BVLA

BODY VISION LOS ANGELES

custom design uploader

- Our goal with the Custom Design Uploader is to provide you with an easy way to gather and send us all relevant information on a prospective custom piece of jewelry.

- Please only use this tool for serious enquiries. Working out custom quotes takes a good deal of time on our side.

- Choose the type of jewelry first (or the one nearest to the piece you wish to make). This will prompt a form that has entries relevant to that type of jewelry.

- When filling out the forms, give as much information as possible. Some information you may not know. That is fine.

- Form lines denoted with an "*" are mandatory. You will not be able to continue to the next page until you have made an entry.

- Upload pictures, sketches or drawings that are clear and easy to understand. Make clear notations on them.

- Print a copy of the finished form for your records.

- We will contact you with any other questions we may have to give an accurate quote.

- See below for more information!

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custom design guide

Overview

BVLA is proud to offer full custom design capabilities including CAD and 3D printing. We also source and cut unusual gems! If you can think it – we can make it!

Much satisfaction can be gained from confidently guiding your client through the custom design process. Offering custom rings or other jewelry items to the same customers that have trusted you for years is a natural progression for both piercers and our industry as a whole. We believe that piercing stores are indeed the "jewelry stores of the future"! Let's make that happen!!

We have compiled this document to assist you in these endeavors.

Why should I offer custom designed products?

Over the last few years, our industry has evolved. Piercing stores today more closely resemble jewelry stores than ever before. As your clients mature, why not offer them the opportunity to design and purchase rings made entirely in the
U.S. by the same company they trusted for years to make their piercing jewelry? Our master jewelers ensure that every ring made is of the highest quality. We only use A or AA grade gemstones. Offering custom jewelry is another way to increase sales and boost your reputation.

How does it work?

Generally speaking, a client with the desire to have a custom ring made should have a rough idea of what they want. Although the process of turning this idea into a finished ring can seem daunting, it is actually quite simple as long as you follow our outline. You will be a pro in no time!! The goal is to collect and understand all the information a client has (Which may not be much!) to help them formulate a solid, cohesive idea. Gather any extra information needed to get a quote. Check that this idea fits within their budget. If the go ahead is given - expect a CAD email from us to share with your customer. Everything looks good? We will print the wax, cast the ring, make and set the gemstones! That's essentially it! Below we will cover each stage in a little more depth!

Initial conversations with the client

Rarely will a client come in knowing exactly what they want with a perfect sketch. Typically they will have a vague idea. Discuss the idea, perhaps making a very simple sketch. It's important to know that any sketch or diagram does not need to be a masterpiece, it just has to impart an idea. Touch on metal, color, karat and gemstone choices. Get excited about the project! It is probably a very big deal and they are trusting you to help with a very important part of their life. Be confident and nurturing. If they are trying to explain something but are stuck on words, coax it out of them. Make suggestions gently. In other words: guide without guiding!

Be confident without bullying – do not introduce too many ideas as this will confuse the customer – hone in on what they like.

Qualifying the client

The old adage "The best things in life are free" is not always the case!! To avoid wasting a lot of time and frustration, it is important to make sure the customer is somewhat serious about ordering a custom ring before an inordinate amount of time is spent that could have been diverted to another customer or project. Use your intuition and remember not to profile people. We ALWAYS suggest asking gently for a budget from the customer. A) It shows they are serious and have actually thought about it. And B) The budget gives us a very important parameter from which design decisions can be made. We will try to design the best ring we can using the best gemstones within a budget. We can also provide options a little higher and lower than the stated budget (Smaller center gem for example). Remember, the budget is just a guideline at this moment. In our experience the client will usually pay more for the dream ring they want! Although it is not absolutely necessary to know what the client wants to spend, it saves uncomfortable situations that can arise when the customer receives a quote for $10,000 and they only have $2500 to spend.

Collecting images and sketches

Suggest your client perform a google image search of rings they like. We can use elements from multiple images – for example: the center setting of one ring married to the shoulders and accents of another. Textures such as wrought iron railings, flowers or just about anything can be used to make the initial collage. These, in addition to rough sketches, should be enough to get the initial idea across. Use as many images as it takes.

Gathering all information

The next step is to gather as much pertinent information as possible. Metal colors and karat, size, width of band, sizes and types of gems, ring size and anything else that will help with the design and quote. Get a due date if applicable.
Submit everything to us through the custom designer on the website including the pictures.

Customer gemstones

A client may like to use their own gemstones for a piece. They may be loose or mounted in an existing design. It is important to get an accurate measurement of the diameter and the depth so we may quote correctly. This is more difficult for mounted items. We will not begin working on a CAD without the gems in hand as mistakes in measuring could mean remaking the piece. When your customer OK's the quote, please send the gem(s) to us as soon as possible. Remember to ship in a box and insure for the full value. Feel free to ask us for an estimate on the value of customer gems.

The price quote

Once we receive all information we will quote the ring. This quote will be a fairly accurate ballpark figure. We

usually provide a range that the final price will fall between. At this time, we will let you know the color and clarity of Diamonds we intend to use. Additionally, we will give alternative prices for previously discussed options. The price will always be wholesale. Please decide on the markup. We recommend double or more. Remember to cover your time and potential shipping. For a nominal price we can include an insurance appraisal too.

What happens next?

Once the client OK's the quote, we move ahead. Get a deposit at this time. We will start work on the CAD rendering. We will not produce a rendering unless the order is approved. One exception is if the client pays a fee to cover design time on the computer. Please let your client know that satisfaction and workmanship is fully guaranteed! We do not want a single person unhappy with their BVLA purchase. Once the CAD rendering is completed, we will forward it to you to show the customer. Remember – prongs are longer than they will be in the finished piece as we use extra metal to secure the gems.

Changes and approval of rendering

Have the client look carefully at the rendering and make any changes necessary. Please note – if changes include a major rework of the design, extra charges may be incurred. We will resubmit the rendering for final approval.

Making the ring

Once signed off, we print the wax using a 3d printer, cast, clean, set the gems and polish!! We are fortunate to have some of the best jewelers in the world on our team. If questions are answered quickly, the entire process should take between 6 to 8 weeks from start to finish. We can meet shorter deadlines if necessary.

Shipping

Please be aware that shipping costs may be higher than regular orders. Rings must ship in different packaging and insurance costs are higher.

Presentation

We will send out the ring in a handsome box. Please wait to call the client until the ring is in your hand to alleviate frustrations with shipping. Remember – this is a big deal for them – share in their excitement. Best of all – enjoy the moment. You have just helped design and make a beautiful piece of jewelry!!!