

# Bespoke Jewellery Questionnaire

*Help us understand your vision, values, and story so we can craft a piece that truly reflects you.*

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## Client Details

**Full Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Preferred Contact Method:**

☐ Email ☐ Phone ☐ WhatsApp ☐ Other: \_\_\_\_\_

**Date of Birth:** \_\_\_\_\_

**Anniversary:** \_\_\_\_\_

**Hobbies:**

☐ Traveling ☐ Wine & Fine Food ☐ Skiing ☐ Golf ☐ Beauty ☐ Music ☐ Culture

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## Occasion / Meaning

**What is this piece for?**

☐ Engagement ☐ Wedding ☐ Anniversary ☐ Birthday

☐ Heirloom ☐ Personal treat ☐ Other: \_\_\_\_\_

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## Style & Aesthetic

**Preferred jewellery tones:**

☐ Yellow Gold ☐ White Gold ☐ Rose Gold ☐ 14 Karat ☐ 18 Karat

**Which Kind of Jewellery Piece would you like to produce?**

☐ Rings ☐ Earrings ☐ Necklaces ☐ Bracelets ☐ Other: \_\_\_\_\_

**Ring Size, Length of Necklace or Brancelet**

in EU or US Sizes or in cm for lenght: \_\_\_\_\_

**Upload or describe any inspiration (Pinterest links, photos, sketches):**

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## Gemstone Preferences

### Do you want diamonds?

☐ Yes – Natural ☐ Yes – LAB Grown ☐ No ☐ Open to both

### Preferred stone shapes:

☐ Round ☐ Oval ☐ Emerald ☐ Pear ☐ Cushion ☐ Marquise ☐ Mixed / Not sure

### Would you like to include coloured gemstones?

☐ Yes ☐ No ☐ Maybe

If yes, which ones or colours? \_\_\_\_\_

Any symbolic or birthstones to include? \_\_\_\_\_

### Diamond Preferences (if applicable):

Carat weight range (per stone or total): \_\_\_\_\_

### Colour grade preference (GIA scale):

☐ D ☐ E ☐ F ☐ G ☐ H ☐ I or below ☐ No preference

### Fancy Colour

☐ Yellow ☐ Pink ☐ Blue ☐ other

### Clarity grade preference (GIA scale):

☐ FL–IF ☐ VVS1–VVS2 ☐ VS1–VS2 ☐ No preference

\_\_\_\_\_

## Budget & Timeline

### Desired budget range (CHF):

Please let us know if we should align with any Budget: \_\_\_\_\_

Ideal delivery date or special event date: \_\_\_\_\_

\_\_\_\_\_

## Additional Notes

Let us know anything else you'd like us to consider when designing your piece:

\_\_\_\_\_

\_\_\_\_\_

## Design Process

At Michelle Willame, each bespoke piece begins with a conversation—an intimate exchange where we explore your story, your style, and the emotion behind your commission. Whether in person or virtually, this first meeting lays the foundation for something truly personal.

From there, we craft a moodboard: a visual blend of textures, colors, and inspirations that guide the creative direction. These ideas are translated into hand-drawn sketches, capturing the essence of your vision.

Once the design is refined, it is transformed into a 3D CAD model, allowing you to visualize the piece and make final adjustments. In parallel, we source rare and exceptional gemstones—selected not just for their beauty, but for how they elevate the spirit of the design.

Your piece is then entrusted to our master ateliers in India, Turkey, or Switzerland, where it is brought to life using traditional techniques and meticulous craftsmanship. Each bespoke creation takes approximately 4 to 8 weeks from concept to completion.

Your jewellery is delivered in signature packaging—ready for its moment.

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## Payment Terms

- A **50% non-refundable deposit** is required upon approval of the CAD model.
- The **remaining 50%** is due **upon receiving** the finished piece.
- **All payments must be made via wire transfer or Credit Card Pay by Link in CHF.**
- **Bespoke pieces are non-returnable and non-refundable.**

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## Consent & Preferences

**May we share photos or a story of your finished piece on our social media or blog?**

☐ Yes, with credit ☐ Yes, anonymously ☐ No

**Would you like to receive updates or private event invites from Michelle Willame?**

☐ Yes, via Email ☐ Yes, via SMS ☐ No

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## Client Signature

I acknowledge and agree to the design process and payment terms outlined above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_