

## **A New Process to Capture Japanese Heritage in Precious Metals Announced by Designs N Gold**

*Designs N Gold announces its new process of creating Japanese family crest jewelry using traditional family Japanese Kamon*

February 11, 2010 (FPRC) -- Designs N Gold, a Hawaiian jewelry manufacturer based in Honolulu has announced its new process to turn Japanese family crest into pendants, rings, bracelets and other items of jewelry, using the family's traditional Japanese Kamon design.

Kamon was born in the Japanese tradition and cultural climate and is the symbol of a family or a group. In addition, a symbol similar to the family crest is an emblem of national as well as local government bodies including prefecture, city, town and so forth, uniquely designed in consideration of the tradition and cultural background specific to the respective region. Also, religious facilities like shrines, Buddhist temples, various enterprises, educational organizations like universities, colleges, high schools etc. have got their own emblems designed to represent their own tradition and background, and they are regarded as important properties of their own. In Japan, there are as many as 30,000 different family crests. Most of them are images of plants followed by images of animals. This could explain that the traditional Japanese way of life had been closely associated with the natural surroundings. It appears that by drawing various images of nature that were seen or used in people's everyday life for usage as decorative articles for clothes, furniture etc. and with the repeated use of such images, gradually it became the family symbol or crest. This is probably how the Japanese family crest was born.

Designs N Gold also offers Japanese Family Crest Research to those families who do not know their Japanese Kamon. "

"Those families that we have created Kamon jewelry items for are very happy and excited to have a symbol of their heritage in a form that they can wear and eventually give to their children and grandchildren" commented Colette Aoki, the owner of Designs N Gold. Ms. Aoki also commented that "Designs N Gold also offers Japanese Family Crest Research to those families who do not know their Japanese Kamon."

"My name is K. Nishitsuji and I ordered two kamon pendants from you. I just want to thank you so much. They are just beautiful and my niece and I appreciate how beautiful it is. We have wanted this pendant for a long time. Thanks again" wrote K. Nishitsuji of Fullerton CA. and K. Nakashima of Honolulu Hawaii wrote "I just wanted to Thank you very much for creating a dream come true. I ordered the double sided Japanese family crest and when I received it, I fell in love with the work that you did. The workmanship on the two mons came out perfect and don't know how I could ever thank you for making this happen.

Everyone who had seen my family crests can't believe the workmanship that was done on it and I am proud to say that Designs 'N Gold has created it. I wear it proudly and haven't taken it off since receiving it.

Again, a big, hug mahalo to you for making this a dream come true!!!"

About Designs N Gold - The owner of Designs N Gold, Colette Aoki, has been in the jewelry

business in Hawaii since 1976. Over that period she has designed jewelry for thousands of clients in Hawaii as well as worldwide. In 1985 she acquired the jewelry manufacturer, Designs N Gold, which gave her the ability to control the entire jewelry making process from design to finished product. Designs N Gold's expert jewelers and engravers create each piece of Hawaiian jewelry including pendants, earrings, bracelets, and wedding rings. Contact 98-1277 Kaahumanu Street, Suite: 106-339 Aiea, Hawaii 96701 Tel Local: 808-484-2699 Tel Outer Island & Mainland: 800-343-5846 Web: <http://www.designsngold.com> Email: [caoki@designsngold.com](mailto:caoki@designsngold.com)

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