

HOW TO PICK THE PERFECT JEWELER

You have held the design safely in your mind for years. Whether it's your perfect wedding ring or a bracelet you want to pass down from generation to generation, it's important that the ending design is exactly what you have been envisioning. Yet, explaining this vision in words can often be a challenge, especially when you are working with the wrong jeweler.

Indeed, the Northwest Indiana area is flush with jewelry stores on virtually every corner.

Yet, very few these days devote the time and attention that are needed to create one of a kind jewelry pieces. "You want to find a jeweler that is going to be as willing to listen to your ideas as they are open to giving their own suggestions as to what might work best,"

explains Brad Belush, designer and owner of Brad's Designs and Jewelry in

Crown Point. "Not only does the customer need to enter the store with an open mind, but so does the jeweler. You want to ultimately create a relationship with this person where both of you feel comfortable bouncing ideas off of one another."

For over 30 years, Belush has worked with countless customers to create meaningful pieces of custom jewelry. Often, it takes a professional to sometimes forget about simply 'making a sale', but taking the time to honestly point out some of the limitations of the jewelry you have envisioned. "You always want to remember what is going to be practical, should also have the longevity you desire," explains Belush. "It's not just about a jewelry piece looking good tomorrow. You want to work with a team you can truly trust to create the jewelry of your dreams, and the jewelry that will be with you throughout your lifetime."



JOHN J. WATKINS, THE TIMES

CROWN POINT | Brad's Jewelers owner Brad Belush has been in the jewelry business for more than 30 years.

Quick Tips

- 1. Sit down for a consultation with your jeweler**
- 2. Collect pictures, inspiration pieces, photos or your own sketches to share with the prospective jeweler**
- 3. Seek out a jeweler that will always stay open to your ideas**
- 4. Work with someone who also does jewelry repairs in case a problem ever arises**
- 5. Ensure that your design is practical, and your setting is truly designed correctly**

Need More Info?

BRAD'S DESIGN AND JEWELRY

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