed until you are entirely ready. It is at this point that we take a deposit and commence the creation of your jewellery.

3



DELIVERY AND AFTERCARE

This is where you can relax and leave the hard work to our specialist craftspeople! This stage typically takes around 3-4 weeks, after which your jewellery will be securely delivered to your chosen address. We offer unparalleled aftercare, including a lifetime guarantee, free resizing, and polishing.

## BESPOKE JEWELLERY

Designing a bespoke jewellery piece is highly personal and inimitable, giving you the freedom to transform your dreams and ideas into real heirloom pieces you'll treasure forever.

Whether you're looking for a bespoke engagement ring or a piece of heirloom jewellery, with our 5-star rating and unrivalled expertise in crafting responsibly sourced and beautifully crafted jewellery, you can be confident we will bring your unique vision to life.

When you craft a piece of bespoke handmade jewellery at London DE you'll have the freedom to choose any metal, diamond or gemstone you desire in any combination and it can be engraved and set in any way you wish.

Choose from an in-person consultation at our Hatton Garden Studio or opt for a virtual appointment.



Booking an appointment is quick, easy and completely free of charge.

Book your free bespoke consultation, today!

Scan the QR below



# COLOMBIAN GEMSTONES

Some of the oldest natural emeralds are nearly 3 billion years old, and for centuries they've remained one of nature's most sought-after gemstones.

At London DE we hand source the finest Colombian emeralds through our own subsidiary in Bogotá, Colombia, where the most desired emeralds are harvested.



Colombia produces the majority of the world's fine emeralds and is widely regarded as the country of origin for the finest specimen.

Our Colombian subsidiary, London DE SAS, is based in the heart of the emerald district of Bogotá to ensure we're buying our stones and materials from the top of the supply chain and know exactly where our materials are sourced from.



This arrangement enables us to ensure the ethical integrity of our entire supply-line, whilst also cutting out the middlemen and reducing the cost of manufacture.

This means that we can deliver gemstones and jewellery at a price well below that of traditional high street retailers whilst ensuring that we employ local craftspeople on a fair and equitable basis.

# Responsibly Sourced, Beautifully Crafted

## COLOMBIAN TOUR

Our Colombian team in Bogotá, Colombia are delighted to offer a unique in-person experience to witness emeralds being transported from mine to market.

When visiting, you'll learn all about precious stones and their history in Colombia and why they are loved around the world.



### WHAT TO EXPECT

Learn all about precious stones at the famous Emerald Museum in Bogotá's centre, before taking a stroll down Emerald Street to witness the city's most remarkable graffiti murals.

After that, hear about the history of emeralds and their use in the wonderfully constructed monstrances. then visit the bustling picturesque Rosario square and experience informal Colombian emerald trade selling first-hand.

At the end of the tour head to the Emerald Trade Centre to learn how to identify emeralds, before enjoying a Colombian coffee at the London DE workshop.

<u>Ticket type</u>	<u>Prices</u>
Single	50\$
Couple	90\$
Family plan (4 - 5 person)	100\$
Group Booking (5-10) persons	35\$ per person



# OUR CUSTOMERS



I RECENTLY USED LONDON DE TO HELP FIND THE PERFECT RING. THE SERVICE AND EXPERIENCE WAS FAULTLESS, AND THE END RESULT MATCHED MY HIGH EXPECTATIONS.

- Jimmy



IF THERE WAS AN OPTION TO GIVE 10+ STARS TO LONDON DE. I WOULD!

- Asmaa Begum



TOBIAS AT LONDON DE PROVIDED US EXCEPTIONAL SERVICE, ADVICE AND AN AMAZING GREEN SAPPHIRE ENGAGEMENT RING. WE WOULD HIGHLY RECOMMEND THEM!

-Mit



I RECENTLY PURCHASED AN ENGAGEMENT RING FROM LONDON DE. TOBIAS WAS EXTREMELY HELPFUL AND PATIENT THROUGHOUT THE ENTIRE PROCESS, WITH THE END PRODUCT FAR EXCEEDING MY EXPECTATIONS.

- John



THE SERVICE I RECEIVED FROM LONDON DE WAS FIRST RATE. THEY CREATED A BESPOKE ETERNITY BAND FOR MY WIFE. THE FINISHED PRODUCT WAS PERFECT.

-Blair Bidmead



I HAD AN EXCELLENT EXPERIENCE WITH LONDON DE. THEY HAD A WIDE SELECTION OF JEWELS AND AT NO POINT DID I FEEL THAT THE SALES PROCESS WAS PUSHY. THE END PRODUCT WAS FANTASTIC AND I WOULD HIGHLY RECOMMEND.

-James

Responsibly Sourced, Beautifully Crafted

## CONTACT US



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United Arab Emirates

### COLOMBIA

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Bogotá DC  
Colombia

