



THE  
**raphael**<sup>TM</sup>  
COLLECTION

The Finest Bridal & Eternity Rings  
For her... For him  
...For eternity



  
GEMEX



” Stockists are amazed with the quality of The Raphael Collection — it truly is the very finest in the market. ”

Source: UK JEWELLERY AWARDS

# THE raphael COLLECTION

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# THE raphael COLLECTION



# THE raphael COLLECTION

## *About Us*

**T**he Raphael Collection is brought to you by one of Europe's leading international jewellery design houses and third generation diamantaires, established in London's Hatton Garden, since 1967.

Our exceptionally skilled team of artisans use the latest state-of-the-art technology coupled with traditional hand made techniques to bring you one of the finest collections of diamond eternity, bridal and wedding jewellery available throughout the world today.

**To experience the beauty and magnificent  
craftsmanship of  
The Raphael Collection, please call  
+44 (0) 207 242 1080**

Scott Ford - South of England: 07460 804425

Scott Duncan - North of England & Scotland: 07792 409793

Rebecca Hammond - Ireland: 00 353 (86) 397 5959

[www.theraphaelcollection.com](http://www.theraphaelcollection.com)



# THE raphael COLLECTION

*Our obsession with  
quality...*

**T**he Raphael Collection features over 3,000 stunning bridal and eternity diamond rings. All eternity ring designs are set using patented state-of-the-art laser guided arm precision setting technology, engineered in Germany.

*This unique setting technology means that there is no labour charge. Coupled with CNC seamless tube as opposed to using cast mounts, this ensures that every ring is manufactured without any porosity whatsoever with maximum tensile strength.*

*This results in a super smooth tactile finish that is simply unrivalled and breathtaking. We are so confident that our quality is the very best, that we offer a manufacturer's lifetime warranty.*





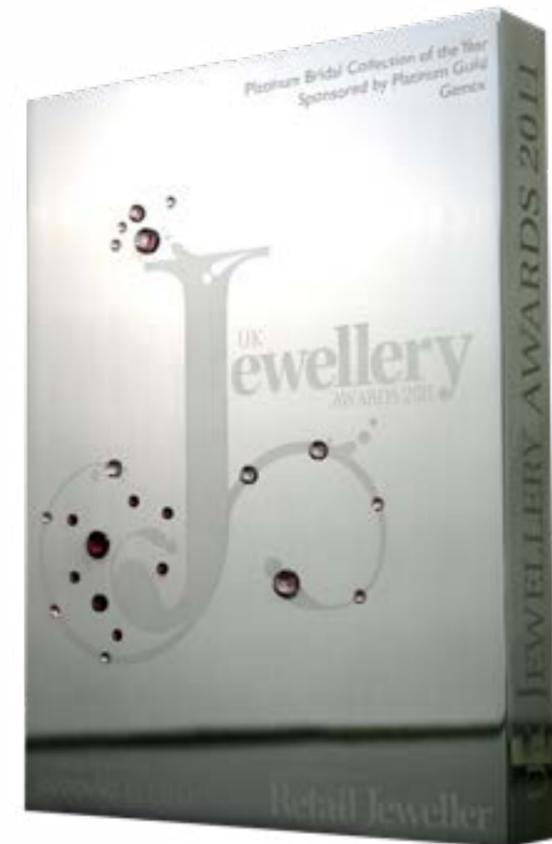
” The panel was impressed by the scope of the ranges offered by this jewellery company. From simple classicism to the more modern interpretations, there was something for every occasion.

”

# THE raphael COLLECTION

## *Awards*

The UK's #1 Supplier of the highest quality of Platinum Diamond Bridal Jewellery with over 3,000 cutting edge designs. Gemex are multiple winners of the prestigious Fine Jewellery Brand of the Year, Bridal Jewellery Collection of the Year and also Best Platinum Bridal Collection categories at the UK Jewellery and Professional Jewellers Awards.





# THE raphael COLLECTION

## Colour & Clarity

**W**e manufacture our ranges using four different diamond qualities in natural diamonds being D/E VVS, F/G VS, G Si and H Si.

**A**ll designs are also available in lab grown diamonds in D VVS quality and can be priced instantly using our online portal. Gemex offers a full comprehensive range of melee lab grown diamonds in all shapes and sizes. This inventory can also be accessed when customers build their engagement and trilogy rings.

Under the Loose Diamonds category on our web portal, Gemex offers it's customers over 2 million loose natural and laboratory certificated diamonds at highly competitive prices.



# THE raphael COLLECTION

## *Coloured Stones*

**D**iamonds are forever, but that doesn't mean they're for everyone. Many people are veering towards unusual engagement rings, opting for creative styles that reflect their personality. Coloured gemstones are the perfect choice for bold engagement rings that make a statement and are a great way to express individual style, whilst maintaining the beauty and elegance of the engagement ring concept.



# Website

**T**his is a fully responsive site that will allow you to service your customers on the shop floor and manage your orders effortlessly using either your PC, tablet or handheld device. It's incredibly easy to use and will inject a huge boost into your bridal diamond jewellery business.



## THE raphael COLLECTION

-theraphaelcollection.com offers a range of useful features such as:

-setting your own margin: all prices will adjust automatically

-add your own logo: make the website look your own when showing our beautiful range to your customers

-filtering system: efficiently find the item you are looking for

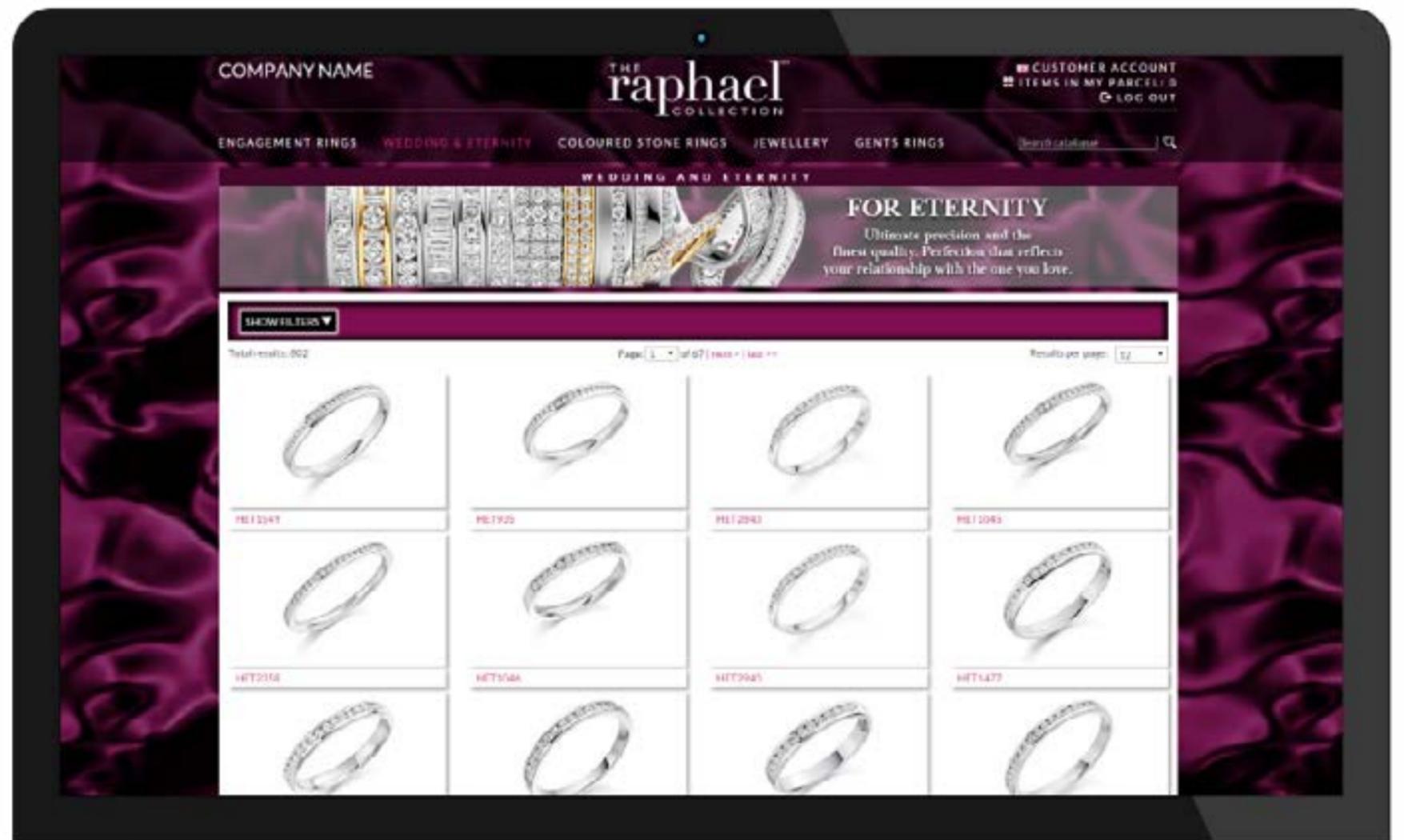
-second level tier administrator password: blocks all non-admin users from editing or viewing certain areas of our website

...and much, much more!



# Responsive design

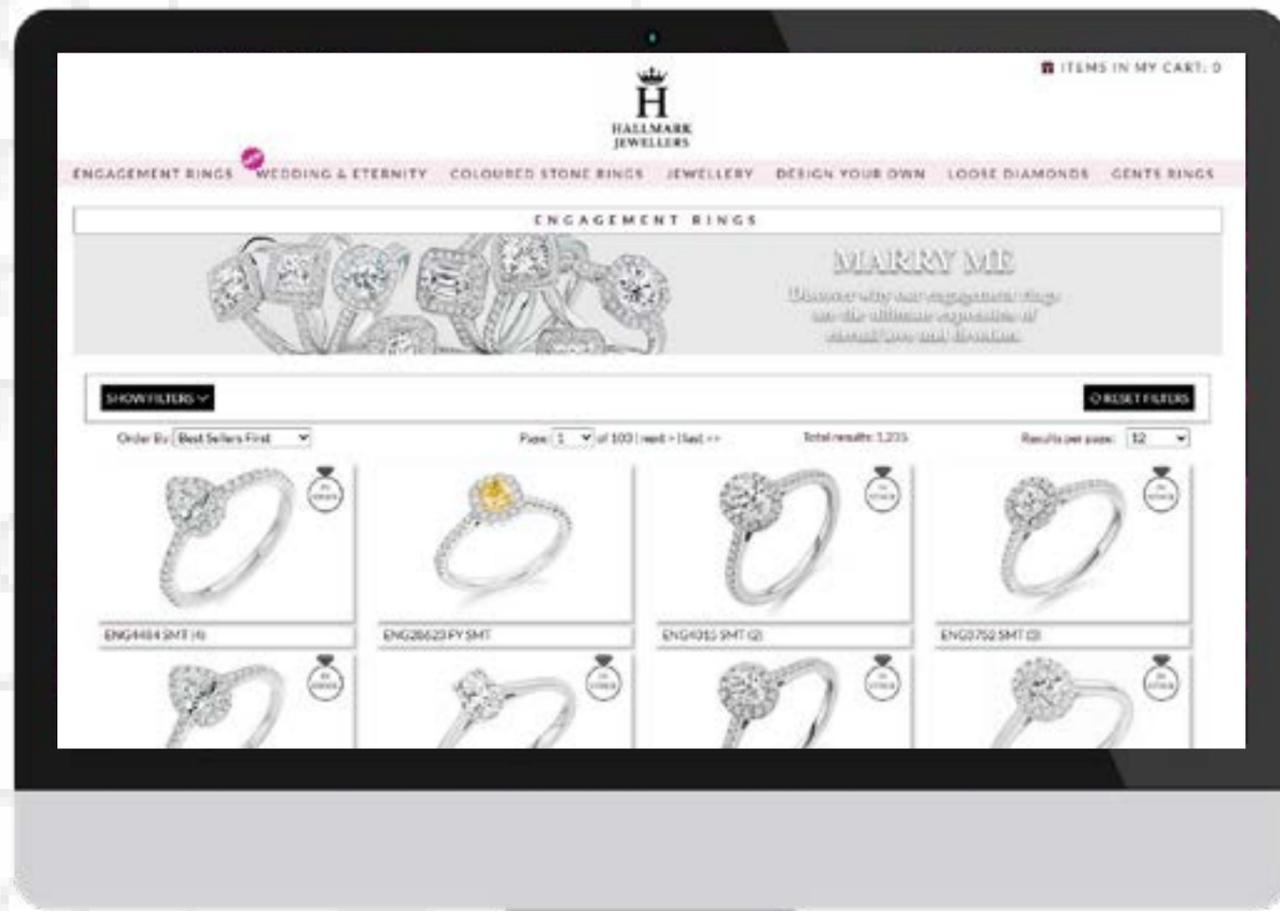
Looks amazing on desktop,  
tablet or any handheld device



# Gemex's Bolt-on Service

Gemex's retail white label website is bolted on to our customers' websites thereby enabling our whole stock inventory to become instantly available on their website. The public can view these items marked up at a margin of the retailer's choice and can make instant purchases using their credit card.

The colour theme of our bolt-on can be changed to match the customer's colour scheme.



# THE raphael COLLECTION

## About our Bolt-on Service

1.

Markup Name	Engagement Rings Markup	Wedding & Eternity Rings Markup	Coloured Stone Rings Markup	Jewellery Markup	Gents Rings Markup	Engraving Markup
Winter 22 <input type="text"/> <a href="#">Update</a>	2.1 <input type="text"/> <a href="#">Update</a>	2.4 <input type="text"/> <a href="#">Update</a>	2.4 <input type="text"/> <a href="#">Update</a>	2.4 <input type="text"/> <a href="#">Update</a>	2.4 <input type="text"/> <a href="#">Update</a>	0 <input type="text"/> <a href="#">Update</a>
<input checked="" type="checkbox"/> On	Loose Diamonds Markup (Below 0.20ct) <input type="text"/> 2.4 <a href="#">Update</a>	Loose Diamonds Markup (0.20 to 0.39ct) <input type="text"/> 2.1 <a href="#">Update</a>	Loose Diamonds Markup (0.40 to 0.49ct) <input type="text"/> 1.8 <a href="#">Update</a>	Loose Diamonds Markup (0.50 to 0.99ct) <input type="text"/> 1.4 <a href="#">Update</a>	Loose Diamonds Markup (0.70 to 0.99ct) <input type="text"/> 1.2 <a href="#">Update</a>	Loose Diamonds Markup (Over 1.00ct) <input type="text"/> 1.00 <a href="#">Update</a>
<a href="#">Remove</a>						

### A five tier markup system for certified diamonds

We have added a five tier range of markups for Certified Diamonds which will enable our customers to have more price control and reduce the markup on larger stones.

2.


**Half Eternity Ring NDHET2843** Qty:  [Update qty](#)
Net price: £444.00 ~~£444.00~~  
Finger Size: M Centre +£0.00

Metal: 9ct Yellow Gold  
 Diamond Quality: H SI  
 Diamond Weight: 0.15ct  
 Channel Set

Engraving: *Love Always*  
 Style: *Script*  
 4-5 week delivery  
 (If required sooner please contact us)

[Edit](#)

### Engraving markup can be set to 0 to offer free engraving

We have allowed the Engraving Markup to be set to 0. This will mean that your customers can pay no additional cost for engraving if desired.

3.

**New Voucher Discount:**

Voucher Name\*:

Voucher Code\*:  Letters and numbers only

Discount\*:  (Decimal format, E.g. 0.15 for 15% discount)

Start Date\*:

Expiry Date\*:

Comment:

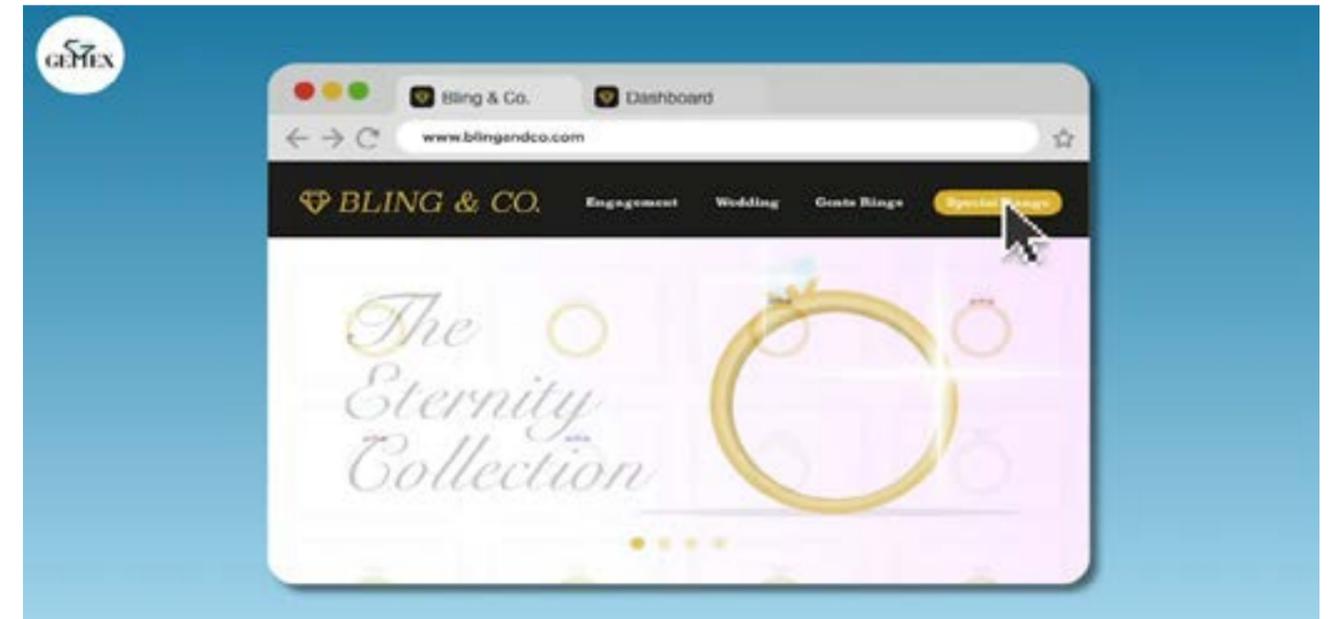
Confirm:

### Voucher code creation to enable discounts on jewellery

We have added voucher code creation facility which will enable your customers to purchase their order at a discounted cost by entering a code. This can be useful for promotions and also to recognise the efforts of your staff by having specified discounts. Currently this only applies to jewellery items that do not contain certified stones.

**Gemex 'Bolt-on' Subscription Benefits**

- Constant unlimited product and website functionality updates
- Up-to-date live pricing
- Minimum stock holding
- Minimum cost and effort required
- Secure 24/7 ordering platform
- Secure Credit and Debit card payment system operated by Stripe
- Automatic ordering and dispatch of products on your behalf
- Seamless automated stock control system updates



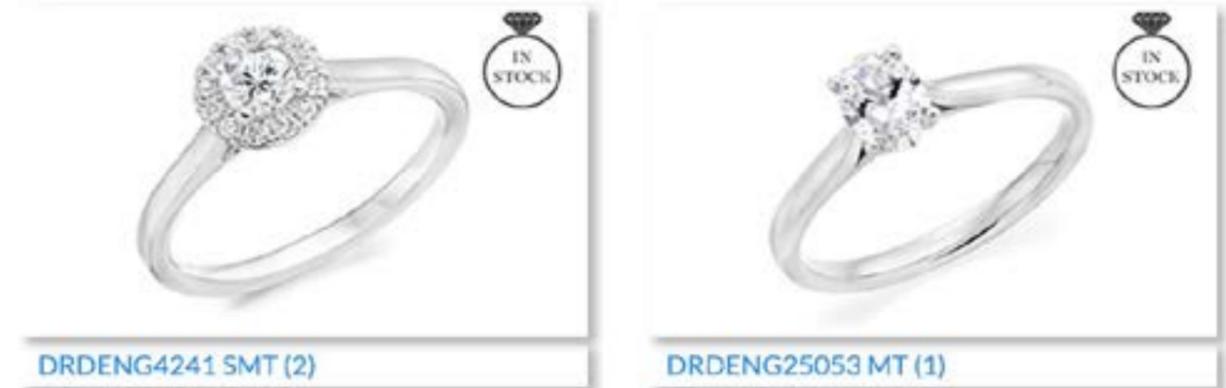
Click the image above to view the video on how Gemex's bolt-on can empower your business.

4.

**SKU / Model name personalisation**

If you would like to add a prefix to the SKU / Model-name of items, please enter your required prefix here:  
Maximum of 3 characters and must be letters or numbers only.

Model Prefix\*:  (Max 3 characters)



### Add a prefix to personalise the Model code.

Personalise the model code/SKU with a 3 letter prefix. This can be done in your Customer Dashboard > ONLINE RETAIL SHOPWEBSITE > Edit Settings and Details. It is located right down the bottom below Header Logo Home Page Link.

# Box of Silver Samples

## THE raphael COLLECTION

**S**ilver and Cubic Zirconia lifelike models available to maximise your returns – ideal for wedding shows and fairs!



You don't need to be a magician to make £2,000 into £250,000...



... all you need is the latest box of tricks from

**Gemex**



Over 65% of our retail partners are on course to generate sales in excess of £250,000 over a 12 month period, simply by investing in our box of best-selling samples and using it in conjunction with our new state-of-the-art website, [www.theraphaelcollection.com](http://www.theraphaelcollection.com)



Apply online today and start receiving the following benefits:

1. Live 24/7 pricing for all 11,500 SKUs.
  2. Enter your retail mark-up.
  3. Multi-currency facility.
  4. Upload your company logo and make the site look your own.
  5. Catch up with all the latest news and products at Gemex.
  6. Secure online ordering facility. No need to phone, email or fax your order through.
  7. View your order history.
  8. Fully responsive site on your desktop, tablet and smart phone.
  9. Amazing graphics showing each product line in fantastic detail.
  10. Tailored filters for each product category. Efficiently find what you are looking for.
- ...and much, much more!  
(magic wand not included)

*Free Bespoke Service*

# THE raphael COLLECTION

## THE raphael COLLECTION

**F**ree state-of-the-art CAD/CAM service to adapt your designs in any width, depth and profile.



CAD/CAM Design



Finished article

# THE raphael COLLECTION

**C**reating a unique ring is a very important service for today's discerning customers. Our bespoke department uses state-of-the-art technology available to make the experience hassle free and cost effective.

Unlike other manufacturers, we NEVER charge our customers for CAD/CAM designs whether your customer decides to proceed or not.

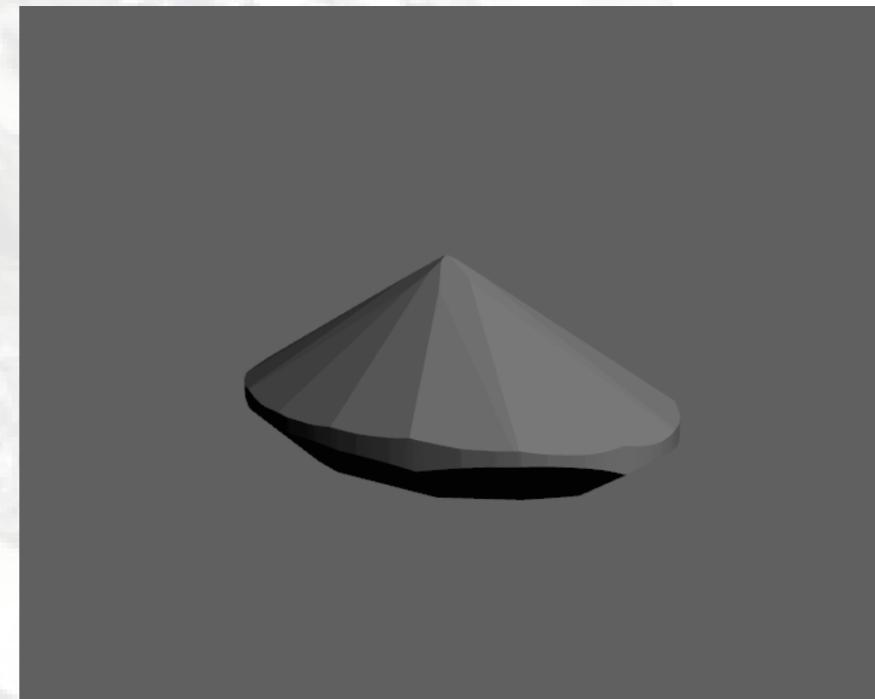
You can even send us your customer's stones and metal to manufacture your new creation.



**W**e use the latest state-of-the-art scanning technology to ensure that every ring is manufactured to the highest quality.

We offer a full shaped-to-fit service and because of the patented technology used to manufacture our rings, we will never charge you to make the master model.

All stones are scanned before we commence production so all our rings are effectively hand made to ensure a perfect fit every time.



# CAD CAM Design



The finished article demonstrating an absolutely perfect fit.



*Meet Us*

THE  
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COLLECTION



**W**e take part in most European jewellery exhibitions. If you would like to see the quality of our product yourself please send us an email and we will tell you where and when you can meet us next.

