



AINSWORTH JEWELLERS  
GIFT GUIDE



## WELCOME TO OUR GIFT GUIDE

Last year Ainsworth Jewellers achieved the milestone of 150 years in Blackburn and what a momentous year it was, with life lessons for us all. As we look to ensure we are always with you, we are thrilled to share our plans writing a new chapter in our long history.

On behalf of myself and my father Ken, we are delighted to introduce my wife Helen who has relocated her business and joined us here at the store. She has also become part of the family as finally we were married in June this year, it was indeed a joyous occasion.

In this gift guide you will find details of new collections, stories and collaborations; precious gold and precious gemstones are more significant and appreciated more than ever, we are especially honoured with our unique partnership with the British Asian Jeweller Pure Jewels and their fabulous collection of 22ct Gold Jewellery.

This last year we sadly lost Wendy, a long-standing customer and friend. In her honour and in collaboration with the East Lancashire Hospice we have set up 'Wendy's Legacy' a sensitive service whereby we support all jewellery needs in memory of a loved one.

We hope you enjoy browsing through this brochure and look forward to welcoming you in store soon.

Phil Ainsworth

## MEET MRS PHILIP AINSWORTH

Helen is an award-winning gemmologist, diamond grader and jewellery specialist with more than 20 years' experience in the industry. She entered the world of jewellery as a specialist at an auction house before securing a role at the globally renowned luxury brand, Tiffany & Co. Later, Helen established her own successful retail jewellery business, Green+Benz, which was recognised nationally as an outstanding independent jewellery retailer.

Today, Helen continues to channel her passion for diamonds, gemstones, and fine jewellery, both antique and contemporary, by working as a consultant and speaking globally at conferences, events and for television.



## HELEN DIMMICK BA HONS, FGA, DGA, RJ(MAN) DIP

From engagement to anniversaries, self-purchase or a celebrating a precious moment in time, Helen uses her expertise to ensure the jewellery you take home is not only beautiful, but also a reflection of you.

Helen loves the stories, sentiments, history and romance that can draw us toward jewellery. Her innate warmth, affection and trusted authority, promises to guide her clients through the sometimes bewildering, perhaps daunting prospect of buying jewellery.

Whether choosing diamonds and gemstones, undertaking repairs or remodelling forgotten jewellery lying unworn in a jewellery box, to deciding on a bespoke commission, Helen will help you reveal your own story to find you your perfect, personal piece. To quote Helen "I love people and I love jewellery, my role is bringing the two together"



by **Ntinga**

Create your rainbow everyday



## ROMANCE THE STONES

Gemstones are a celebration of earth's treasures in every colour of the rainbow. Throughout history they are the subject of mythology, astrology, and storytelling. As well as their beauty, today we appreciate their inherent precious qualities more than ever.

Ainsworth Jewellers is renowned for their coloured gemstones. Rubies are Phil's favourite, Helen loves sapphires (her choice of engagement ring), and emeralds are rising in demand. Good sources of quality gems are rarer than ever, and hence are more special to own.

Alongside these are stunning examples of all birthstones including aquamarine, peridot, amethyst, and tanzanite's. The store is now a riot of colour, beauty, and celebration.





# GEMEX

The Raphael Collection



## DIAMONDS - EVERYONE'S BEST FRIEND!

A diamond embodies the ultimate in gemstone properties of rarity, durability and beauty. Long associated as an unending symbol of love, today they are still the primary gemstone for engagement rings and jewellery thanks to their beauty, strength, hardness and sparkle.

As a qualified diamond grader Helen loves sharing her knowledge with our customers. Just as every diamond is unique, so is every person and she loves helping you find your perfect stone. It might just surprise you!

There is also a new story in diamonds. Diamonds can now be grown in a laboratory, at a quality that allows them to be enjoyed in jewellery. This man-made brilliance is also available at Ainsworth Jewellers, where with trusted authority, we will guide you through the options and choices available.





CHELSEA ROCKS LABORATORY GROWN DIAMONDS  
POSSESS ALL THE BRILLIANCE, FIRE & SPARKLE  
OF MINED DIAMONDS, WHILE BEING LIGHTER ON THE  
ENVIRONMENT & YOUR POCKET!

PERFECTLY CREATED

THE MOST PERFECTLY CREATED DIAMOND ON EARTH



[GREENROCKSDIAMONDS.COM](http://GREENROCKSDIAMONDS.COM)



GREENROCKS

CREATED DIAMONDS



# PureJewels by Bhanji Gokaldas

*A British brand with deep eastern roots, PureJewels is devoted to the extraordinary pleasure of jewels and precious metals.*

In 1950s Kenya, Indian jewellery designer and craftsman Bhanji Gokaldas made his name creating beautiful handmade jewellery. In 1975, he was tempted by the bright lights of London and, together with his three sons, he brought their own distinctive sparkle to a new country.

Today, led by Jayant Raniga (Bhanji Gokaldas' grandson, and a 9<sup>th</sup> generation jeweller), PureJewels is a rapidly evolving design-led company with a growing in-house manufacturing focus, specialising in diamonds, precious gems, platinum and gold fine jewellery. The design team at PureJewels take inspiration from the company's historic roots and interpret this into contemporary exotic and beautifully intricate collections.

From the purity of gemstones and gold to a purity of vision and intention, PureJewels embodies its name in multiple facets. Using intelligently-designed details to evoke a connection and embody their own stories, PureJewels take clients on an experiential journey of discovery – spanning cultures, histories, designs, senses and, ultimately, the value within.



# Purejewels

*Experience  
the luxury  
and warmth  
of purity*

[purejewels.com](http://purejewels.com)





Chosen by professionals.

Built and tested like no other watch, so you'll never need to ask, "will it cope?"

Since 1948 Land Rover has been manufacturing authentic vehicles that represent true breadth of capability. In keeping with the new Defender's ability and reductionist approach, this fit-for-duty watch has carefully considered design cues at it's core.

ELLIOT BROWN



LAND ROVER

**BAILEY**  
SHEFFIELD | ENGLAND



Start designing your bracelet today and book your appointment at Ainsworths Jewellers to get the perfect fit!



Stainless steel jewellery invented, designed, manufactured and hand-built in Sheffield.



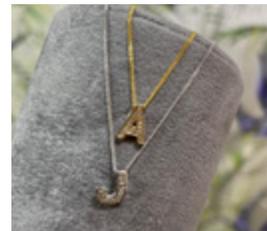


## MAKE IT PERSONAL

Capture the trend for personalisation in jewellery with these gorgeous diamond set initials, can be worn as charms, pendants or even a statement bangle.

Make it your story, link your name with those special to you.

Our very own Caroline at Ainsworth Jewellers loves her diamonds; together with her own initial she wears an S and V, representative of her beautiful daughters Stephanie and Victoria.



**TIVON**  
FINE JEWELLERY  
*United Kingdom*



## ETERNITY RINGS

Eternity and celebration rings mark not just significant anniversaries, but commitment in relationships, self-purchase for meaningful occasions, 'right hand rings' (because you don't need to have just an engagement ring) and even creating new occasions - have you heard the one 'just because?!'

We're sure you're worth it!

These beautiful styles can be worn on their own, or stacked, with your favourite gemstone or birthstone creating your own unique story.





## SENTIMENT AND SYMBOLISM IN JEWELLERY

Throughout the ages jewellery has been chosen to mark sentiment and occasion. Today, there is a revived interest in craftsmanship, adornment and the reassurance of love and friendship as represented by jewellery.

At Ainsworth Jeweller's we reveal the secret, often hidden meanings in the symbolic language of love and sentiment in jewellery, so you can choose or create more personal and meaningful pieces for yourself or a loved one.

Hearts are the ultimate symbol of love, whether romantic, family or friendship. They can be seen pierced, chained, broken, split, anatomically correct and complete. Two hearts surmounted by a bow symbolises intertwined love.

Knots and bows are a simple metaphor, they are easily tied but are stronger than the material from which they are made.

Wings of love offer protection. Stars are associated with awe and wonder, symbolic of divine guidance and protection. They are an enduring symbol of motivation 'reach for the stars' and reward 'you're a star.'



Religious and protective jewellery include crosses and crucifixes as an indication of the commitment to the Christian faith. St Christopher, the patron saint of travellers is commonly worn as a pendant, often carried in a pocket, or placed in vehicles for symbolic protection.

Locketts have evolved from ancient keepsakes, today they are proudly worn on show, or secretly holding treasured mementos, images, and photographs.



# BESPOKE DESIGN

Our bespoke service offers unique engagement rings, custom pendants, personal wristwear and one-off stunning gem rings. All created in our workshop by some of the finest designers and talented craftsmen in the UK.



CHARLES GREEN  
SINCE 1824

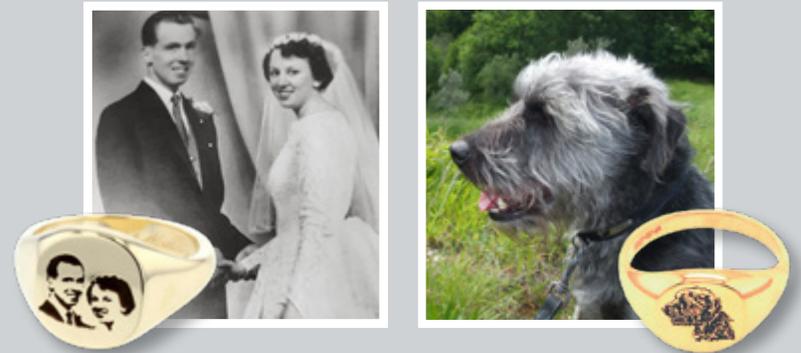
## MEMORIAL JEWELLERY

Recent history has had a momentous impact upon us all. As people we have adorned ourselves since the dawn of time for many reasons. Jewellery represents both significant moments in our lives and significant people who have touched our hearts forever.

Memorial jewellery is a way of honouring a precious life. Last year we were humbled to support a special customer of ours who had sadly lost his wife. The image of this lovely gentleman and his beautiful bride on their wedding day was captured and engraved on this 9ct carat gold signet ring. He was so pleased wanted to share the story with our customers so others may also appreciate the comfort we hope it brings. We were simply honoured to help.

The ring and engraving speaks for itself...

And let's not forget, we also honour our four-legged friends.



## WENDY'S LEGACY IN ASSOCIATION WITH EAST LANCASHIRE HOSPICE

Wendy's Legacy' is a new, sensitive, and unique service that will allow jewellery left behind by loved ones to be treasured forever. Phil and Helen Ainsworth are the jewellers behind the initiative; their network of workshops will be able to resize rings, remodel jewellery, or even create bespoke items.

A 15% profit contribution to the East Lancashire Hospice will be made for all works undertaken or purchases made in memory of a loved one.

### WHY IS IT CALLED WENDY'S LEGACY?

Phil says: "For over 30 years of being in the family business Wendy was not only a customer but became a dear friend. Wendy loved her jewellery, most especially diamonds. After inheriting significant pieces from her parents, she particularly loved remodelling them to her style. Indeed, the pieces she bequeathed have been adapted with her blessing and our support. Together, we agreed this as a fitting memorial and tribute to her."

Helen explains: "We are passionate about both jewellery and people and see our role as bringing the two together," she adds.

"Personally I am motivated by the important role jewellery plays a symbol of love, friendship and the representation of significant moments in our lives."

Wendy's legacy will ensure that the memories embodied by jewellery passed down, are treasured, safeguarded, or given a new lease of life.

For more information visit  
[eastlancshospice.org.uk/wendys-legacy](http://eastlancshospice.org.uk/wendys-legacy)



Helen  
DIMMICK  
UNITING PEOPLE & JEWELLERY

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