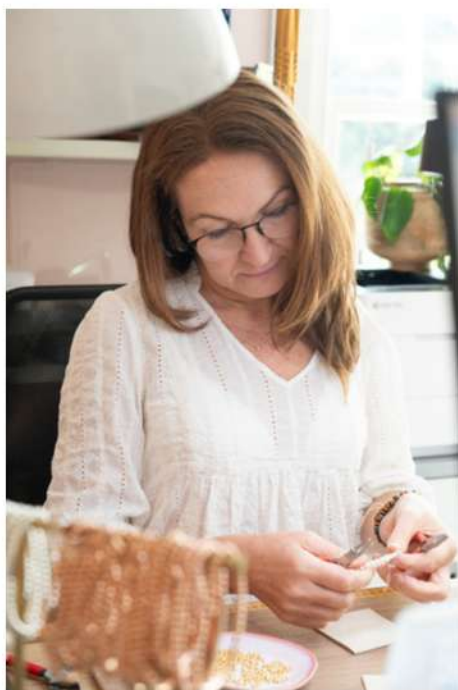


Created by a  
jewelry business  
owner with  
20 years  
experience

# Why your jewelry looks 'homemade'

*The Refinement  
Checklist*



Hey there, I'm Sarah,  
I began making jewellery long before I ever called it a business. What started as a little escape quickly grew into a 7-figure gift and jewelry brand with a small team, a busy studio, and customers all over the world. It was fun, but it also pulled me further from the bench - the place where I actually feel most myself.

So, after twenty years of running the company, I chose a different rhythm. I stepped back, pared things down, and returned to working as a solopreneur - designing, making, writing, and sharing the things I've learned along the way. These days my work is simpler: just me, my tools, a cat who believes she runs the place, and a genuine love for helping other makers find their creative freedom.

**Come and tinker around at: [www.jewelandi.blog](http://www.jewelandi.blog)  
Tools, truths, and behind-the-scenes life.**

*Sarah x*

# Why Your Jewelry Looks 'Homemade'



If your jewelry looks 'nice'... but you feel never quite beautifully finished,  
this will help you figure out why.

A quick checklist to spot what might be letting your pieces down...

## Materials

- Do your metals vary slightly in tone (even if they're 'the same colour')?
- Do your jump rings feel really easy to open and close?
- Do your jump rings sometimes open slightly after wearing?
- Do your metal parts tarnish or dull quicker than expected?
- Are you finding your wire/elastic snapping quite easily?
- Do your pieces feel plastic?
- Do pendants feel thin?
- Are you using the right attachment for charms (e.g. a bail rather than just a jump ring)?

## Finishing

- Are those knots visible?
- Can you see your crimp beads - beading 101 - hide your mechanics!
- Do your pieces feel lighter than you'd expect when you pick them up?
- Or does it feel over heavy?
- Can you easily spot where the piece has been finished (crimp, knot, glue point)?
- Do your crimps look slightly flattened, wonky, or uneven?
- Does your glue ever leave a slight shine or residue?
- Does it feel slightly rough in places (edges, joins, wire ends)?
- Are jump rings directly on wire?
- Do your charms or pendants hang and move freely, rather than feeling tight or restricted against the beads?
- Do your beads sit neatly together, without gaps or sneaky bits of wire or elastic showing?
- Do spacers feel a bit clunky, randomly placed and uneven?
- Check your palette: Stick to a specific color story (3-4 colors max) rather than a "rainbow" mix, which can sometimes look like a kit
- Don't just string beads in a row. Use small metal 'spacer beads' to break up colors and textures.  
This adds visual rhythm

## What this usually means...

If you ticked a few of these, don't panic.  
Most people assume they just need more practice.

But often, it's not your skill that's letting things down...  
...it's what you're working with. Lower-quality materials and findings  
can make even the neatest work look slightly unfinished.  
They're harder to work with, less consistent, and much more difficult  
to get that clean, polished look. Which is why, at this stage, many  
makers naturally start looking at their materials differently.

If you're starting to feel like that might be the case for you, I've pulled  
together the suppliers I use into one easy-to-use, always-updated  
**Wholesale Jewelry Supplier Directory.**

These are the suppliers that helped me move from  
*homemade to handmade.*

Scan the QR code to learn more



JEWEL & I

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