

CUSTOM JEWELRY PROCESS

Here's how it works....

IDEA PHASE

This initial phase involves getting acquainted. Things that happen here:

- * We'll talk (via phone, skype, or in-person) about what you have in mind for this project. Ginger will be particularly interested in the **narrative** that will become the source of the jewelry design. She's listening for **design elements in your story**.
- * Basic parameters will be identified, such as aesthetic preferences, size and scale needs, and budget.
- * We will process a **design fee** (\$350-\$500) to begin the project.

DESIGN PHASE

Ginger will develop ideas for your project. Things that happen here:

- * Ginger creates **sketches** to explore design ideas.
- * Materials needed will be sourced and priced, and an **estimate** will be prepared for you.
- * You will receive your online access to your **GMA Virtual Studio**, where your sketches and estimate are kept. This space will allow you to observe the making process in the weeks to come.
- * We will process a **50% deposit** to begin benchwork. (Your design fee is applied to this deposit.)

BENCHWORK PHASE

This is where the making happens. This is the studio phase in which:

- * Ginger will be **busy at her bench** and in her studio creating your piece. Processes may include fabricating, casting, enameling, etc..
- * The **Process Gallery** in your online GMA Virtual Studio will grow as the piece develops. This **allows you to observe** the making of the jewelry piece.
- * Ginger may reach out for your input if there are any narrative decisions that develop in the making process.

FULFILLMENT PHASE

This is the ta-daa! phase. With the piece completed:

- * Ginger will photograph the piece and be sure that it is **packaged elegantly** for presentation and safekeeping along the way.
- * We will process your final balance due.
- * The piece will be carefully shipped to you, or we'll ask you to pick it up at the studio. It's ready to go out into the world!
- * We will follow up with you in the weeks afterward to ensure your satisfaction, and to hear the **final chapter of the story**.



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