

Bradley's Jewellers Creates Limited Edition Gemstone Advent Calendar

The York-based jeweller has developed its debut gemstone advent calendar to inspire its customers to create unique bespoke jewellery.

Independent jewellery retail business, Bradley's Jewellers York, located on Low Petergate, has created a limited-edition advent calendar for Christmas 2022, containing hand-picked precious and semi-precious gemstones. Each of the 24 windows on the calendar opens to reveal a loose gemstone that has been hand-selected by Bradley's Jewellers' owner, Kay Bradley. She has carefully curated a range of gemstones that cover a range of gem species, cuts, colours and sizes, in order to inspire her customers to create unique bespoke jewellery pieces in 2023 and beyond. The advent calendar comes with detailed information about each stone, including whether any treatments have been applied, its size in millimetres, and whether it is a birthstone or alternative birthstone. Examples include tanzanite, opal, emerald and an amethyst. The calendar will conclude with a ruby gemstone.

Other stones in the calendar include tiger's eye, tourmaline, labradorite, garnet, sapphire, moonstone, topaz, blue topaz, carnelian, cultured pearl, jadeite, quartz, lapis lazuli, diamond, citrine, turquoise, peridot, aquamarine, and cubic zirconia, which is the only gemstone simulant in the collection.

Kay Bradley says: "I really wanted to be one of the first retail jewellers in the UK to create a unique gemstone advent calendar for my customers. I have chosen what sits behind each window to show my clients the breadth of gem colours, shapes and cuts that are available to them for bespoke commissions. It was such an exciting process to build this calendar, and I can't wait for people to see what lies behind each door... Christmas Eve is really special!"

The advent calendar is expected to be popular with gemmology enthusiasts in the York area, as well as jewellery lovers who will be invited to transform each stone into a bespoke piece of jewellery at Bradley's Jewellers York in 2023.

Kay continues: "My hope is that my customers will be inspired by this special 'Days of Christmas' calendar and will start imagining a new piece of jewellery with each gemstone. I will be happy to transform each gemstone or multiple stones into a bespoke piece of jewellery,



whether that's a ring, pendant, earrings or a charm for a bracelet. This is an exciting way to get customers involved in the discovery and design process." Just 20 of the debut Bradley's Jewellers advent calendar will be available from November 1, 2022. Each calendar is priced at £395. To pre-order, please contact Bradley's Jewellers York on +44 (01904) 655 235.



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