

Company Overview

Company Name	JIRON JEWELLERY INC.
CEO	TADASHI TAKAHASHI
Address	4-32-4 Ogikubo Suginami-ku, Tokyo 〒 167-0051
TEL	81-3-3398-5600
Foundation	1946,July
Established	1958,July
Capital	20,400,000yen
Business	OEM Manufacture of Gemstone Jewellery Original Jewellery Repair and care of Overseas Brand
MainBank	Mitsui Sumitomo Bank ,Mizuho Bank
Employees	15Persons

HISTORY

-Jiron Jewellery is supported overwhelmingly by first-class brands-

In the midst of the great depression, in 1929, Gunji Takahashi, the founder, was managing a Western furniture production company in Ninohashi, Azabu. Having suffered by the depression, the company went bankrupt, his first son, Jiro the second, had to quit school and start working at a factory of Mikimoto Pearl Company in Hibiya and living in a company dormitory. In the factory note, the date was recorded as the 14th of April 1929, when Jiro was 15 years old. In 1936, despite of his young age, Jiro was promoted to the royal Jewellery unit of the imperial family and made a crown, tiara and

other significant accessories (quoted from “A history of 100 years of Mikimoto”). With the war raging increasingly, Jiro went to war from the factory... He came back from China one year after the end of the war and returned to the Meguro factory. Years later, Jiro had been allowed to become independent, and since then he became an accomplished subcontractor and opened an atelier in Suginami. In 1957, he established a company which was to become the predecessor to Jiron Jewellery. In 2007, Jiro was honoured as a “craftsman to connect the ages” for being a skillful craftsman born in the Taisho era on the 100 year anniversary of Mikimoto.

After having studied industrial design, Tadashi Takahashi the third, moved to London, England in 1973 to study jewellery, He studied for three years at Hornsey College of Art while learning from first-class diamond merchants, long-established smoking accessory shop and Jewellery ateliers etc. It was when the oil shock hit the economy and the industry became dying, by a strong request of Jiro, Tadashi came back to Japan although he was willing to study more in the UK. Gradually, the management was transferred to Tadashi the third. The name, Jiron, was derived from the name of the de-facto founder, Jiro, by Tadashi.]

From 1985 onwards, Jiron received prizes 6 years in a row as a production sponsor at the acclaimed award organized by De Beers known as the Oscars of jewellery. Acknowledged with a number of prizes, in 1998, Tadashi was appointed as DIA judge, an honourable title, by De Beers and resided as the host head judge of the Asia/Pacific region. The two products, which received the second DIA award in 1967 for the first time for Japan, were hand-made by Jiro and drew public attention. With a number of awards, Jiron earned reputation both domestically and internationally and currently, we have overwhelming support from first-class brands and are deemed as one of the best high-end jewellers in Japan.

-Dozen of international awards and achievements-

Becoming a corporation in 1958 as Takahashi Metalcraft Studio and changing its name to the current one in 1968, Jiron Jewellery has inherited the tradition of the Mikimoto style and protected intricate and delicate handmade techniques to concentrate on the craftsmanship with authenticity. In 1966, we created Queen's Pearl Clown (Mikimoto) for the biennial "National Cherry Blossom Festival" in Washington. Moreover, in 1968, two of our works were short-listed, among 20 items selected internationally, for the Diamonds International Awards, in its initial phase, and received honorary awards. After that, we have made dozens of items for the Diamonds International Awards and competed and got awarded in the contest as Jiron Jewellery. Our motto is expressed in the words: "a jeweller is a lifetime of learning". The words crystallise the experiences of the founder, Jiro Takahashi. To become a professional jeweller, one needs not only the fingertip technique but also a wide range of experience. It is why our products are of high quality.

-The passion which led to opening of an atelier-

The reason why the existence of the company, Jiron Jewellery, is not well known among clients is because we were strictly a maker in the jewellery industry. A maker means a person/company who designs and produces jewellery products on behalf of retailers or wholesalers who have no ability to develop the products themselves. Therefore, it can be said that a maker is an unsung hero. Jewellery products made by Jiron Jewellery are sold under a variety of names in the world, however, there is no mentioning of Jiron Jewellery. So, even the people, who wear the jewellery made by Jiron Jewellery, never know the name of the maker. Partly because of such a reason as above, we opened our own atelier close to the Ogikubo Station in 2007.