NEWS RELEASE

Three Generations of Inspiring Love: A Family of Jewelers

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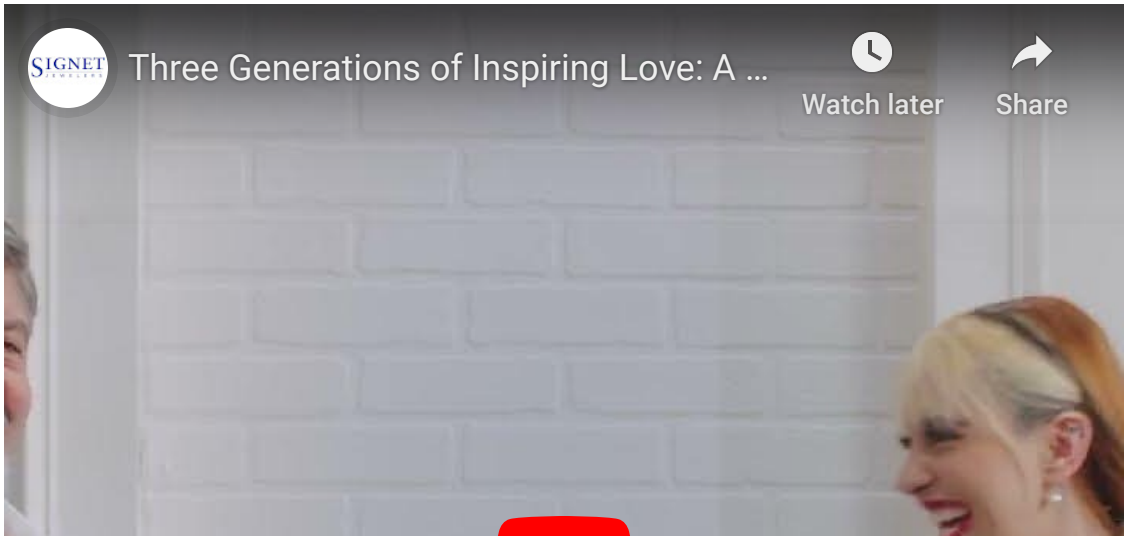
Love transcends generations – even the kind of love that some people were born to do. For Juan Manuel Valcarcel Salazar and Ana Valcarcel, father and daughter, that love is one of passion, art, meticulous nuance and self-expression. They are part of three generations of jewelers. The youngest – Ana, the aspiring artist – following in the footsteps of the other. And her father – Juan, now the master – never too old to learn new things from his gifted apprentice.

Juan learned the craft of jewelry making from his own father, Luis, in San Mateo, Boyacá in Colombia. Ana's grandfather had a jewelry business and sold his son's creations. It was he who instilled an indelible sense of pride in creating ways for diamonds, gems and precious metals to be artfully crafted. His method was equal parts skill, art and passion. It's an elixir both Juan and Ana mix every day.

Now, in a part of Florida just south of Orlando, and working for Signet's Design & Service Center, both Juan and Ana share their love for one another, their deep family roots (Ana's boyfriend is also a jeweler for Signet), and the boundless possibilities that jewelry design provides them.

We're proud to share part of their inspiring story:





Note: since the production of this video, Ana Valcarcel was promoted to an A Jeweler. We congratulate her on an already remarkable career and wish her continued success.