



## **Old Main Gem Co. Announces Enhanced Focus on Collaborative Custom Engagement Ring Designs**

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Old Main Gem Co. has strengthened its commitment to personalized jewelry creation by expanding its collaborative design process for custom engagement rings and other meaningful pieces. The company, known for transforming personal stories into handcrafted keepsakes, continues to prioritize client involvement from initial concept through final craftsmanship using ethically sourced gems and high-quality materials.

This development builds on the foundational approach established by owner Joclynn Johnson, who drew inspiration from her upbringing near Utah State University's historic Old Main building in Logan. Johnson created Old Main Gem Co. to provide a space where memories find lasting physical form through jewelry that reflects individual narratives. The process emphasizes close partnership with clients, ensuring each piece captures unique elements such as family traditions, meaningful stones, or personal style preferences.

Clients begin with an in-depth consultation where designers explore vision, preferences, and timelines without pressure. This conversation leads to a detailed, lifelike rendering, allowing for adjustments in every aspect from gem cut to setting style. Master jewelers then execute the design with precision, incorporating ethically sourced gems and lab-grown diamonds that meet rigorous industry standards. The result is a

finished heirloom delivered in elegant packaging, ready to mark significant life moments.

"Every custom piece at Old Main Gem Co. starts with understanding the client's story," said Joclynn Johnson, owner. "We work side by side through sketches, revisions, and craftsmanship to create something that goes beyond adornment. It becomes a tangible legacy that families can cherish across generations."

The emphasis on collaboration distinguishes the Old Main Gem Co. method, often referred to internally as the Old Main Way. This approach treats jewelry design as a shared journey rather than a transactional service. Whether redesigning an existing ring with a new center stone for improved color and clarity or building an entirely original engagement ring, the focus remains on authenticity and quality. Examples from recent work include pear-shaped solitaire designs in minimalist gold settings, radiant cut bands with substantial presence, and marquise styles that highlight bold individuality.

Johnson's background influences the company's ethos. Growing up in Logan, she experienced the Old Main building as a symbol of home and community through family traditions like Easter egg rolls and attending university events. This personal connection translates into jewelry that feels nostalgic yet contemporary, blending sentiment with sophisticated style. High standards govern material selection, with every setting and polish executed to ensure durability and beauty suitable for lifelong wear.

Old Main Gem Co. offers various categories beyond engagement rings, including bracelets and other custom items. A pearl and gold bead bracelet with 14K accents or an oval gold link bracelet demonstrates the range of handcrafted options available. Each follows the same meticulous steps: consultation, visualization, production, and delivery. This consistency has resonated with individuals seeking pieces for engagements, birthdays, or other milestones.

In an industry where mass-produced options often lack personal meaning, Old Main Gem Co. addresses demand for thoughtful alternatives. The company's location in Draper supports access for clients throughout Utah while maintaining a hands-on studio environment. Ethically sourced materials and expert local jewelers form the core of operations, reflecting Johnson's dedication to responsible practices.

"Quality forms the foundation of everything we do," Johnson added. "From the first conversation to the final polish, we select materials and apply craftsmanship that honors the significance of the piece. Our clients trust us to deliver jewelry that not only meets technical excellence but also embodies their personal journey."

The company continues to refine its services based on client feedback and evolving preferences in fine jewelry. Recent projects have featured redesigned rings with upgraded stones and new custom creations that incorporate client-provided elements. This iterative improvement ensures Old Main Gem Co. remains responsive while upholding its core values of collaboration, ethics, and storytelling through design.

As more individuals seek jewelry with deeper resonance, Old Main Gem Co. positions itself at the intersection of tradition and modernity. The business avoids generic catalogs in favor of bespoke creation, resulting in pieces described by wearers as unique and story-driven. Support for the process includes guidance on gem selection, metal choices, and design details to achieve the envisioned outcome.

Old Main Gem Co. operates as a custom jewelry studio specializing in engagement rings and personalized pieces handcrafted in Utah. Founded by Joclynn Johnson, the company draws on her vision of jewelry as a vessel for memories and legacies. Using ethically sourced gems and expert techniques, Old Main Gem Co. creates items that blend personal significance with timeless style.

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For more information about Old Main Gem Co., contact the company here: Old Main Gem Co. Joclynn Johnson 801-829-1844 [contact@oldmaingemco.com](mailto:contact@oldmaingemco.com) 12251 900 E, Draper, UT 84020

### **Old Main Gem Co.**

*At Old Main Gem Co., we don't just make jewelry, we make it together. Every piece begins with a conversation, working closely with you from the first sketch to the final polish.*

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