The Dying Art of Handcrafted Contemporary Designer Jewellery

Will Custom Made Jewellery Survive The Onslaught of Mass Produced Jewelleries?

May 24, 2012 - *PRLog* -- Malaga, Spain – The art of handcrafting jewelleries has been suffering with many cheaper and more affordable types of designer jewellery sold in the market today. Many families who are in the trade since the beginning of time and consider this as their family tradition have long since stopped working on jewelleries.

As custom-made designer jewellery is time-consuming, with the attention and details given to it by the jeweller, it is no wonder that these jewelleries are expensive and only a handful can truly afford it. This problem, however, did not deter Manuel Spinosa, the owner of a popular jewellery store, which is continuing his family's tradition of jewellery making in Malaga Spain from displaying his craft to the world.

With 50 years of family history in the jewellery-making industry and from the traditional brick and mortar jewellery store in Tarragona and Malaga, Manuel Spinosa designer jewelleries are now available online. As custom made designer jewelleries are expensive, this option makes it possible for people who are on a budget to purchase their own designer jewellery. Potential clients have the option to choose the gemstone cut, size, type as well as the band material.

"Everybody can buy Manuel Spinosa jewellery. I define it as affordable luxury! I try to have a wide range of prices available. This is to ensure that everybody gets their own quality and luxury jewelleries at an affordable price. We have jewellery made of sterling silver, 18k gold with semi-precious gems as well as diamonds," Manuel Spinosa said.

One sales personnel also said, "We also give them the option to design their own rings or personalize it by engraving special messages on the ring. Some clients only have free time at night. This way they can check on our product and choose what they want. They can then call us to set an appointment, saving them time from waiting."

Is the art of handcrafting jewelleries now a dying tradition? It seems so. However, many traditional jewellers are also fighting back. Unlike mass produced jewelleries, handcrafted designer jewelleries are customized and many jewellers only make a limited quantity of their designs. Other benefits include having warranties for the jewelleries, cleaning services and some.

Potential clients have the benefit of knowing that he or she is the only one who owns a particular collection or set. Quality is also strictly observed and like the diamonds from Manuel Spinosa collection, all diamonds come from the world renowned HRM diamond in Antwerp, Belgium so clients are assured that their diamond designer jewelleries are truly one of a kind.

About the Company:

Manuel Spinosa is a family owned jewellery company and has been in the business since 1958. Currently, the company operates 3 physical stores in Malaga, Spain for walk in clients. The recently launched website http://www.diamondringsdesignerjewellery.com is available for people who want to purchase their designer jewellery from the convenience of their home.

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