

JEWELLERY MAKERS · CAPTION PACK

30 caption starters for jewellery makers

Copy one, fill in the brackets, and make it sound like you.

A new piece

New on the bench and ready to wear: [piece]. [One line on what makes it special].

[Piece] in [metal], with [stone or detail].

There is only one of this [piece]. Message us if it is yours.

Back in stock: [piece], now in [metal or size].

Our new [piece], inspired by [inspiration]. Tell us what you think.

A new collection

Our [collection name] collection is here. [One line on the idea behind it].

[Number] new pieces, all made in [place], from [date].

How to wear [collection name]: [one idea].

Every piece in [collection name] is made with [material].

Preview the new collection on [date] at [place or link].

Behind the bench

From sketch to finished [piece] in [number] steps.

This is how long one [piece] takes to make: [time].

Where our [metal or stones] come from: [supplier or place].

The tool we use most: [tool]. Here is what it does.

Our favourite part of making: [moment].

Custom orders

Custom orders are open for [month]. Message us your idea.

Have a stone or old piece with a story? We can rework it into [piece].

How a custom order works with us: [steps].

Made for [occasion]: a custom [piece] for [client name], shared with their OK.

Need it by [date]? Custom pieces take about [time], so message us soon.

Gifts and occasions

Gift ideas for [occasion]: [pieces].

Every piece comes in a gift box, ready to give.

Last day to order for [holiday]: [date].

Engagement, anniversary or [occasion]? Tell us about it and we will help you choose.

Closed on [date]. Orders placed now ship from [date].

Care and practical info

How to keep your [metal] shining: [tip].

Take your jewellery off before [activity]. Here is why: [reason].

Not sure of your ring size? Here is how to check: [how].

Find us at [market or address] on [days].

Shop online at [link]. We ship to [places].

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