

Penchant[®]

DESIGN



The Essential Guide to Jewellery Care



Contents



Jewels were made to be worn, but regular wear without proper care can cause your favourite pieces to lose their lustre and look a little dull – and let's be honest, that's the last thing you want your jewellery to be!

At Pendant Design, we only work with the highest quality, durable metals and gemstones, and each material comes with its own specific set of instructions to keep them looking bright and brand new for longer.

So, to make your life easier, we've put together this handy guide, which covers:

01 Gold

02 Silver

03 Diamonds

04 Gemstones

05 Pearls

06 Do 's & Don'ts

Follow our tips and simple, step-by-step cleaning instructions to ensure no grime will dull your jewellery's shine.

Pendant

24 karat is pure gold, which is naturally bright yellow in colour. However, because it is often too soft for use in everyday jewellery, most pieces are alloyed (mixed with other metals) to make it more durable. 18k gold has a 75% purity, while 14k is at 58.5% and 9k at 37.5%.

At Penchant Design, we use solid gold in yellow, white and rose colours. While yellow and rose gold don't have to be plated, white gold is usually plated with Rhodium, which can wear off over time. We therefore recommend having the plating redone once a year (or whenever it's starting to wear).

Whether yellow, white or rose gold, here's how to make sure it never looks old!

Wear

Gold is a fairly soft metal, which can scratch, dent and damage easily. You should therefore avoid wearing gold jewellery when doing outdoor activities and exercise.

Wash

If your gold jewellery looks like it's losing its shine, simply soak it in some warm, soapy water and then carefully wipe it down with a soft cloth.

Carat vs. Karat

Even though these two terms are pronounced exactly the same, their meanings are very different in the world of jewellery. Carat is a unit of weight used to measure the size of a gemstone, while karat indicates the purity of a metal, especially gold.



At Penchant design, we make use of Sterling Silver and Argentium silver.

STERLING SILVER = 92.5% SILVER + 7.5% COPPER

ARGENTIUM SILVER = 96% SILVER + 4% GERMANIUM

Sterling silver, which is mainly used in our Oxi-Daisy range, naturally oxidises and tarnishes over time, giving it a yellow-brown or a blackish tint. Since this range specifically relies on oxidation to enhance the daisies' appearance, we do not use Rhodium plating. We do, however, use Argentium silver in our other ranges, due to its high level of tarnish resistance and the elimination of firescale (a visible layer of oxides on the surface).

HOW TO STOP YOUR SILVER PIECES FROM LOSING THEIR SHINE

Avoid Water

Sterling silver is sensitive to H₂O, so do not wear your silver pieces when swimming, bathing, showering, washing your hands or doing the dishes.

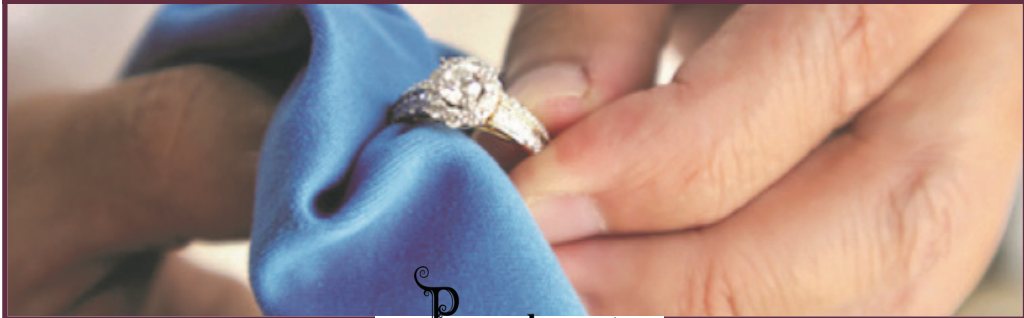


Wearing is Caring

The oils in your skin slow down the oxidation process in sterling silver, so the best way to keep it shiny is to wear it. Pieces that you do not wear often should be wrapped in white tissue paper to reduce the oxidation.

Wipe it down

Both Sterling and Argentium silver can be wiped down with a soft polishing cloth (sold in-store) or with a spectacle/microfibre cloth.



We are proud to be in partnership with the De Beers Group of Companies, as the only authorised Forevermark jeweller in the Franschhoek valley. Penchant Design's high-quality diamonds are ethically sourced and conflict-free, which make them all the more spectacular in our eyes.

DIAMONDS CAN BE FOREVER... WITH PROPER CARE!

Despite their reputation of being the hardest substance known to man, even diamonds aren't indestructible. In fact, improper wear and care can do quite a lot of damage to these precious stones, such as chips and small fractures.

Lotion and oil can also build up at the base of your diamonds, so to make sure your stones retain their sparkle, follow our step-by-step cleaning instructions on page 9.

*A DIAMOND IS A CHUNK OF COAL THAT DID
REALLY WELL UNDER PRESSURE.*

– Henry Kissinger

All of the gemstones use by Penchant Design are genuine mineral stones, that are highly valued for their beauty, longevity, and rarity. Our array of precious and semi-precious stones, including Tanzanite and several Quartz varieties are either used en cabochon or faceted.

Gentle Care for Gems

Even the slightest amount of dirt can make your gemstones appear dull, so it's important to clean your stones at home from time to time. The best way to keep gemstones clean and shiny is by using warm soapy water and a soft brush (as set out on page 9), and remember to avoid chemicals or excessive temperatures.

Did you know?

En cabochon is the fancy French term used to refer to a gemstone that has been shaped and polished, while faceted stones comprise several flat, polished faces that are also known as facets.



Pearls are porous, making them very susceptible to damage caused by water and other substances. To prevent your pearls from losing their lustre, always remember these 6 tips.

PERFUME & PRODUCTS: Pearls are very sensitive to harsh chemicals, including those found in perfume and other cosmetics. If you're wearing a pearl necklace, only spray perfume on your wrists, and if you're wearing a pearl bracelet rather apply perfume to your neck.

Rule of thumb: If you won't put it on a baby's bottom, don't put it on your pearls.

EVERYDAY WEAR: The more often you wear your pearls, the less likely they are to dry out and go dull, so feel free to wear them as often as you like, as long as you remember to gently wipe them with a soft cloth once you take them off.

ANNUAL CHECKS: To make sure that your pearl thread isn't stretched or wearing thin in places, it's best to have them checked once a year, either by yourself, or by a professional.

RINSING: Pearls should never be soaked, as this can cause the delicate silk string to weaken and potentially break. You can, however rinse them by putting them in warm, soapy water for a minute or so and then wiping them down.

LAST ON, FIRST OFF: Since pearls are porous and delicate, the best way to protect them is by making sure they are the last thing you put on before going out and the first thing you take off when you get home.

STRINGING: Silk thread is most often used for stringing pearls, and depending on how often they are worn, pearl necklaces or bracelets are usually restring every 3-5 years.



Do's & Don'ts

Do's

- ✓ *Remove your jewellery when washing your hands or applying perfume, cream and makeup.*
- ✓ *Keep sterling silver wrapped in tissue paper when not worn.*
- ✓ *Have fine scratches on metal polished out by professionals from time to time.*
- ✓ *Store your pearls separately, preferable in a box with a soft surface.*
- ✓ *Get a reputable jeweller to check your precious pieces regularly and make sure the stones and settings are secure.*

Don't

- ✗ *Use harsh chemicals (like bleach) or boiling water on gemstones or metals.*
- ✗ *Spray perfume directly onto any jewellery, especially pearls.*
- ✗ *Wear jewellery while playing sports, swimming, gardening, showering or performing household chores.*
- ✗ *Don't use toothpaste as a jewellery cleaner – this can cause more damage than dirt.*
- ✗ *Store silver for high days and holidays – the more you wear it, the better it looks!*



Did you know?

Hand sanitiser and cream/lotion may cause your stones to temporarily lose their shine, but they won't result in permanent damage.



Cleaning your Jewellery

using basic household items

What you need

- Dishwashing liquid (Sunlight) or glass cleaner (Windolene)
- Boiling water
- Cold water
- Toothbrush* with soft bristles
(children's brushes are ideal)

What you do

- STEP 1* Mix the hot and cold water to a lukewarm temperature and add your preferred cleaning agent.
- STEP 2* Let the jewellery soak for ± 15 minutes. This will allow the soapy water to get into all the small cracks and crannies.
- STEP 3* Remove jewellery from the water one piece at a time, and brush thoroughly (but carefully) with the toothbrush.
- STEP 4* Rinse again in the same water. If the water is too soapy, mix hot and cold water in another container. Do not simply rinse under a cold tap, as the sudden change in temperature may damage the metals or stones.
- STEP 5* Use a clean tissue to carefully dry off all the water, and admire the shine.

** For smaller, more intricate pieces, a small paintbrush will work well.*



TOP TIP

Use sparkling or soda water instead of regular water for a quicker clean, as the carbonation helps to loosen the dirt.

At Penchant Design, we are passionate about creating beautiful pieces and love nothing more than to see our clients enjoying their jewellery year after year.

In addition a complimentary polish and plating on all items bought in-store, we also offer the following services at our flagship store in beautiful Franschhoek:

- Repairs
- Restringing
- Polish & Plating
- Wash and go
- Cleaning
- Resetting

We look forward to welcoming you!



62 Huguenot Road, Franschhoek, 7690

www.penchantdesign.com

info@penchantdesign.com

+27 21 876 3094

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