

MOMENTS

CUSTOMER PORTRAITS

Jewellery as an eternal bond and symbol of the strength of a family- Wellendorff customers tell their very personal stories

The first holiday without mum

New York, October 2016. It's our first holiday without her. Four months earlier, my wife and the mother of my three children died. I am now standing with them - Lisa, 19, Felix, 18, and Moritz, 17 - in front of the Statue of Liberty, a colossal symbol of independence at the southern tip of Manhattan. We marvel at its size and significance, and then we all hug each other at once, and I feel that this is the perfect moment to use my gift to capture our connection forever. I say quietly to them: "This is a special trip for us all. I would like to give you a ring that will remind us of the strength of our family for the rest of our lives."

The idea for this gesture came about in a conversation with Christoph Wellendorff, a good family friend. He picked out something that he felt was appropriate for the gravity of the situation and significance for the four of us. Lisa received a blue SUMMER LOVE ring and we chose a S-752 ring each for Felix, Moritz and me. Wonderful pieces of jewellery that are just like us: free to move yet inseparably connected to each other.

Michael, Germany

On a trip to New York, Michael gave these rings to his children - to give his family strength for a lifetime.



S-752 and Summer Love rings

Illustrations: Anja Karboul; Background: iStock/Radionastya

An Arctic Circle proposal

The trick to packing your backpack for the Fjällräven Classic, a traditional trekking adventure in Swedish Lapland, is to make sure you don't forget anything.

Tent, sleeping bag, sleeping mat, headlamp, first aid kit, stove, water bottle... tick, tick, tick. A jewellery box? Probably not necessary. But for Jille Tabak in August 2013, this was at the top of his packing list, as this box held an engagement ring made by Wellendorff. He hoped to present it to his partner, Nanda Burke, at the end of the 110-kilometre hike above the Arctic Circle. After crossing the finish line together proudly and happily following three challenging days trekking through the Swedish wilderness, Jille kneels down in front of Nanda.

"Nanda actually had her eye on the food and beer at the nearby supply stand," says Jille today with a smile. "She was completely surprised when I opened the tiny box and proposed to her with the ring." She said yes immediately and the long-awaited end of an extraordinary hike became the magical beginning of their marriage.

The couple, who live with their two sons in the Dutch town of Wassenaar between The Hague and Leiden, celebrated their wedding in 2014. After their outdoor adventure in northern Scandinavia, they immediately visited their jeweller in Amsterdam to pick out a wedding ring for Nanda. They chose a beautiful champagne-coloured Wellendorff ring. This ring wasn't just a symbol of blissful happiness, it was also a source of great inspiration. "The designer of my wedding dress, Jan

Taminiau, was instantly captivated", says Nanda. "When Jan, who also designed the wedding dress for our Queen Máxima, looked at this ring, he knew that what I was going to wear had to match the design of this special piece of jewellery."

Taminiau wonderfully transferred the flowing pattern and flattering colours of the ring to the dress and headdress - the work of art on Nanda's finger shaped his work of art. "When Jille, who I hadn't told about this idea, saw me in this dress, he was touched", says Nanda. "He immediately noticed how perfectly it matched the ring."

Nanda and Jille, Netherlands

For Nanda from the Netherlands, this wedding ring was a great blessing - and a wonderful inspiration for the designer of her wedding dress.

Champagne ring.

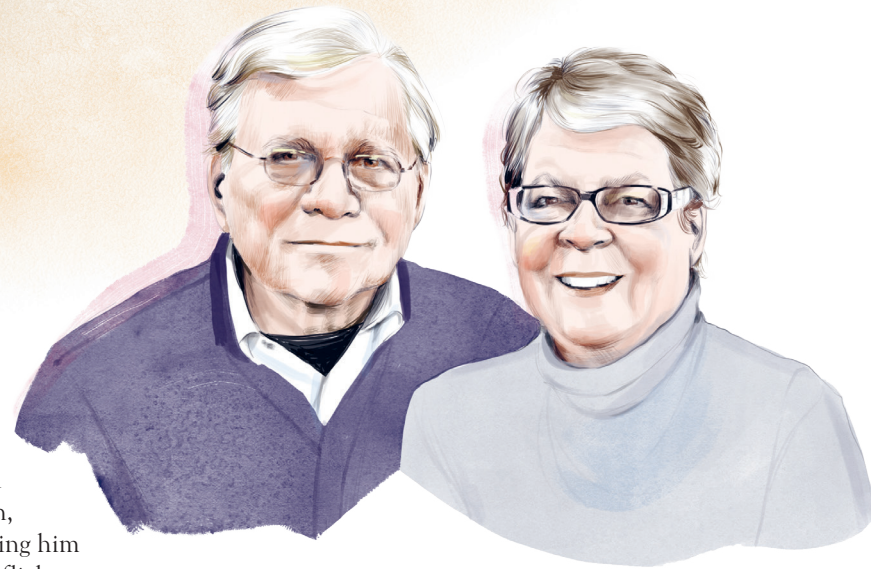


The Spinning Ring Club

It was the summer of 2014. We were on holiday in San Diego when my husband Ed suddenly told me that he had to go to San Francisco for a day on business. Ed was a respected neurosurgeon, so I didn't give it a second thought, believing him when he said that the one-and-a-half-hour flight was important now. A few weeks later, I knew it had been an excuse. A wonderful excuse to give me the most precious gift of my life.

In San Francisco, Ed immediately went to the Wellendorff boutique, which was then located in the Shreve & Co. jewellery store. He had had his eye on something captivating and unique for months: a magnificent diamond ring by Wellendorff, the inner ring of which can be gently spun. He had discovered the GENUINE DELIGHT Ocean model in an ad in the Wall Street Journal and found out that he could view the piece of jewellery in San Francisco – from then on, his plan was in full swing. It would have been too far to visit from Rapid City, where we live in South Dakota. But now, from San Diego, it was finally possible. He was greeted by Roslyn "Roz" McIntyre, the manager of the Wellendorff boutique. She had already told Ed on the phone about the Wellendorff family, the company's special values and the great craftsmanship that goes into their jewellery. Ed didn't take long to seal the purchase of the ring, Roz remembers.

On 3 November, my 66th birthday, my husband slipped it on my finger. And what's more, he had also come up with a particularly lovely idea with Roz. He had also thought of our two daughters and four daughters-in-law and gave them all a ring from the Wellendorff Chocolate Fantasy collection, in the same style but in different colours. These rings, Ed said, were to symbolise the strength and unity of all the women in our family. Today, the Spinning Ring Club, as he called it, celebrates its tenth anniversary.



Ed Seljeskog from the USA gave these rings to his wife, two daughters and four daughters-in-law as a symbol of the strength and unity of all the women in his family.



Chili Fantasy, Pistachio Fantasy, Violet Fantasy and Genuine Delight. Endless Ocean rings.

Ed passed away in March 2022, but I continue to be deeply moved by his care and generosity. I will always carry this story and his love close to my heart – and also on my right hand.

Peg Seljeskog, USA

How one ring turned into four

Ten years ago, when the Wellendorff boutique opened in Tokyo, I bought a ring there. I chose the Truffle ring. I quickly fell in love with the 18-karat spinning ring with its delicate ivy motif engraved in gold. But it wasn't just the beauty and precision of this piece of jewellery that fascinated me. The story of Wellendorff's craftsmanship and values that my personal and trusted customer advisor from the boutique, whom I have known since my youth, told me also drew me in. What she described was so exciting, convincing and touching that I became a fan of Wellendorff and the excellence of this company.

In 2020, in the middle of the Coronavirus crisis, my nephew celebrated his wedding at the Ritz-Carlton Hotel, where the Wellendorff boutique is also located. We soon started talking about wedding rings, about true values and special symbols and, of course, about my ring, which I had bought right here a few years ago. My relatives were soon as enthused as I was back then. At the wedding reception, each of us filled with love for our family, we decided that the women from all three generations should wear a Wellendorff ring with the ivy pattern.

We bought them that same day: my mother the Forget-Me-Not model, my sister the Pearl model and my nephew's wife the Tokyo ring decorated with cherry blossoms –

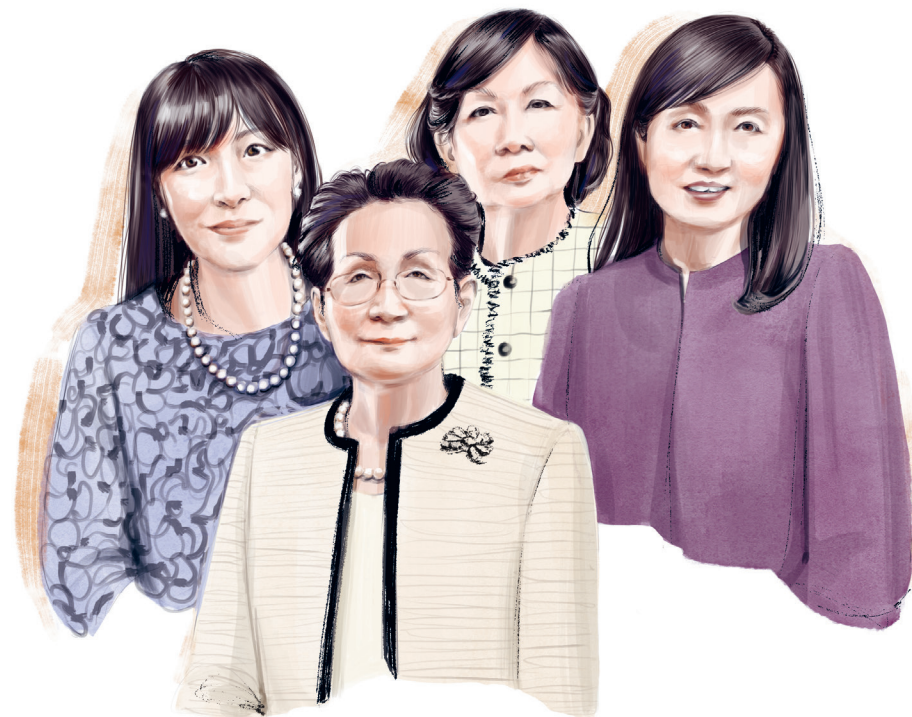


These rings are worn by the women in the Atsuko family – because the rings and their engravings reflect values that are important to them.

Tokyo, Truffle, Forget-Me-Not and Pearl rings.

cherry blossoms because they are the epitome of beauty and new beginnings, with ivy tendrils to symbolise loyalty and love, longevity, constancy, happiness and prosperity. All of these wonderful values are important in life for me and my family because they help us, as people and members of society, to develop compassion for others. How wonderful that Wellendorff manages to express the essence of these values in its rings.

Atsuko family, Japan



Please tell us about your experience with Wellendorff. We look forward to hearing from you.