

Look After Your Jewellery

A short, free guide.

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WEAR AFTER WEAR.

The one rule

Jewellery goes on last and comes off first.

Last when you are getting ready – after perfume, lotion, hairspray and sunscreen. First when you get home – before washing up, before the shower, before the gym.

Almost every piece of everyday jewellery that dulls, discolours or breaks does so because that one rule was not followed. Nothing else on this page matters as much.

What actually damages jewellery

Water is the main one. Not just swimming – showers, washing up, sweat. Water gets into joints and under coatings and lifts them.

Perfume and lotion contain alcohol and oils that break down finishes. Spraying perfume while wearing a bracelet is the fastest way to ruin it.

Cleaning products are far harsher than anything else on this list. Bleach and dishwashing liquid will strip a finish in a single use.

Other jewellery. Pieces stored loose together scratch each other. This causes more visible damage than anything except water.

Sleep. Bending, catching on bedding, pressure against a mattress. Take bracelets off at night.

Storing it properly

- Dry it before it goes away. A soft cloth, ten seconds.
 - Store pieces separately – small pouches, a divided box, or a soft cloth folded between them.
 - Keep it out of the bathroom. Humidity is constant there.
 - Somewhere dark. Sunlight fades resin, thread and coloured stones.
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Cleaning it

For everyday wristwear, this is all you need:

1. Wipe with a soft, dry cloth after each wear. That is the whole routine.
 2. If it needs more, use a barely damp cloth, then dry it fully straight away.
 3. Never soak it. Never use toothpaste, baking soda, or any household cleaner – these are widely recommended online and they scratch and strip finishes.
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Materials, quickly

Stainless steel — the toughest everyday option. Handles daily wear well. Still keep it out of chlorine and salt water.

Plated and coated metals — the colour sits on the surface, so friction and chemicals are the enemy. Treated well they last years. Treated badly they last weeks.

Resin — light and strong, but it can yellow in direct sunlight and it does not like heat. Keep it out of a hot car and off a sunny windowsill.

Thread and cord — the strongest of these will still weaken when repeatedly wet. Dry it fully if it does get wet.

When something goes wrong

A loose bead, a stretched cord, a clasp that will not sit — most of it can be fixed rather than replaced. Do not throw a piece away without asking.

Message us on WhatsApp at **+91 81090 10717** with a photo and we will tell you honestly whether it can be repaired, and whether we can do it.

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