

Rose gold and diamond Open Fatima Hand necklace, £895, by Ileana Makri, from Browns

Rose gold and silver Five O'Clock teapot charms, from £645, from Pomellato

18ct gold vermeil and gemstone charm bracelet, £135, and detachable charms, from £45, by Astley Clarke



CHIRRESISTIBLE Charms

PERSONAL AND UNIQUE MEMENTOS MAKE THE BEST JEWELLERY GIFTS, SAYS EDWINA INGS-CHAMBERS

It's all too easy – if expensive – to opt for a bit of a bobby dazzler if you're planning to give the gift of jewellery this yuletide. And it's unlikely any recipient would turn their nose up at that. But don't feel that the only option is a hunking ol' piece of rock. You could go a more romantic, more poetic route and follow one of the biggest jewellery trends around: charms.

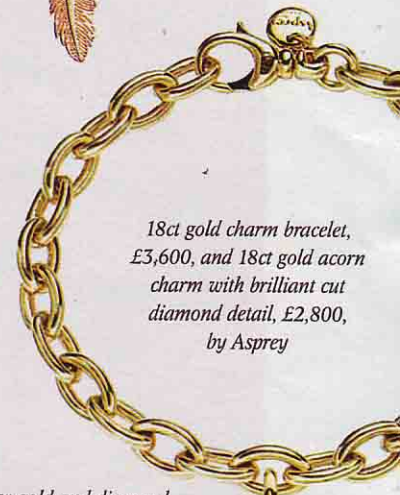
Charms look pretty, but they're also packed with hidden messages, and underscore the idea that you're proffering a talisman, wishing someone a charmed life. It's fine jewellery, but with an even finer sentiment built in. Plus, choose the right charm to fit the right person and it offers a kind of bespoke gift option at a fraction of the usual cost.

"Jewellery has always been used as a token of love," says Bec Clarke of the online luxury jeweller Astley Clarke. "We are seeing our customers looking for new and more unusual ways to customise and personalise their gifts – from charms with secret messages and meanings to engraving, bespoke pieces and personalised lockets."

"The wearing of charms began as a form of amulet to ward off evil spirits or bad luck," says Justine Carmody, jewellery director at Asprey, which has just launched a Woodland collection scattered with acorn charms and mushrooms created with impeccable detail. "Charms embody the romance of jewellery – each has a story to tell and evokes a person or memory. Their collectable nature makes them an ideal gift to be added to over time, and be passed on as a treasured heirloom."

Plus they suit all ages (remember those Links of London charm bracelets Sam Cam gave the Obama girls?) – and all wallets. "I think at all levels it comes back to a desire for something more personal," says Olivia Richardson, jewellery buyer for Liberty.

"For some, that means a spiritual message; for others, it might be a symbol or letter with meaning or resonance." And that's as enduring as even the hardest gemstone. ●



18ct gold charm bracelet, £3,600, and 18ct gold acorn charm with brilliant cut diamond detail, £2,800, by Asprey

18ct yellow gold and diamond Mythology Alphabet charms, £395, by Annoushka



18ct white gold Evil Eye necklace with blue and yellow sapphires, £4,845, by Vanessa Condiotti, from Liberty



White gold heart-shaped charm, £3,500, by Louis Vuitton



18ct gold vermeil Alice Box pendant with blank parchment for love note, £245, by Hannah Livingston, from Astley Clarke

Gold chain, from £250, and four-leaf-clover charms in rose gold, white gold, diamonds and tsavorites, from £150, by Dodo

