



GEORGE PRESS THE QUINTESSENTIAL JEWELRY DESIGNER

BY DAVID C. MONTI & LAUREN VERINI



The imperceptible change of the seasons mimic the change of tastes and trends in the fashion and beauty world. As you read this, a battle wages in shops, warehouses and design studios across the world to bring the upcoming season the next enviable trend be it ready-to-wear, runway or couture in hair, makeup, clothing or jewelry. Luckily for New Jersey, George Press is a custom jewelry designer with a lifetime of experience that can create stunning one-of-a-kind designs or bring transformational changes to existing pieces.

Located in Livingston, George Press has been in business since opening his doors in 1980 and has subsequently witnessed over 30 years of jewelry trends in the process. His approach to design evolves from a truly artistic background including his time at the Pratt Institute and a creative familial lineage. Working one summer for a local jeweler, Press uncovered his talent for manipulating precious stones and metals early on. He immediately took to the classic designs of Harry Winston, the Cartier pieces of the 1930s, Victorian and Edwardian era intricacies

and the Art-deco styles of trapezoids and half moon shapes as his inspirations.

Today, Press is New Jersey's go to jewelry designer when it comes to customization, with a special eye for designing engagement rings. People shopping for engagement rings are looking for something unique that stands apart and he is able to deliver, with his distinctive design, creations custom made for each client. Whether it is creating that one-of-a-kind piece or a redesign of a precious family keepsake, Press graciously offers his lifetime of knowledge and expertise when designing a new piece of jewelry for a client.

Press uses the latest in design technology, which allows him to generate each design digitally then create a wax model, to create the perfect ring for each client. The tried and true method of creating a model so clients can see and feel the piece on their hand is Press's preferred method of design. What sets his designs apart from others is his clean and classic look, always strives for perfection.

The most common request when it comes to engagement rings is to enhance center stones. Press can easily refurbish and

restore the color of a diamond passed down from generation to generation or re-shape the center diamond of a new ring with a halo to make a 1 carat diamond appear like a 2 carat diamond. For this fall, Press predicts the ever-popular round center stone will continue to be a number one choice, but new shapes like the Princess and Emerald cut will gain popularity. He also predicts a rise in colored sapphire rings with glamorous settings, made popular by Kate Middleton's engagement ring.

Over the years, Press has created a broad customer base in Northern New Jersey, serving generations of families and meeting all of their jewelry needs, time and time again. George Press's designs speak for themselves and his success is shown in the scores of people who are referred to him by past clients and the pieces he has created for them. When its time for that special purchase of an engagement ring – everyone knows that George Press Jewelers is the place to go and the jeweler to trust for a truly special and one-of-a-kind ring. For more information on George Press and his custom design work, visit GeorgePress.com.