

# PROFESSIONAL JEWELLER

BRITAIN'S MOST INFLUENTIAL JEWELLERY TITLE

## EXPERIENTIAL RETAIL

Industry experts share their  
success stories



## INSIDE THE PJ AWARDS

All the winners  
from the dazzling  
ceremony

## THE RISE OF THE SUNSHINE ELEMENT

Rare, valuable, and high in density... osmium is set to become the next big metal in  
the UK jewellery industry





## SEASON OF CHANGE

September was a very busy month here at *Professional Jeweller* as we attended the third edition of the Jewellery Show London, hosted our annual awards in the UK, visited retailers in New York, and attended Vicenzaoro September in Italy. I want to take this opportunity to say 'thank you' to everyone who attended the *Professional Jeweller* Awards in London to celebrate another year in the trade. 2024 has been challenging for many but suppliers and retailers continue to demonstrate that a versatile approach can ensure resilience in business and drive sales in spite of an uncertain market. Congratulations to all of our nominees and winners!

After a series of highs in September, we ended the month saying farewell to commercial manager Anne-Marie Judge, who has left the trade for pastures new. We will miss Anne-Marie on the PJ team but I'm sure you will all join me in wishing her every success in her new role!

Joining the team as our new commercial manager is George Wilton. George comes from outside of the trade brimming with ideas to help drive our growth mission while supporting each and every one of you in your business goals. We will be arranging introductory meetings in the coming weeks and look forward to connecting with you all. If you would like to arrange a meeting with a member of the UK team, please contact George at [george.wilton@itp.com](mailto:george.wilton@itp.com). If you are based in America, our general manager Richelle Rimmer is on hand to discuss how *Professional Jeweller* can support you. You can contact Richelle directly at [richelle.rimmer@itp.com](mailto:richelle.rimmer@itp.com).

As we enter the beginnings of the peak festive shopping period, the *Professional Jeweller* team will be looking at the long term – planning new events and initiatives for 2025. I would love to hear from all of you about what you think the trade needs at this moment in time. Please send your ideas to me at [rebecca.butler@itp.com](mailto:rebecca.butler@itp.com) or call on +44 20 3176 4229.

## Rebecca Butler

EDITOR, PROFESSIONAL JEWELLER



### COVER STORY

You may think you know all of the materials available to the modern jeweller in today's international market, but Gavin and Lorraine Marsh are here to tell you there's more to metals in jewellery. The directors of the Osmium Institute UK sit down with PJ editor Rebecca Butler to introduce the UK market to osmium. Read the full story on pages 16-19.

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# ORE-INSPIRING

You may think you know all of the materials available to the modern jeweller in today's international market, but Gavin and Lorraine Marsh are here to tell you there's more to metals in jewellery. The directors of the Osmium Institute UK sit down with PJ editor Rebecca Butler to introduce the UK market to osmium...

**F**or those who are new to the company, what is Osmium?

Osmium is mined together with platinum. In the process, 10,000 tonnes of platinum ore contain only approximately 30g of osmium. Separating the metals is a complex procedure. Osmium is the eighth and last noble metal. Due to its extraordinary rarity and high value density, crystalline osmium is used exclusively in the manufacture of premium jewellery and timepieces, and as an investment proposition.

Crystalline osmium has an unforgeable crystal structure. The crystal structure of osmium is scanned down to the nanometre range. This scan is used to identify every piece of crystalline osmium and is impossible to reproduce. The security exceeds that of a fingerprint scan by a factor of ten thousand.

**What does osmium, as a crafting material, offer to your customers?**

The use of osmium in the manufacture of exclusive jewellery, timepieces, and other luxury goods is constantly rising.

To date, two-dimensional osmium pieces, i.e. osmium bars cut into specific shapes, have been predominantly combined with other precious metals such as gold, silver, and platinum. The use of crystalline osmium is similar to a gemstone, commonly set into the metal to give the illusion of a pavé finish.

Crystalline osmium is used in the manufacture of jewellery and other luxury goods due to its rarity, unique surface crystal structure, and distinct bluish-silver to bluish-white lustre. These elements impart a sense of exclusivity, timelessness, and sophisticated understatement to the final product.

Due to its exceptional durability, osmium retains its shine indefinitely. It is resistant to hydrochloric acid and possesses an abrasion resistance that



surpasses all other substances.

Crystalline osmium boasts a purity of 99.9995%. In its crystalline form, it is entirely harmless to the body.

**How does osmium compare with other materials when it comes to price?**

Due to osmium's superlative qualities, there is no direct comparison to other precious metals. For example, gold can be compared with silver or platinum because these metals can all create a similar looking ring. Crystalline osmium, however, cannot be considered in the same category because it is not malleable. Instead, it can be used to create a sparkle finish on a jewellery piece.

To give context in terms of numbers, considering osmium as a tangible asset, as of 16 September 2024, 1g of crystallised osmium is 23.5 times more expensive than 1g of pure gold.

In jewellery design, if a designer uses a 6.2mm round disc of crystalline osmium, the cost starts from £730 plus VAT.

**How is osmium being used currently in the jewellery industry and the wider luxury goods market?**

Jewellery designers, goldsmiths, and manufacturers of luxury products have been combining precious metals with valuable gemstones in precise handwork with extensive experience and the highest standards for centuries. Crystalline osmium, the new exciting metal in the world, presents entirely new possibilities in the design of modern and breathtaking pieces of jewellery. A crystalline osmium inlay is set like a stone into a base of silver, gold, platinum, or other metal surface.

Osmium's authenticity is verifiable from any place at any time due to its certification process and, as such, its exchange is absolutely secure. All osmium jewellery, semi-finished products, and inlays produced are certified and recorded in the International Osmium Database. Each piece of osmium is given its own unique identification code.

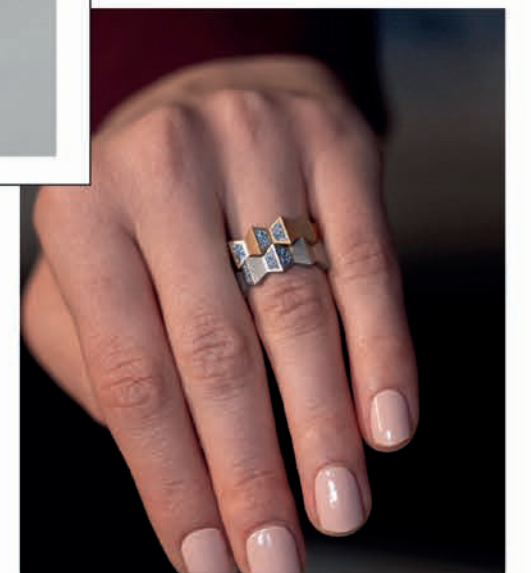
Due to its unforgeability, luxury time pieces, luxury art pieces, and musical instruments have used crystalline osmium. The proof of authenticity of the unfalsifiable metal is transferred directly to the entire piece of jewellery through the X-code in the osmium world database. This creates a level



of security against fraud that has never before been seen on the jewellery market.

**Why is this new and innovative element taking designers to a new level of creativity?**

Many designers are thrilled to work on something new. It compels them to think outside of the ordinary and it expands



**Opposite:**  
Osmium Collier Grande  
by Sukarf, South Korea  
**Above right:**  
Crystalline osmium  
**Above middle:**  
La Spilla Anima Pura by  
Dario Vasco, Germany  
**Right:**  
Hexagon Rings by Marion  
Knorr, Germany



their portfolio. In the UK, there is a great opportunity to be one of the first to create a collection featuring crystalline osmium.

**From a consumer perspective, what benefits will customers see when purchasing jewellery featuring osmium?** First, crystalline osmium has a sparkle like no other. For example, comparing a 1ct diamond with a crystalline osmium inlay of the same size, you will be able to see the diamond's sparkle from up to six metres away. Meanwhile,



**Above and below:** Osmium in jewellery and watches  
**Left:** Inception Ring by Gavin Marsh

downloaded using the Owner Change Code (OCC). Own an extraordinary piece of jewellery and be part of an exclusive league of owners possessing crystalline osmium. The material is so rare that there is just under 500kg of osmium left for crystallisation. When all this material is crystallised, the demand will be higher whilst supply continues to decrease. Customers love a durable piece of jewellery. Crystalline osmium retains its shine indefinitely and it is abrasive resistant. Cleaning and maintaining is

the sparkle of crystalline osmium can be seen from well over 15 metres away depending on the metal inlay's sparkle grade. Large surfaces of crystalline osmium with the highest sparkle (5) can be seen with the naked eye at distances of up to 30 metres due to their spectacular reflection of sunlight.

Crystalline osmium can now be cut into almost any conceivable shape with absolute precision, which means it is absolutely possible for any customer to achieve a custom-made shape of the highest accuracy.

It is unfalsifiable giving the owner assurance that their possession can't be forged. All data on certified osmium pieces, including specs, ownership, and transaction history are stored in the highly secure International Osmium Database in conformity with the guidelines of the Basic Data Protection Regulation. The data can only be retrieved by authorised personnel. Each owner can query the certificates of a specific piece of osmium using the Osmium Identification Code (OIC). Personalised certificates can be



exactly the same as any gem-set jewellery – which means there is no extra process to maintain the quality of its sparkle.

Crystalline osmium is 23.5 times more valuable than gold and holds the highest value per volume among all noble metals. The high value density is an advantage when it comes to transporting values from A to B as easily as possible. For example, if one were to invest £120,000 in a precious metal, they would gain approximately 2kg of gold, in comparison with a potential equivalent 81g of crystalline osmium – making it a significantly more valuable resource.

**You exhibited at the Jewellery Show last month, what sort of response did you see from the UK jewellery industry to osmium as a product?** Our experience was very positive. It was the very first time we exhibited and created a showcase featuring osmium in jewellery. Surprisingly, about 45% of the people we talked to have already heard



of crystalline osmium. The biggest question we had was: 'How do you use it in jewellery?'

Fortunately, Gavin Marsh from The Diamond Setter, based in Tunbridge Wells, was present during the two-day show and shared his first-hand experience working with crystalline osmium. The jewellery articles we displayed were produced by different designers around the world, and provided inspiration to spark the imagination of designers and makers in attendance. Their curiosity about the subject was so exciting to see. They did not just see the material in person but they also got to feel the crystalline surface.

We received an overwhelming response and interest about osmium and we are very excited to start forging new partnerships in the UK.

**Looking forward, what will be your focus as a business in promoting osmium within the UK market?**

The focus at the moment is introducing crystalline osmium in jewellery and luxury time pieces. We are encouraging makers and designers to expand their repertoire and exercise innovation in their designs.

Our job is to continue to build that awareness, extending our very own knowledge in the design and making of jewellery.

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