

# A Maker's Guide to Evergreen Pieces



# Five Evergreen Pieces

Over the years, I've noticed that certain jewellery pieces quietly sell again and again. They're not trend-led - but they're the pieces people instinctively reach for when buying a gift for certain occasions.

This guide is about understanding which evergreen pieces could form the backbone of a collection - and of course interpreting them in your own little style and way to create reliable consistent sales throughout the year.

This is a consideration list, not a checklist. You don't need all of these. One or two done super well can make a huge difference.

## The Classic Baby Bracelet

A classic gift for births, christenings, and early 1st milestones.

Often bought by grandparents, godparents, aunts and family members who want a lasting and meaningful keepsake piece.

Long-standing gifting history tied to life beginnings. Silver is also a good option for Christenings

*How can I make it my own style* - Through shape, finish, materials engraving, or subtle detailing



## A Locket Piece

A keepsake necklace designed to hold a photo, note, or small personal detail like hair or teeth! Often chosen for milestone moments, birthdays, anniversaries, memorials, or long-distance gifts when the giver wants something deeply personal without being showy.

Locketts have a long history as sentimental jewellery, passed between generations.

*How can I make it my own style* - Through shape, material, stones, scale, finish, engraving, or subtle design details - keeping the meaning intact though.



## St Christopher Piece

A symbolic piece associated with travel, protection, religion, birth and safe journeys.

Often gifted for significant moments - travelling, starting university, new jobs, passed a driving test or milestones where someone is heading out into the world and being quietly “looked after”.

St Christopher pieces have been gifted for generations, carrying a shared understanding of protection and reassurance rather than trend-led design.

**How can I make it my own style** - Through scale, metal choice, finish, chain style, type of jewelry it's attached to, super modern style or adding personalisation - keeping the symbol recognisable.



## Birthstone Piece

Jewellery featuring a gemstone traditionally linked to a birth month.

Frequently chosen as a personal gift - especially for birthdays, new babies, and family milestones - where the giver wants something thoughtful without needing to know someone's exact taste.

The association between gemstones and birth months has been established for generations, giving these pieces an immediate sense of personal significance.

**How can I make it my own style** - Through stone choice, setting style, scale, and overall simplicity - letting the stone do the talking while keeping the design wearable and timeless.



## Cross Piece

A piece featuring a cross symbol, traditionally associated with faith, protection, and personal belief. Often gifted for significant life moments such as christenings, confirmations, births, or as a personal keepsake tied to belief or heritage. The cross has been worn as jewellery for centuries, carrying enduring meaning that goes beyond fashion or trend.

**How can I make it my own style** - Through proportion, finish, materials, jewelry piece, chain style, and subtle design choices - keeping the symbol recognisable while allowing the overall piece to feel contemporary and personal.



Obvious - yet often missed.

JEWEL & I