



An enthusiastic response to 3DESIGN in Australia

Bruce Robinson Jewellers specialises in the unique PINK AND WHITE ARGYLE DIAMONDS (Western Australia), one of the most sort after diamonds in the world. Located in Brisbane, Australia, and established since 1969, *Bruce Robinson Jewellers* has always worked with their customers, designing unique pieces of jewellery based on their clients unique and styles.

Bruce attributes time spent with clients, listening to their ideas as he verbally sketches out their ideal piece of jewellery, as an endless source of ideas for designs. **“I learned a lot of little techniques talking with clients”** he says. Bruce Robinson, who is a former Federal President of the Australian Jewellers Association, is able to utilise his unique background to create pieces that reflect the wishes of his clients. He is very, very good at hand-sketching with many of his clients purchases made on the basis of his sketching.

However, the younger jewellers and sales staff can typically lack the communication skills necessary to explain to customers the designs they are thinking of in a three (3) dimensional form. Bruce needed a solution to remedy to this trend among the younger jewellers.

He and his staff have seen CAD software before, but **3DESIGN** immediately caught their attention because it gave such a tremendous three (3) dimensional visualisation of the jewellery, with the ability to look from all angles at a piece of jewellery prior to manufacture. The interface and tools also were very attractive to the customer, as was our approach to the software.

For *Bruce Robinson Jewellers*, **3DESIGN** software does not remove the need for the jewellers or the hand sketching, but in a number of areas it does compliment this particular industry. **3DESIGN** is such a flexible tool it can be used and taken advantage in a myriad of businesses and applications.

For *Bruce Robinson Jewellers*, their primary use is jewellery design, including at a retail level, but they would still think of hand-making, rather than using a wax machine. In the future, an adaptation of **3DESIGN** to machine models would always be an option though.

For more information about Bruce Robinson Jewellers visit www.ageniuswithgems.com.au

For more information about **3DESIGN** visit www.3designjewel.com or contact us directly at sales@type3.com

