

## Great-Grandma's Jewelry - Not quite in style

Many people receive jewelry that has been passed down through the family. Most often this jewelry sits in jewelry boxes or cases and are never worn. Why? There are a couple of reasons. Women and men are very particular about their jewelry. If it does not promote the look they are going for, they will not wear it. There is also the fear that they may lose a diamond or other precious gemstone because of the age of the piece of jewelry. By offering mounting services, you provide them with a large collection of settings to choose from to make their heirloom jewelry more tailored to their personal taste and a sense of security in knowing that their diamonds or gemstones are not going to come loose because of age.

You can offer them 14K-18K gold settings. You purchase these settings at wholesale prices and then you may charge the daily gold price. The labor rates for mounting are very low. You can offer mounting for new pieces or old. You do not have to only offer ring [mounting](#), you may also offer earring mounting, pendant mounting, bracelet mounting, even tennis bracelet mounting.

On the other hand, you can purchase settings and gemstones or diamonds separately and mount your own jewelry to be sold. By purchasing your setting and stones separately, you can purchase them wholesale. Whenever you purchase wholesale your profit margin rises.

You can also allow customers to choose their stones and settings separately in order to achieve exactly what they envision. A diamond first-promise ring with his and her birthstones on either side will make that ring personal to that couple. Not to mention how special she will feel that he put so much thought into it.

Customer satisfaction is the bottom line when you are able to offer mounting as a service that you can provide.

## About the Author

AVCI JEWELRY INC. was established in 1994. The Company Founders hold 30 YEARS of experience in the jewelry manufacturing. AVCI worked for years some of New York's biggest [jewelry wholesalers](#), as a Jewelry Contractor, until last year (2007). When most of our customers started doing their job out of country, we decided to do something for our own.

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