SWALES

DIAMONDS & FINE JEWELLERY

Caring for Your Swales Jewellery

Made to be worn. Made to be loved. Made to last.

A GUIDE TO AFTERCARE

WELCOME

A Lifetime of Care

Thank you for choosing Swales.

Your piece was chosen, or created, to be worn and enjoyed: on ordinary Tuesdays as much as on the days you will always remember. It was never meant to be kept in a drawer.

Fine jewellery is made to last, though it isn't indestructible. Precious metals, diamonds and gemstones are each affected in their own way by everyday wear: by knocks, pressure, chemicals and time.

Please don't let that make you nervous about wearing it. A little care, and the odd visit to see us, really is all it takes to keep your jewellery looking the way it did on the day you first put it on.

Everything in here is just what we'd tell you across the counter, written down so you have it to hand.

A little care makes a lifetime of difference.

CONTENTS

In This Guide

WEARING & EVERYDAY CARE

When to Take It Off 03

Diamonds 04

Coloured Gemstones 05

Precious Metals 06

KEEPING IT LOOKING ITS BEST

Looking After Your Setting 07

Keeping It Clean 08

Safe Storage 09

PEACE OF MIND

Your Swales Jewellery Health Check 10

Protecting Your Jewellery 11

A Lifetime of Aftercare 12

When to Take It Off

We know how tempting it is never to take off a piece you love, particularly an engagement or wedding ring. There are a few moments, though, when your jewellery is safer set aside.

- Sleeping
- Sports
- Exercising or going to the gym
- Heavy lifting
- Cleaning, gardening or DIY
- Swimming, hot tubs, showering or bathing
- Applying lotions, tanning products, perfume or beauty products

WORTH KNOWING

Everyday pressure works gradually. A ring can alter in shape over months of wear without a single memorable knock, and even platinum will bend or deform when enough pressure is applied.

Diamonds

Diamond is the hardest naturally occurring material, which makes it exceptionally resistant to scratching. Hardness, however, is not the same as indestructibility.

Like any gemstone, a diamond can chip or fracture if it is subjected to a significant impact, most often at an exposed edge, point or corner.

PLEASE DO BRING IT IN

If your diamond receives a significant knock, we recommend having both the stone and its setting checked, even if everything appears to be perfectly fine.

Coloured Gemstones

Every gemstone is different.

Sapphires and rubies are relatively durable. Others, such as emeralds, opals and pearls, require considerably more care.

Treatments applied to certain gemstones can also change the safest method of cleaning them.

ASK US FIRST

Please ask us for care advice specific to your gemstone rather than assuming that a method suitable for diamonds will suit everything. We will always be happy to advise you.

Precious Metals

Every precious metal wears in its own way. None of the following is a fault. It is simply the character a piece takes on as it is worn.

PLATINUM

Naturally white and extremely durable. With everyday wear, small scratches and surface marks develop into a soft natural patina. Although strong, platinum can still bend or change shape under sufficient pressure, and can be professionally refinished whenever required.

WHITE GOLD

Typically finished with a layer of rhodium to give its bright white appearance. With everyday wear this finish gradually wears away, revealing the slightly warmer natural colour of the white gold beneath. This is completely normal: your jewellery can be professionally polished and re-rhodium plated when required.

YELLOW & ROSE GOLD

Both will naturally develop small scratches and surface marks with everyday wear. As with all precious metals, rings can bend or change shape under sufficient pressure. Your jewellery can be professionally polished and refinished when required.

KEEPING IT LOOKING ITS BEST

Looking After Your Setting

The claws and settings that hold your stones securely in place take the brunt of everyday wear. Over time, claws can wear or become damaged, and the metal around a setting can gradually become thinner.

PLEASE CONTACT US IF YOU NOTICE

- A stone moving or rattling
- A claw catching on clothing
- A change in the shape of your ring
- Damage following a knock or impact

If you are ever unsure, we would much rather take a look for you.

Keeping It Clean

Hand cream, soap, oils and cosmetics build up behind gemstones over time and quietly reduce their sparkle.

For many diamond pieces, gentle cleaning at home is all that is needed: one of our ‘Dazzle Stiks’, or warm water with a small amount of mild washing-up liquid and a very soft toothbrush.

Clean gently around and underneath the setting, rinse carefully, then dry with a soft, lint-free cloth.

PLEASE AVOID

Harsh chemicals, bleach and abrasive household cleaning products.

ONE IMPORTANT NOTE

Not every gemstone should be cleaned in the same way. If you are unsure, please ask us first.

We are also very happy to clean your piece professionally for you whenever you are passing.

KEEPING IT LOOKING ITS BEST

Safe Storage

When you are not wearing your jewellery, keep it somewhere safe, dry and secure.

Where possible, store pieces separately, in a jewellery box, their original box or a soft pouch, so that they cannot rub against one another.

Diamonds are extremely hard and can scratch precious metals, other gemstones and even other diamonds, so storing pieces separately helps to prevent unnecessary damage.

TWO PLACES TO AVOID

Loose in handbags or pockets, and anywhere in a bathroom, where jewellery may be exposed to moisture and chemicals, or easily damaged or lost.

PEACE OF MIND

Your Swales Jewellery Health Check

We would like to look after your jewellery long after you have left the showroom.

Please bring your Swales jewellery back to us at least once a year for a complimentary Jewellery Health Check, or sooner if you notice anything at all that concerns you.

We will inspect your piece for signs of wear and check your stones, settings and claws to identify anything that may need attention. Regular inspections catch wear early, before it becomes a more significant problem.

COMPLIMENTARY, EVERY YEAR

Think of it as an MOT for your jewellery.

PEACE OF MIND

Protecting Your Jewellery

We strongly recommend arranging appropriate insurance for valuable jewellery. Your cover should suit circumstances such as accidental damage, loss and theft, according to the terms of your individual policy.

Keep your purchase documentation, certificates and valuation information somewhere safe.

Jewellery values change over time, so it is worth checking periodically that your valuation and level of cover remain appropriate.

HOW WE CAN HELP

We are always happy to assist with valuations and documentation where required, and we recommend TH March as our insurance partner.

PEACE OF MIND

A Lifetime of Aftercare

Your relationship with Swales does not end when you collect your jewellery.

Whether you would like us to check a setting, clean a piece professionally, talk through maintenance, or simply hear that everything is as it should be. Our door is always open.

Your jewellery was made to be worn, enjoyed, and to become part of your story. We will be here to help you look after it along the way.

With our very best wishes,

SWALES DIAMONDS & FINE JEWELLERY