

platform Jacques Sayegh by Courtenay Connell-Toner

Known as "the best hands in Boston" by other jewelers for his custom designs, and a "hidden treasure"

by his loyal clientele, Jacques Sayegh offers over forty years of experience, personal atten-

tion, top quality and very competitive prices. His Chestnut Hill boutique, **Jacques**

Jewelers, has been followed by a website that has received an overwhelming response.

Specializing in simple, elegant designs crafted of platinum and 18 karat gold, Jacques is a perfectionist at heart. There is a story behind every piece. When dealing with clients, Jacques first sets out to educate the consumer. "When customers want something, they should know what it is and how it is made," he says. Known for his attention and service, knowledge, and honesty, as well as for creating exquisite one-of-a-kind pieces, Jacques forms relationships with his customers, who become like family.

Jacques believes consumers want two things: someone they can trust and true craftsmanship. This is why customer satisfaction is his best reward. "If you want the truth, it starts here!"

CCT What is your specialty?

JS Our specialty is in tailoring jewelry to everyday lifestyles and special occasions. A customer often brings in a gown or a suit, and we design a look for her. If the dress is subtle, then you need a powerful piece of jewelry to bring it up a notch. If the dress is elaborate, then a simple piece of jewelry will do.

CCT Can you tell us a little about your custom jewelry?

JS We have incredible capabilities in the store and are known as one of the most technologically advanced jewelry stores in the region. We have a CAD CAM, which takes a design and computerizes it. It becomes a digital image, and we can enlarge it, shrink it, flip it, rotate it, alter it, or even add diamonds to it. We can take an image, scan it into the computer, and use that to create a piece of jewelry. We are able to bring that to a customer at a lower price because the technology replaces a specialized team of experts. Significance and meaning have a lot to do with the jewelry we make here. We manufacture

all of our own jewelry. Aside from having the customized pieces in our showroom, we also make some ready-to-wear pieces. We always try to stay current. Even though we offer Old World craftsmanship, we do move with the times and the trends, following fashion and creating it. We try to maintain an element in all our designs that is timeless.

CCT What is your classic signature piece?

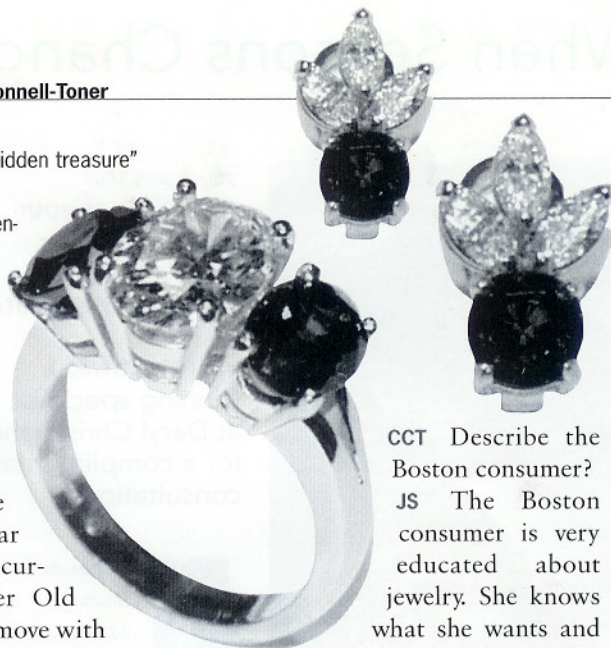
JS The engagement ring. Our number one selling style is the platinum band with the round brilliant diamond in the center with two or more round brilliants on the side. It's been called the "Boston Ring." We have one of the largest, most unique collections of engagement ring settings around, over one hundred styles.

CCT A quick course in jewelry 101...

JS You must trust your jeweler. It's important to educate yourself. It is important to deal with a gemologist. Ask about a guarantee. Make sure there is a company and karatage stamp on any piece of jewelry you purchase.

CCT Can you explain the four C's, and what they mean when buying a diamond?

JS Carats, color, clarity and cut. Color and clarity are set by nature, so these cannot be altered. The cut is where human error comes into play. Diamonds are cut into certain shapes that are standards of the Gemological Institute of America. A well-cut diamond will refract the light back up perfectly, making it very brilliant. We have a GIA (Gemological Institute of America) gem lab in house where we can look at a diamond under a 30 power microscope, a laboratory diamond light. The customers immediately understand what makes one diamond different from another.



CCT Describe the Boston consumer?

JS The Boston consumer is very educated about jewelry. She knows what she wants and recognizes quality

when she sees it. She likes her jewelry classic and simple.

CCT Can you offer some advice to our readers?

JS There are different levels of jewelry in fashion, and if we focus first on the casual at-home or going out looks, the most important look today is platinum. It's timeless, enduring; it lasts the longest out of all the metals used in jewelry. The nice thing about platinum is that it brings out the brilliancy and color of gemstones. For career wear, simple and basic is better, like strands of pearls or a diamond solitaire on a necklace alone. For a night out on the town, the focus is on an individual's style and not a particular set look or trend. Uniqueness and personality are key.

For more information, contact:

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