Jacobs The Jewellers Discusses Keeping Up Appearances

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London, UK - Purchased or gifted out of love, appreciation, and friendship, prized jewellery pieces commemorate positive events in a person?s life. Premier independent jewellery and watch shop Jacobs the Jewellers (www.jacobsthejewellers.com) has just published a discussion on a new blog article entitled 'Trusted Reading Jewellers: Make Your Precious Pieces Last a Lifetime?.

The article details how that 'although these pieces are built to immortalise the memory of what they represent, jewellery is not immune to everyday wear-and-tear. Proper care must be observed to maintain their dazzling shimmer and keep their heirloom value for the next generation?.

The article relates that ?proper handling and care are necessary to maintain the beauty of your jewellery. Avoid wearing them when you?re engaged in ?action-packed? activities like going to the gym, swimming, boating, etc. Keep them in their respective boxes and avoid mixing them with the less valuable pieces. Prevent dirt build up through regular cleaning and have them checked, at least once a year, to determine possible, unseen damage that only a professional jeweller can detect'.

The article states that ?many people also do not notice that some of their gemstones are missing until it?s too late. This is often the case for diamond rings, when lots of small stones are mounted on the setting. This may be because the setting is not built tight enough or it has loosened over time to the point that a minor hit could easily knock the stone out of place?. In addition, it notes that ?one can keep an eye out for pulled claws or settings by rubbing jewellery over a finger tip to see if anything seems sharp?.

To read the article, visit www.jacobsthejewellers.com.

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Jacobs The Jeweller

Award winning Jacobs is one of Reading?s and indeed Berkshire?s, most established and trusted family-run businesses, a luxury independent jewellery and watch shop now in its third generation.

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