

Bespoke Jewellery Questionnaire

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

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

Occasion / Meaning

What is this piece for?

Engagement Wedding Anniversary Birthday

Heirloom Personal treat Other: _____

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 Bracelet

in EU or US Sizes or in cm for length: _____

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

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.

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.**

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

Client Signature

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

Signature: _____

Date: _____