

# MY JEWELLERY

THE ICONS ISSUE

rooted in summer, made to last beyond seasons.



## MY JEWELLERY ICONIC COLLECTION

**PAGE 5** Created to honour pieces that have shaped our journey and become everyday favourites. Designed in-house and crafted from premium stainless steel, our Icons are made to last, just like the memories and moments they celebrate.

## HOW WE SHOW UP

**PAGE 2** The story behind our founder, Sharon Hilgers, and the journey that started it all.



# 15 YEARS OF MY JEWELLERY



## “ROOTED IN THE SUMMER OF 2011”

Welcome to the world of My Jewellery! I’m so happy you’re taking the time to read this anniversary edition, created to celebrate our 15th anniversary. If you don’t know the background of My Jewellery, I’d like to share my personal story with you. I founded My Jewellery in 2011, driven by my passion for jewellery and fashion. As a child, I always created my own jewellery, and 15 years ago, after studying French, I decided to start a webshop! What started as a small webshop eventually grew into our first boutique in my hometown, ‘s-Hertogenbosch in the Netherlands, and many more followed. Today, 15 years later, My Jewellery has grown into an international brand with boutiques across the Netherlands, Belgium, Germany and France, with Spain coming up next.

Over the years, we’ve built a brand inspired by Mediterranean summers, fresh flowers and meaningful moments shared with the people you love. Every journey has a beginning, and ours started with creating jewellery. That’s where our love for thoughtful details first took shape, and 15 years later, it still shines through in every collection we design.

It’s that positive outlook that has always been at the heart of My Jewellery. Our internal motto is ‘What are we celebrating today?’ and we like to see the world from a sunny, positive perspective.

Together with more than 1,000 dedicated colleagues, we’re building a brand that goes far beyond fashion. We’re building a community that inspires women through fashion, encourages them to embrace their own style and celebrates life’s everyday moments.

*With love,  
Sharon*

- 2011**  
every dream starts small, the start of My Jewellery
- 2015**  
opening our first boutique in our hometown ‘s-Hertogenbosch
- 2021**  
30 boutiques across NL, BE & counting
- 2026**  
60+ boutiques & more than 1,000 passionate employees

- 2014**  
opening our first office
- 2016**  
online growth, with our team expanding to 30 colleagues
- 2024**  
opening our first boutique in Paris.

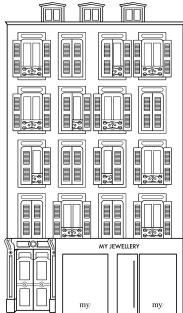
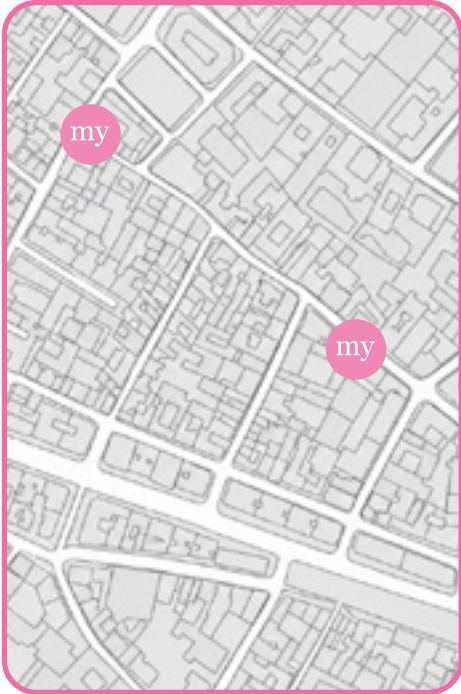


## DREAMS DO COME TRUE

Some dreams stay with you for years. This has always been one of mine. When I was a young Dutch woman, I lived in Paris for six months while studying French. I fell in love with everything the city represents: its timeless elegance, creative spirit and the confidence of the women who walk its streets. I remember thinking, long before My Jewellery expanded internationally, “One day I’d love to open a boutique here.” Years later, that dream became reality.

Opening our very first boutique in Le Marais on 5 July 2024 was a major personal milestone for me. Not only because Paris is one of the most inspiring cities in the world, but because it reminded me how far a dream can take you.

As a female entrepreneur, I hope this boutique represents more than just beautiful jewellery. I hope it’s a reminder that ambition and femininity go hand in hand, that believing in your vision matters and that the biggest dreams often start with one small idea.



**My Jewellery boutique Paris.**  
5 Rue des Rosiers  
**My Jewellery boutique & atelier Paris** opening soon.  
45 Rue Sainte-Croix de la Bretonnerie



## EMBRACE THE ONGOING CELEBRATION OF LIFE

I started My Jewellery with one simple belief: life is made up of moments worth celebrating. Whether you’re marking a milestone, cherishing the people you love, surprising someone special or simply treating yourself, I believe every moment, big or small, deserves to be celebrated. That philosophy is at the heart of everything we do. Inspired by the spirit of endless summer, I want My Jewellery to bring a little more positivity, confidence and joy into everyday life. Every collection is designed in-house to empower women, help them express their personal style and create lasting memories through the jewellery and wardrobe essentials they wear. For me, My Jewellery has never just been about creating beautiful jewellery and fashion. It’s about celebrating life’s journey, the connections we share and the memories we make along the way. I hope My Jewellery inspires you to embrace every chapter, celebrate every achievement and find beauty in all the moments in between.

### SEAL EVERY MOMENT WITH MY JEWELLERY

I’ve always believed that the most beautiful jewellery is the jewellery that holds a special meaning. A necklace can remind you of someone you miss. A charm can symbolise a new beginning. A ring can mark a milestone you’ll never forget. Those are the pieces you reach for every day, not only because they complete your outfit, but because they tell your story. That’s why personal jewellery has always been at the heart of My Jewellery. I want every piece to become part of someone’s journey, carrying memories, love and meaningful moments for years to come. Because in the end, it’s never just jewellery. It’s a reminder of the people, places and moments that shape who we are.



Forever Connected bracelet set €29.99



## WE ♥ OUR COMMUNITY

When I started My Jewellery, my goal was simple: to create jewellery and fashion that people would truly love and make a part of their everyday lives. What makes me most proud is seeing women choose My Jewellery to celebrate their milestones, express their style and create memories. Knowing our pieces become part of someone’s story is the greatest compliment I could receive. Our customers, employees, creators and ambassadors have all helped shape My Jewellery into what it is today. As we’ve grown beyond the Netherlands, it’s been incredibly rewarding to see women across Europe connect with the same positive spirit and love for the brand. To me, that’s what My Jewellery is all about: being a brand people genuinely want to be part of.





100%  
WATERPROOF

PREMIUM  
STAINLESS STEEL

## MY JEWELLERY'S ICONS

After 15 years, one thing has become clear to me: the most iconic pieces are the ones that grow with us. They're with us through every chapter, from everyday moments to unforgettable occasions. Worn again and again, they become more than jewellery. They become part of who you are. That's exactly what our Icons collection represents to me. Timeless designs and signature charms, crafted from 100% waterproof premium stainless steel to stay with you through every chapter and be there for the moments that matter the most.

But what truly makes something iconic isn't the jewellery itself. It's the women who wear it. The women who dare to dream, create, love, lead and celebrate life in their own way. They've inspired My Jewellery from the very beginning, and as a brand created by women, for women, they always will. To me, they'll always be the true icons.



## THE ODE TO PEARLS ICON

Balanced and timeless, our Ode to Pearls collection features everyday jewellery that's guaranteed to elevate your look! By pairing the organic shapes and delicate beauty of pearls with premium stainless steel, we've created the most beautiful earrings you'll never tire of. Enhance your jewellery collection with this delicate, tarnish-resistant pearl design that will truly stand the test of time in both style and quality!

**Faux pearl heart earrings** €25.99



★★★★★  
"I'm so happy with it! It goes with everything, and I wear it all the time."

★★★★★  
"These chunky earrings are stunning! So pretty and not heavy at all!"



## THE LOVE LIFE BRACELET ICON

Lovingly curated by us, for you. Our Love Life Charm Bracelet celebrates life's special moments and is thoughtfully designed with meaningful charms that symbolise love, happiness and luck. The perfect gift for someone special, or a beautiful reminder to cherish every day.

**Love Life bracelet** €39.99

★★★★★  
"When I came across this bracelet, I was sold immediately. It's even more beautiful in real life, with the cutest little charms."

★★★★★  
"Such a beautiful bracelet, I'm completely in love with it! Since I got it, I haven't taken it off."



**Bangle with flowers** €29.99 **Bold bangle with hearts** €29.99

## THE VINTAGE COLLECTION ICON

Discover our vintage-inspired gem that will take you on a voyage of discovery into the world of vintage jewellery. This jewellery was designed to bring old stories back to life and connect them with new ones. Let this unique piece inspire you to see the beauty in everything!

**Vintage ring with rhinestones** €29.99

★★★★★  
"I absolutely love this ring! It fits perfectly and looks beautiful. I've had it for a few months now."

★★★★★  
"I'm very happy with this beautiful ring! It still looks perfect and hasn't tarnished at all."





# CONNECTING 1 MILLION MOTHERS & DAUGHTERS



**The Mother & Daughter bracelet €22.99**

Sometimes, the smallest ideas end up meaning the most. When we introduced the Mother & Daughter bracelet in 2018, I simply hoped it would be a meaningful way to honour the bond between mothers and daughters. I never imagined it would become part of the story of more than one million mothers and daughters. I truly realised its impact during our first Mother & Daughter brand trip in 2019, when I saw memories being made that would last far beyond that day. Then, during the COVID-19 pandemic, the bracelet took on an even deeper meaning. When families couldn't be together, it became a small reminder that love can still make you feel close, even from a distance. In 2024, it became even more personal when I celebrated Mother's Day for the first time as a mum myself.

Looking back, I'm grateful that this story has become part of so many others. Not because of the bracelet itself, but because of what it represents: love, connection and memories that stay with you for a lifetime.

★★★★★  
"I gave it to my mother as a gift, and she loves it. Such a meaningful present. We both wear our bracelets all the time, and they haven't tarnished at all."

★★★★★  
"What a lovely idea to stay connected through these bracelets. We wear them with love and cherish what they represent."

100% WATERPROOF

PREMIUM STAINLESS STEEL



MY-JEWELLERY.COM



## A PLACE OF CREATIVITY & INSPIRATION

For as long as I can remember, creating has brought me so much joy. But seeing someone wear something made with love has always been even more special. Over the years, I realised I wanted to share that feeling with others: the excitement of making something with your own hands and turning an idea into something personal.

That dream became a reality in 2024 when we opened our very first Atelier in 's-Hertogenbosch, the city where My Jewellery began. It felt like coming home. Today, our Ateliers are places where personal stories come to life. Whether you're creating a bracelet, necklace or another meaningful piece, personalising a gift or giving a favourite item a second life through our repair service, every creation carries a memory.

Seeing our Ateliers grow beyond the Netherlands, with locations in Antwerp and Ghent, makes me incredibly proud. They are a reflection of where we started and of the creativity that continues to bring people together. And for me, there's nothing more special than sharing the passion that started it all.

SCAN, GET CREATIVE & BOOK YOUR SPOT

# MEET YOUR BIRTH FLOWER

- January - Carnation**

Like the Carnation, you bring warmth wherever you go. Affectionate and loyal, you make the people around you feel truly loved.
- February - Iris**

With the Iris as your birth flower, your thoughtful and faithful side shines through. You trust your instincts and stay true to what matters most.
- March - Daffodil**

Bright and uplifting, the Daffodil matches your optimistic outlook. Your generous spirit brings a little sunshine wherever you go.
- April - Sweet Pea**

There's a reason the Sweet Pea is your birth flower. Cheerful and romantic, you follow your heart and welcome every new adventure.
- May - Lily of the Valley**

Gentle yet strong, the Lily of the Valley reflects your sweet and caring side. You approach life with kindness and humility.
- June - Rose**

Passionate and expressive, you share the Rose's timeless appreciation for beauty. You lead with your heart and let your romantic side shine.
- July - Larkspur**

Like the Larkspur reaching for the sun, your uplifting spirit draws people in. Lighthearted and open-minded, you value meaningful connections.
- August - Gladiolus**

Standing tall and strong, the Gladiolus reflects your determination. You face challenges with confidence and inspire others with your enthusiasm.
- September - Aster**

Love and wisdom lie at the heart of the Aster. Caring and grounded, you're a loyal friend others can always count on.
- October - Marigold**

Creative and full of warmth, you share the Marigold's vibrant spirit. You express yourself freely while bringing calm and balance to others.
- November - Chrysanthemum**

The Chrysanthemum celebrates meaningful connections, just like you. Friendly and outgoing, you bring people together with loyalty and optimism.
- December - Poinsettia**

Just as the Poinsettia brightens the season, your generous spirit brings warmth to others. You cherish loved ones and stay true to what makes you unique.

# JEWELLERY FORECAST

Monday to Sunday

100% WATERPROOF

PREMIUM STAINLESS STEEL

Our jewellery is 100% waterproof. This means that you can wear it worry-free during every-day contact with water, such as washing your hands, showering or getting caught in the rain.

Premium stainless steel jewellery is designed to stay beautiful over time. Perfect for daily wear, made to last.



## 15 YEARS, COUNTLESS STORIES

Every word in this crossword is part of the My Jewellery story. From the values that inspire us to the milestones we've celebrated together, each answer represents a piece of our journey over the past 15 years. Fill in the crossword and discover how well you know My Jewellery.

- ACROSS**

  - Present in multiple countries
  - To shine brightly
  - A strong love for something
  - Special times in life
  - Our favourite season
  - An exciting new experience
  - The person who started it all
  - The ability to create new ideas
  - Where inspiraton meets shopping
  - A feeling of happiness
  - Always moving forward
  - Colourful blooms from nature
  - Important moments or achievements
  - Clothing, style and trends
- DOWN**

  - Something that sparks ideas
  - People brought together by something they share
  - A celebration marking another year
  - A meaningful bond
  - Looking on the bright side
  - The finishing touch to your look
  - Marking a special moment
  - The path from beginning to now
  - The people we love to inspire
  - Hopes for the future



**THIS IS YOUR SIGN TO LOOK FOR NEW ADVENTURES.**

**Let's grow together!** Want to work at My Jewellery? It's all about you. We believe everyone has their own unique talents, and we want to give you the space to develop them and let them shine. As you grow, we grow with you.



**Find your nearest boutique** & get inspired!

Discover the latest jewellery, fashion and gifts and enjoy the unique My Jewellery shopping experience.





PARIS  
ANTWERP  
MÜNCHEN  
AMSTERDAM  
BRUSSELS  
COLOGNE  
DÜSSELDORF  
BERLIN  
KNOKKE  
AIX EN PROVENCE  
MARSEILLE

OPENING SOON

OPENING SOON

FIND US AT 60+ OTHER LOCATIONS.