

Why You Should Invest in Vintage Jewellery

With millions upon millions of dollars being put into the promotion of contemporary jewellery boutiques each year, it can be tempting to simply stroll into your local high street jeweler and purchase your engagement ring, your anniversary necklace, or your celebratory bracelet from a brand name you know and trust.

After all, with new jewellery you know that you're the only one who's ever worn it, and you get indisputable documentation that details its value and specifications. However, there are a few reasons why it may be worth considering looking towards vintage and antique jewellery for your purchase.

It's Unique

You know that feeling when you walk into an office party, and you and that woman with the sexy-librarian glasses (*does she even need them?*) are wearing the exact same dress? Isn't that the *worst?*

Vintage jewellery will never give you that feeling. It's only in the last few decades that jewellery came to be mass produced. Before then, all jewellery was made by hand one piece at a time, each one a meticulous work of art. When you buy a vintage or antique piece you can be sure that it will be unique to you and you alone.

It's Environmentally Conscious

If there's one major new marketing trend that we've seen in the last few years, it's an emphasis on environmental impact and sustainability. New generations are demanding products sourced and crafted with a compassionate attitude towards the land and the people in it.

While many jewellery businesses today are trying their best to improve their practices, it's quite honestly very difficult to do in such a sprawling industry, especially when businesses trade on a larger scale.

When buying vintage jewellery, you know that your money isn't being recycled into the earth-damaging mining industry or supporting businesses (even indirectly, further up the supply chain) that negatively impact people who live in mining-heavy countries. Vintage jewellery is a clean, conflict-free choice.

It Holds Its Value

While modern, mass-produced jewellery tends to lose its resale value over time, vintage jewellery has already completed its resale curve and will most likely keep the same value you paid for it (and maybe even increase!). This is especially true for quality brands that have since gone out of business and are fetching higher and higher prices among collectors, or for materials that have fallen out of use due to supply issues or the introduction of new alternatives.

Natural pearls, for example — that is, “wild” pearls that weren't cultivated in controlled environments — are almost never used in contemporary jewellery and always cause a lot of excitement at auctions and estate sales. The same can be said for vintage name brand jewellery such as Chanel or Dior.

It also helps that in certain countries such as the UK vintage jewellery is tax-exempt, saving you money right from the beginning.

Unbeatable Quality

This circles back to what we said about individuality and the rise of mass-produced work. Early and mid-century jewelers were true artisans (before the word started getting batted around with every Nescafé ad) and made sure every single piece was as well-crafted as could be. Furthermore, if you're buying a one hundred year old piece in good condition, you know that it's survived that long and will probably survive at least one hundred more. Vintage jewellery has an endurance and a human touch that we don't often see in its contemporary counterparts.

Personal Satisfaction

Finding that perfect one-of-a-kind piece that's just right for you offers a thrill unmatched by pretty much any other shopping adventure. Not only does it give you a feeling that you "earned" the piece of jewellery you found, it gives you a strong positive association and a good memory to look back on every time you wear it.