

stuart moore

www.stuartmoore.com

the stuart moore difference

Karl Lagerfeld, no less, of Chanel recently said. "bling is dead", observing that the design and the fashion world has "entered an era of new modesty", quote.

Others spoke of a return to "understatement", "sustainable luxury", "highest quality materials" and "skilled craftsmanship".

After a decade of over-hyped bling, I can only tell you that all this is music to our ears at stuart moore as for forty years those elements have been our mantra but we just called them 'the stuart moore difference'.

As ever, that difference is made up of the same four intertwined elements. They are:

- the very best materials,
- modern, understated design,
- better craftsmanship,
- and diamonds at great prices.

let's start with the very best materials

As in cooking, if you want a top meal you'd better use only top ingredients and our equivalent of that is very unusual. It is that the platinum and gold we use is twice as hard with twice the tensile strength of the metals used in practically all American jewelery.

You could well be sceptical about that claim and ask, "really?" and "how can this be?".

Let me explain ...

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The normal way of making jewelery is to take grains of metal like little peas and melt them into a mould of whatever piece is wanted, but, no kidding, this method (called casting) reduces both the hardness and the strength of the metal by 50% (see our laboratory reports).

Instead, we buy platinum and gold in cold-rolled bars or sheet like these, forging or even cutting the ring out of them, like this. This method, called fabrication, retains the metal's hardness and tensile strength, allowing us to design and build pieces otherwise impossible.

The next difference is stuart moore specializes in modern, understated design. In fact we've become the largest galleries of such jewelery in the USA.

These days "design" has become another over-hyped word so what different does it mean at stuart moore?

Rather like an art gallery our three locations show my own work and search the world to discover - and show the work - of about 30 top, international designers at any one time. We consider these designers to be the world leaders in whatever current concepts of understated and elegant (even architectural) jewelery should be shown.

All of us at stuart moore are really passionate about quality materials, design and craftsmanship, all the stuff Karl Lagerfeld talked about, following a sort of 21st century version of the Arts & Crafts movement of a hundred years ago.

To work with harder metals and make simpler designs takes the third difference which is the most difficult to find, better craftsmanship.

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As we've noted, the stuart moore collection is fabricated not cast and that requires a much higher level of craftsmanship than normal. For example we never solder anything, we laser-weld our metals, resulting in far stronger pieces with far cleaner finishes.

We combine the ancient hand-work skills of our own in-house master-goldsmiths with the very latest in machine-tool technology to bring you the very best quality pieces the market offers.

And seriously, that claim isn't the usual hype.

We complete the stuart moore difference by selling diamonds at really great prices. We suggest you take a few minutes to view our four videos on this subject. Two of them, "certificates" and "size vs weight", are essential info and could save you serious money.

If you'd like to visit us in person to compare your selected stone with at least three others similar, go to our "introductory Free Hotel Offer."

Thank you.....