“Keep all special thoughts and memories for lifetimes to come. Share these keepsakes with others to inspire hope and build from the past, which can bridge to the future.” – Mattie Stepanek

There is something very special about sitting on the bed with your daughter, opening up your jewellery box, and lovingly going through piece-by-piece, sharing the stories behind each one with her and then letting her try it on.

It is a time when you are able to share treasured memories through the stories behind the jewellery - like the time when you were sitting at your grandmother’s knee as she was getting ready for her ladies auxiliary meeting and she was telling you about her childhood as she fastened the clasp around her elegant single string of pearls. Then there was the time you watched your mother dressing for a black-tie affair, carefully slipping on her exquisite pearl and ruby ring - rubies like delicate petals around the centred pearl, forming an elegant flower. Remembering how excited you felt when you were old enough to appreciate and look after them - the blue radiant cut Topaz that your grandmother brought back from South America, the dramatic chunky oval-cut Citrine, and the smokey grey quartz in a striking marquis cut, which slips so comfortably onto your finger.

While she may never have worn them, finding them too large and bulky, these rings, like your personality, are larger than life, statement pieces that you’re comfortable wearing every day. You know a time will come when you too, will pass these on to your daughter, and you wonder whether she will experience the same pleasure in wearing them, that you have had, or will they languish, un-worn and under-appreciated once more?

For many of us, who are lucky to have pieces we’ve inherited, there is a strong sentimental attachment. While the style of the ring, or the pendant or earrings may not necessarily be to our tastes, it is difficult to think of parting with these precious treasures and the memories that we associate with them. Sometimes though, it feels like a waste, if they simply lie silently in scarlet velvet-cushioned boxes, in safes or hope-chests, simply being passed from generation to generation. In days gone by, pieces like these would have been sold and new pieces, more contemporary, relevant, and appealing, bought with the proceeds.

Today the movement towards remodeling of these familial pieces is gaining momentum and many forgotten gems are experiencing a re-birth in a magnificent bespoke design.

“I give you this to take with you: Nothing remains as it was. If you know this, you can begin again, with pure joy in the uprooting.” – Judith Minty, Letters to My Daughters

Experience a Jenna Clifford Remodeling

Jenna Clifford’s close relationships formed with her clientele lie at the heart of her brand. While the brand was born out of Jenna’s passion for the power of human expression and the art and craftsmanship of jewellery, it is her personal approach to bespoke jewellery design that sets her apart. For Jenna, craftsmanship starts with conversation and connecting on a personal level with her customer. Her ability to put people at ease and encourage them to open up, allows her to infuse each of her handcrafted, bespoke creations with the personality, taste and spirituality of the wearer.

For the past 21 years, Jenna Clifford Designs has taken great care in the remodeling of clients’ sentimental jewellery pieces, breathing into them new life. Heirloom jewellery pieces are set free to bring joy to a new generation, at a fraction of the cost of making up new jewellery. Each bespoke creation is an outgrowth of the fortunate redesign, assembly and resetting of stones from an existing piece of jewellery.

Each Jenna Clifford Remodeling Design is as unique as the individual for whom it is designed and cannot be re-made on request.

For an appraisal and quotation, please contact Jenna Clifford Designs:

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