

DESIRE

YOUR GUIDE TO THE WORLD OF BESPOKE JEWELLERY



DIANNE ROWE

P R I V A T E C O L L E C T I O N

WELCOME TO YOUR BESPOKE JOURNEY

Everyone has something inspirational that exists deep within their imagination; something that awakens and stirs a desperate longing and deep desire to exist in a sensory and tangible way.

The whole universe is at your fingertips when you embark on the journey of meticulously designed and flawlessly handcrafted bespoke jewellery. No two pieces are the same, just as you uniquely exist within the universe.

I am so honoured and excited to accompany you during this journey in creating the jewellery of your dreams. I know how hard it can sometimes be to articulate what is in your heart and mind, so here is a small gift from me to you.

Within this booklet you will find prompts and guidance to help you begin your creative design journey. If you'd like to talk about any aspects of your design, please contact me via email: info@rowecollection.com.au

Let's make some magic.



Dianne Rowe



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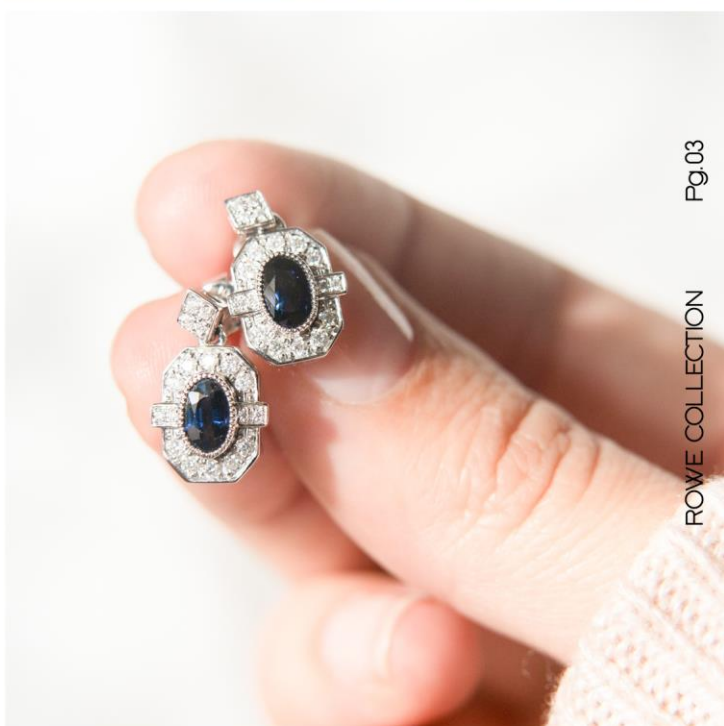
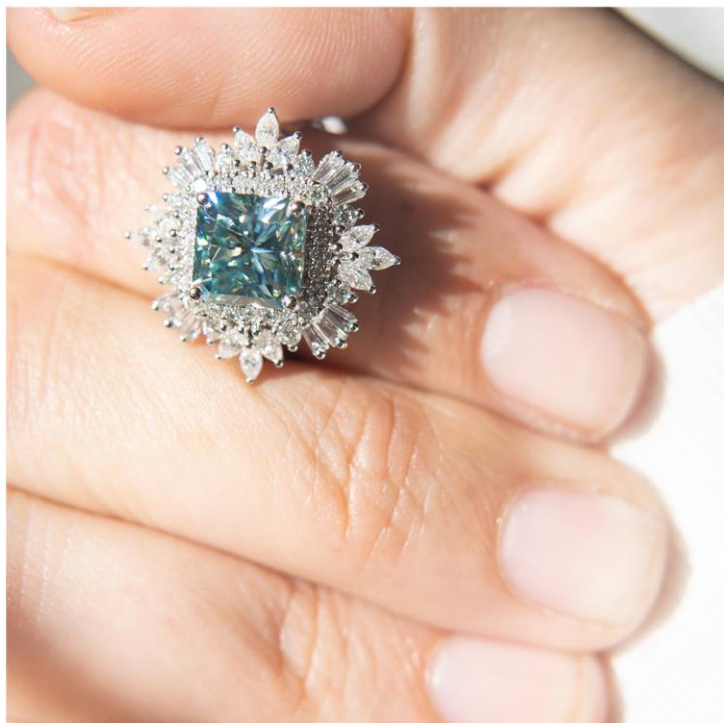
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IT'S ALL ABOUT YOU!

WE'RE SO FUSSY ABOUT THE JEWELLERY WE WEAR BECAUSE IT'S A REFLECTION OF WHO WE ARE AS A PERSON. THE SKY IS THE LIMIT WHEN EMBARKING ON YOUR BESPOKE JOURNEY, SO HERE ARE SOME PROMPTS TO GUIDE YOU THROUGH THE DESIGN PROCESS.

Traditional

There's a familiar comfort within convention. You live a life that is authentic and wholesome which is inspiring to others.



- Clear gemstones
- Solitaire setting
- Brilliant round or oval gemstones
- Halo accent stones

Minimalist

When less is more. Your mind, soul and life are free from distraction which allows you to be present in the moment.



- Clear or coloured gemstones
- Solitaire setting
- Brilliant round, oval, marquise, radiant, princess or asscher shapes

Modern

The world is an ever changing place. You're always at the forefront, expectantly waiting for the new and exciting.



- Mixed size, shape and coloured gemstones
- Cluster setting
- Split shank

Vintage

When dreams of yesteryear and simpler times fill your heart with longing and desire.



- Pear, emerald and baguette shaped gemstones
- Halo accent stones
- Milgrain detailing

Unique

Nobody can pigeonhole you! Labels cannot define you, and you enjoy being somebody who colours outside of the lines.



- Unique gemstones (opals & pearls)
- Cluster settings
- Uniquely shaped halos
- Double or triple prongs

Romantic

Hopelessly in love with love. No matter what your love language, you share it with passion.



- Dreamy pink and blue stones
- Delicate halos
- Milgrain detailing
- Double prongs

Bold

You are unafraid to take risks and understand that greatness often starts with a leap of faith.



- Giant solitaire setting
- Uniquely shaped stones
- Bold coloured gemstones
- Eternity settings

Bohemian

You are the personification of freedom. The expansive universe calls, and you answer. Wanderlust lives in your veins.



- Pastel gemstone colours
- Rose gold setting
- Double prongs
- Delicate accent stones

Gracious

Gentleness, humility, empathy and beauty are at your core. People think of you as delicate and dreamy.



- Colourless gemstones
- Delicate sized gemstones
- Simple settings
- Milgrain detailing

Insightful

When life is uncertain, people turn to you for guidance. Seeing the 'bigger picture' comes easily to you. You love to help.



- Delicate solitaire settings
- Symmetrical shaped designs
- Split shank with pave set accent stones

Independent

When you feel something needs to happen, you make it happen. You walk your own path and work hard to open every door of opportunity.



- Statement solitaire
- Double centre stones
- Unique halo
- Bold coloured gemstones

Inquisitive

The world is full of knowledge, and you want it all. You're fascinated with how things work. You love reading and learning from others.



- Symmetrical designs
- Mixed coloured gemstones
- Mixed coloured gold setting
- Delicate accent stones

Assertive

A natural born leader. You easily fall into professional roles of power, and find yourself unafraid to take charge in your personal life.



- Large statement centre stones
- Split shank
- Multiple prongs
- Mixed gold setting

Daring

Life is boring when you're sitting still. You love the thrill of the unknown and relish new experiences born of trying something new.



- Double feature stones
- Bold gemstone colours
- Cluster settings
- Unique shaped halo / accent stones

Selfless

When others think of you, your giving and selfless nature is at the forefront of their minds. You are happiest when helping others and enjoy being the light in other people's lives.



- Delicate settings
- Small accent stones
- Colourless centre stones

Outgoing

You're a social butterfly. Meeting new people recharges your batteries. You bring big energy into people's lives and inspire them to be better versions of themselves.



- Large centre stones
- Delicate halos
- Double prongs
- Split shank

THE RIGHT STONES

When you envision the jewellery of your dreams, you probably imagine a spectacular gemstone at the heart of your design. Sometimes it's the colours you're drawn to, like the classic blue of a sapphire, the dreamy pinks of a morganite or the scintillating beauty of a colourless diamond. Sometimes it's the shape, like a breathtaking brilliant round that dazzles in the sunlight, the charm of a shapely radiant or the uniqueness of a marquise or trillion cut gemstone.

The landscape of choosing the right stone for your masterpiece has been quietly changing across the years. Consumers have cultivated a compassionate wisdom that drives them to make well informed and ethical choices.

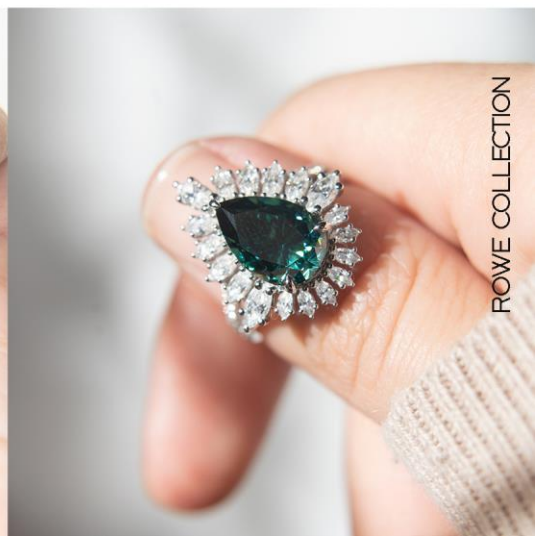
The Rowe Collection procures only the highest quality conflict free, eco-conscious and mining-free stones. These stones are chemically identical to their naturally mined analogues but come free from human rights violations and environmental destruction. We believe there's something so powerful about reinvention, whether it's the self, the soul or the path ahead. This philosophy is extended to stone procurement, as many Rowe Collection designs use meticulously hand selected reclaimed vintage gemstones.

Gemstone Hardness

A harder gemstone will cope better with activities of daily living than something that is softer and therefore more delicate. The international standard used to measure the hardness of a gemstone is the 'Mohs Scale'. This grades stones on their level of hardness, with 1 being the softest and 10 representing the hardest.

We recommend choosing a stone with a hardness equal to or greater than 7 for everyday pieces- gemstones that are softer than 7 can be damaged by dust and particles in the air when cleaning your jewellery.

Gemstone	Hardness (Mohs)
Diamond	10
Moissanite	9.5
Ruby	9
Sapphire	9
Alexandrite	8.5
Topaz	8
Morganite	7.5 - 8
Aquamarine	7.5 - 8
Emerald	7.5 - 8
Amethyst	7
Quartz	7
Peridot	6.5 - 7
Tanzanite	6.5 - 7
Opal	5.5 - 6.5





SHAPES

A super quick guide to the basics of different stone shapes and cut. The stone at the centre of your jewellery should be a reflection of you.



Marquise

A gorgeous elongated eye shape stone with 56 facets. These stones make fingers appear longer and more slender. Marquise gemstones vary in width to length ratios. Choose a shape that most appeals to your desires. Symmetry is important with marquise stones as is ensuring your gemstone has a minimal "bowtie". To protect your gemstone, these cuts are best set with two sturdy prongs at both pointed ends.



Asscher

A square shaped stone with trimmed corners that boasts 58 facets. These gemstones have a smaller table to their emerald cut counterparts with an increased number of layered facets. Gemstones with this cut will not mask any flaws in colour, so invest in a stone with a high colour grading.



Radiant

A square or rectangular shaped stone with 70 facets and trimmed corners. As the name suggests, these stones are cut for their dazzling ability to refract light. Stone shapes may vary in length and width ratios, so choose a stone that appeals to you. If you're looking for a gemstone with both brilliance and fire, this is for you. Flaws and inclusions are easily hidden with this cut of gemstone.



Heart

A unique shape with 56 - 58 facets that is universally regarded as the symbol of love. Gemstones cut to this shape should be symmetrical with a distinct point. Due to the unique shape of these cuts, it is advisable to invest in a larger sized gemstone so there is no loss of any fine detail.



Baguette

A rectangular or trapezium shaped cut with 24 facets with long, parallel lines and splendid clarity. Baguettes make for dreamy side accent stones or a truly unique centre stone. Invest in a stone with minimal inclusions, as the clarity of these cuts is truly exceptional.



Trillion

An absolute showstopper of a shape. These stones are triangular in appearance and have an astonishing brilliance and exquisitely deep fire. The edges are best protected with prongs or a bezel set.

SHAPES



Round Brilliant

Each stone has a total of 57 facets, with 33 on the crown and 25 on the pavillion. These stones are cut to enhance the refraction of white light and enhance the natural stone's dazzling sparkle - they have the most fire and brilliance of any cut.



Oval

A unique elongated round shape which can make the hand and fingers appear slimmer. Oval stones have a unique and complex structure, so no two stones are ever the same. Beauty is in the eye of the beholder.



Cushion

A square or rectangular shaped gemstone with round edges and layered facets. These cuts create a stone that beams with fire as each stone is crafted for clarity and lustre. Imperfections are easily seen, so we recommend investing in an inclusion free and colourless stone.



Princess

A fancy cut gemstone that is square or rectangular in shape with pointed corners. These stones have a greater brilliance and fire dispersion than other similarly shaped gemstones. Cutting a princess shape is a specialised craft, and as such no two stones will ever be the same.



Pear

A distinct shape with one rounded side that narrows to a distinct point. Symmetry is paramount with this style of stone to ensure light shimmers evenly. The length to width ratio is up to personal choice and will change the entire look of your jewellery. Inclusions are hidden well, but look for a stone that minimises the "bowtie" at the centre of the stone.



Emerald

Stones that are typically square or rectangular in shape that are cut with a technique traditionally used for emeralds. Shape and ratio is up to personal taste. These stones have a large table surface with abundant reflections through its long lines. Inclusions are more noticable with these cuts so select a stone with minimal inclusions.



GOLD, GOLD, GOLD

Colour

Gold generally comes in three colours: White Gold, Yellow Gold and Rose Gold. Choosing which colour is right for you is a case of personal preference. The old wife's tale goes that White Gold looks luxurious on you beauties with cooler skin undertones (pink & blue bases), and Yellow Gold looks delicious and earthy on you lovelies with warmer undertones (yellows & greens).

So how do you tell what skin undertones you have? Try the following:

- If you have fair skin and burn easily in the sunshine instead of tan, you've probably got a cool base. Take a look at the veins on the inside of your wrist. You'll probably notice they're a cool blue in colour.

- If you have olive or darker skin that tans in the sunshine, you've probably got a warm base. Take a look at the veins on the inside of your wrist. They'll probably be a green-ish colour.

You could very well be a mix of both of these undertones! In this case, you've hit the jackpot because White and Yellow Gold jewellery will look lush on you. Rose Gold seems to be hit and miss!

The best method is to go and try on each of these colours to see what works best for your skin tones.

Purity

24k gold refers to gold that exists in its purest form. It's so delicate and soft that you can manipulate it with your bare hands!

The gold that's used to make jewellery is an alloy. This means that pure gold is mixed with other metals to make a compound that is strong enough to withstand the rigours of daily life. These alloys have different purities of gold. The percentage of gold is measured by how many parts out of 24 parts total is gold.

The more gold in the alloy, the softer the metal. This is important to note when designing your jewellery. At Dianne Rowe Private Collection, we've decided that the sweet spot for durability, colour and purity is 14k. 58.3% of your ring will be gold whilst being strong enough to withstand actively enjoying life. Stronger settings equal secure gemstones and less wear and tear for everyday pieces.

White gold is special in the fact that it requires an outer seal to keep it looking lustrous and fabulous. White gold is plated with rhodium, and needs to be re-plated every 6 - 12 months depending on daily wear.

Yellow and rose gold do not require rhodium plating, they've already got a beautifully sealed outer edge.



THE SETTING

The setting of your jewellery is just as important as choosing the right stones to feature at the centre of your masterpiece. A well designed and carefully constructed setting will protect and accent your gemstones.

Prong setting

Your gemstone will be set amongst a basket of prongs that keep your stones safe and secure. The more prongs used, the more secure the gemstone. The visible ends of the prongs can be crafted into different shaped ranging from round, oval, pointed, chevron or flat. Most gemstone shapes can be set with prongs. Settings of this nature allows increased movement of light which will allow your gemstone to really sparkle!

Bezel setting

Your gemstone will have a metal rim set to precisely encircle the sides, extending slightly above the face. This rim can stretch around portions of your gemstone as a semi-bezel or half-bezel. These settings are best suited to round and oval gemstones as setting angular shaped stones is a laborious process. Bezel setting offer secure protection for those living active lifestyles.

Pave setting

Smaller gemstones are set level with the surface of the metal and protected by small beads of metal. The resulting look is that of a sparkling paved cobblestone street! These settings can add a dazzling sparkle to your design, but it comes at a cost. Pave settings are delicate and should be treated with the utmost care. Gemstones can become loose when leading an active lifestyle.

Halo setting

As the name suggests, this setting sees a 'halo' of gemstones encircling the featured stone. A halo can be set with prongs which allows increased light to refract through your jewellery. A halo setting can make a smaller gemstone appear larger and is a good consideration if you love all things vintage, or you'd like to utilise your design budget wisely. Be mindful that coloured halos may affect the perceived colour of your centre stone.

Milgrain detail

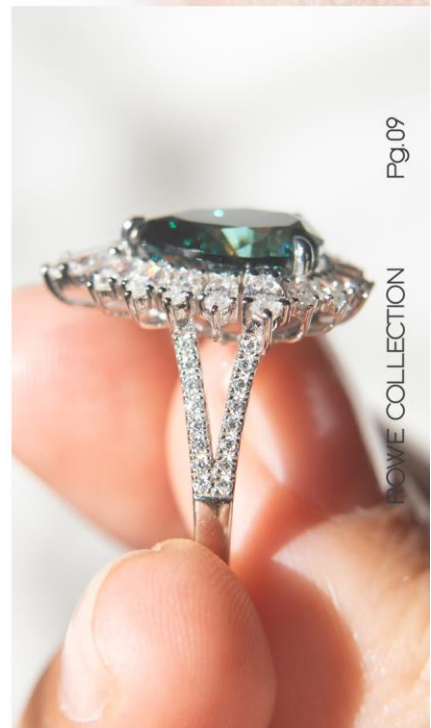
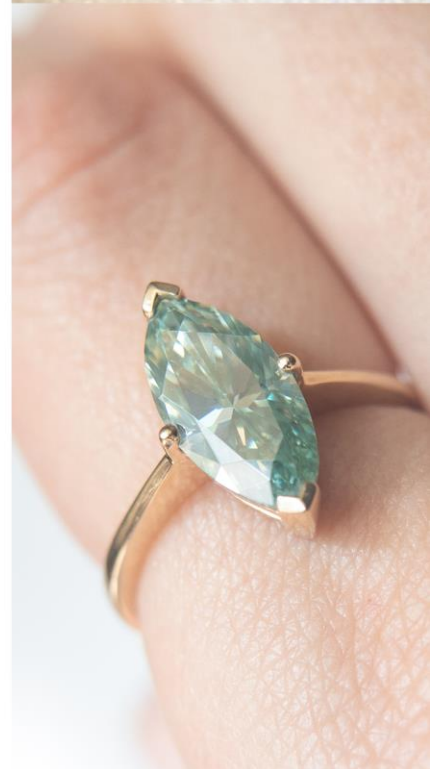
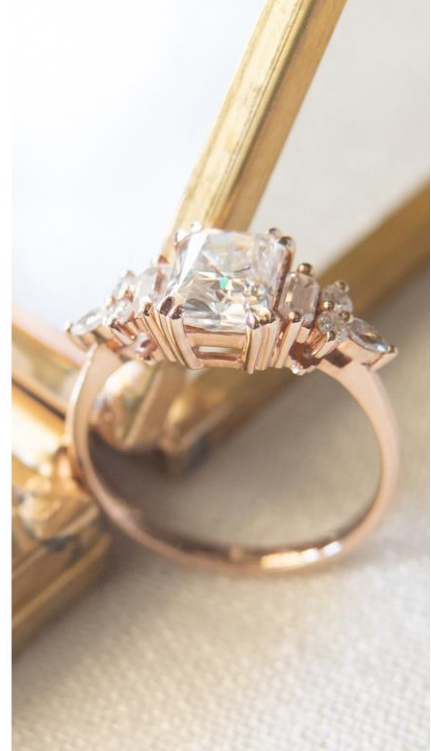
This delicate design feature was characteristic of jewellery crafted during the Art Deco period. Lines of tiny metal beads in differing sizes are used to create a unique texture in modern jewellery designs.

Channel setting

Gemstones sit girdle-to-girdle in a channel created by two tracks of metal. This setting is typically used for small gems with equivalent sizes. Gemstones are well protected but have less ability for light to refract as a prong setting would.

Cathedral setting

Gemstones are mounted with arches above the rest of the setting. This allows increased refraction of light whilst also accentuating the centre gemstone.





THE SETTING

Bar setting

This is a variant of the channel setting. Gemstones are individually set between short strips of gold, like sleepers on a railway track. Bar settings tend to favour gemstones with square cuts; princess, emeralds, baguette and asscher shaped gemstones. Bar settings also work well for brilliant round and oval shaped gemstones. A bar setting will allow the amount of light that enters your jewellery which in turn optimises scintillation and sparkle.

Flush setting

This is a variant of the bezel setting. Gemstones are placed in tapered holes and secured by firmly pressing the surrounding metal around the rim of the stone. The gemstones sit with their crown risen slightly above the metal which allows stones to refract the light. This is a good design feature for those leading active lifestyles.

Tension setting

An intricate setting where the main gemstone is suspended between the band / shank. Gemstones in these settings appear to be floating and are held in place by compression-spring pressure of the opposing pieces of metal. Strong gemstones (Moissanites, Diamonds, Sapphire and Rubies) are suitable for this type of setting given the amount of pressure a gemstone will be under, Resizing these designs in the future is difficult and not advisable. Given the delicate nature of this design, it is not recommended for those leading active lifestyles or everyday wear. Keep these beauties for special occasions.

Gypsy setting

Gemstones are seated flush within the setting, protecting the delicate edges. This is an extremely secure design perfect for everyday wear. This type of setting is not recommended for softer and more delicate stones.

Cluster setting

Gemstones are clustered tightly together in order to look like a larger stone. These settings create lots of unique texture and dimension to your design. These pieces should be treated delicately as to reduce the chances of losing smaller sized gemstones. Beautiful designs for occasional wear.

THE FINISHING TOUCHES

Congratulations! You're ready to bring your vision to life. You've decided on your dream gemstone and design features of the setting that will house it. You're happy with the colour and purity of your chosen precious metal. But how do you select the correct size of ring?!

Choosing your ring size

There are a few different things to consider when selecting your ring size. A large spectrum of variables will mean that your hands will differ in size across the year!

- In the warmer months of the year, your fingers can swell and change your ring size by 1-2 standard sizes! At the other end of the spectrum, cooler temperatures can cause your fingers to de-puff. This means you must give consideration to the time of year that you measure your finger. A design that fits well in the middle of winter may be a tight squeeze in summer.

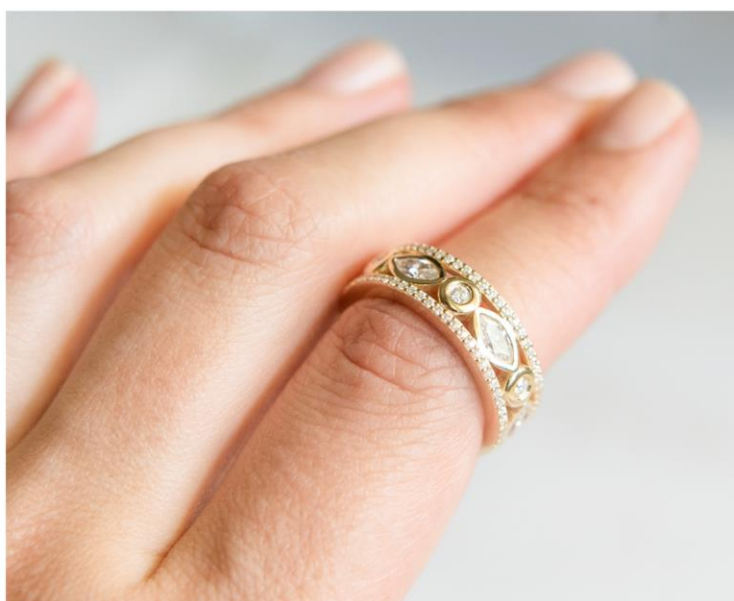
- Fluctuation of weight, changes in health conditions and pregnancy can all cause changes in the size of your fingers. These conditions can increase fluid retention and alter circulation.

- Gold as a metal will expand slightly due to warm weather and body heat.

- The bones of your fingers will play a large part in determining your ring size. A nicely fitting ring will be met with some resistance when putting it on over the knuckles, but sit firmly in a non-constricting way on your finger.

- If you have a large gemstone at the forefront of your ring, be mindful that a well weighted and snugly sized band will stop the gemstone side of your ring from turning to the palm side of your hand whilst going about your daily activities.

Come and take a look at our ring size guide on the next page. Feel free to contact me if you just can't decide what size is right for you. I'm here to help.





DIANNE ROWE

P R I V A T E C O L L E C T I O N

INTERNATIONAL RING SIZE CHART

Circumference (mm)	Diameter (mm)	UK / Australia	USA / Canada
46.8	14.9	H	4
47.4	15.1	H ½	4.25
48.0	15.3	I	4.5
48.7	15.5	J	4.75
49.3	15.7	J ½	5
50.0	15.9	K	5.25
50.6	16.1	K ½	5.5
51.2	16.3	L	5.75
51.9	16.5	L ½	6
52.5	16.7	M	6.25
53.1	16.9	M ½	6.5
53.8	17.1	N	6.75
54.4	17.3	N ½	7
55.1	17.5	O	7.25
55.7	17.7	O ½	7.5
56.3	17.9	P	7.75
57.0	18.1	P ½	8
57.6	18.3	Q	8.25
58.3	18.5	Q ½	8.5
58.9	18.8	R	8.75
59.5	19.0	R ½	9
60.2	19.2	S	9.25
60.8	19.4	S ½	9.5
61.4	19.6	T	9.75
62.1	19.8	T ½	10

Disclaimer: this chart is supplied as a guide only. If you are unsure about your ring size, please contact us before placing your order. We will happily assist you with choosing your correct ring size.



DR

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P R I V A T E C O L L E C T I O N

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