

# Gold & Gems Fine Jewelry Announces the Implementation of New Technology to Create Custom Engagement Rings Online

*Oregon jeweler deploys high-tech application in creating unique jewelry e-ring designs with customer collaboration.*

ASHLAND, OR, UNITED STATES, March 22, 2018 /EINPresswire.com/ -- Ron Hansen, Vice President of Operations for [Gold & Gems Fine Jewelry](#), announced today a new method of creating [custom jewelry](#) with customers using latest computer aided technology.

In business for over 35 years, Gold & Gems Fine Jewelry has always been on the cutting edge of serving its customers. In recent times, the company has evolved its custom jewelry department to new levels by engaging customers online and bringing to life the creation of jewelry designs which its customers, not Gold & Gems, have largely created.



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*Ron Hansen*

Departing from the old paradigm of creating designs with universal appeal for a broad base market with the hope of customer adoption, the company has turned that model on its head. Recognizing that the creation of jewelry designs is truly an art form, which can be a profound mode of self-expression, the company is enabling its customers to co-create, along with them, the jewelry pieces of their dreams.

The process works as follows. The customer submits a design concept in visual form and with written directions to Gold & Gems. The concept is discussed at length with the customer to verify the details and, in many cases, provide

recommendations and embellishments to the original design. Once there is a meeting of the minds, the craftsmanship begins and the prototype is created.

Then, and this is the key, using an exclusive computer application, the prototype is shared with the customer on the web in real time with 360 degree HD video imagery, rendering a highly detailed view of the prototype from every angle. Collaborating online with the customer and obtaining customer input on the final details of the custom jewelry piece are the last steps of the process, and then the finished product is crafted. Because this creative process is online, customers can be served anywhere in the world.

According to Mr. Hansen, "People love to be involved with the creative process. I really enjoy engaging the vision of each customer. The engagement ring is arguably the most important material item for people. I am truly honored to help customers create the ring of their dreams. If I can exceed their expectations, I've done my job."

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