



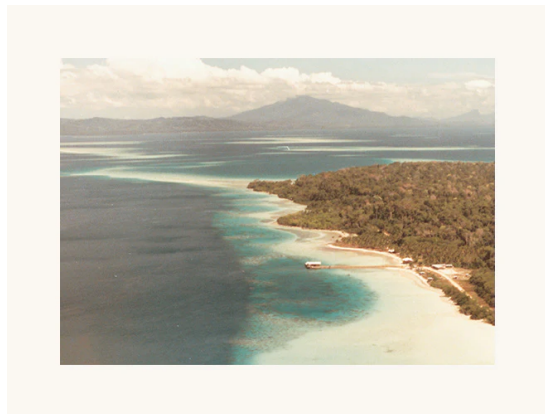
ABOUT US

Milestones

1979

Jewelmer initially worked with the Badjao, a sea-faring ethnic group in Southern Philippines, to dive for oysters. The harvest would



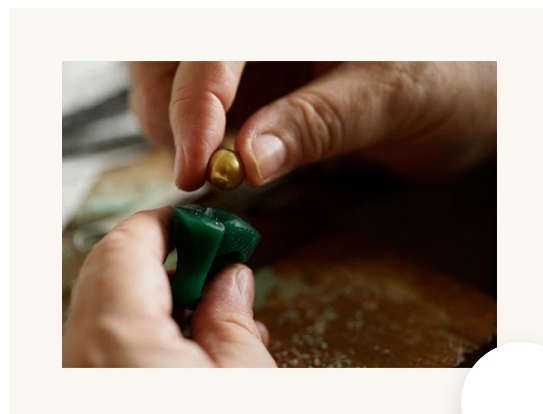


1979

Jewelmer's first pearl farm was established in Palawan, Philippines. Not long after, the first experimental laboratory where oysters were raised in a hatchery was created. There, Jewelmer worked with Japanese grafters to culture South Sea pearls.

1983

Moving beyond culturing precious South Sea pearls, Jewelmer opened its first jewelry workshop.





1985

Jewelmer opened its first retail showroom in the Philippines at The Peninsula Manila, a five-star hotel at the heart of the capital's business district. The hotel is home to various local and international luxury boutiques.

1989

After a decade of careful, patient study, and several harvests of white and silver pearls, the rare golden pearls were successfully cultured.



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and Mikimoto, Jewelmer displayed its jewelry in an exhibition in the Principality of Monaco, where the brand garnered the admiration of their Prince Rainier III.

1993

While searching for a basket of oysters displaced from its line, one of the Bugsuk pearl farm's divers discovered the Pandanan wreck. This was the site of a Chinese junk shipwreck dating from the 15th century that carried almost 5,000 treasures of porcelain, earthenware, Chinese coins, and other rare items that are now on display at the Manila Museum.



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Philippine President Fidel V. Ramos declared the golden South Sea pearl as the country's National Gem. In honor of this recognition, the Philippines' one-thousand peso note, the currency's highest denomination, features the South Sea pearl on the bill.

2006

Jewelmer founded the Save Palawan Seas Foundation (SPSF), a non-profit organization that aims to create workable and sustainable livelihood alternatives for communities in Palawan, Philippines. Projects include medical missions, coastal clean ups, organic farming, and other initiatives that seek to empower both the communities and the





2014

Jewelmer opened a showroom in Japan, located in the Mitsukoshi department store in Nihonbashi, one of Tokyo's busiest commercial districts.

2016

After 37 years, the Palawan strand, a string of perfectly matched golden South Sea pearls, was finally completed and unveiled to the public. The decades-long feat of matching pearls of such a remarkable size, shape, color, and luster makes this Jewelmer's rarest strand.



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2016

Jewelmer launched the Jewelmer x Wynn Wynn Ong collection which featured one-of-a-kind pieces inspired by the fascinating forms of the natural world. Wynn Wynn Ong, a prolific designer and philanthropist, is the first designer Jewelmer has collaborated with.

2017

Maxine Medina, Miss Universe Philippines 2017, wore a headpiece created by Jewelmer as part of her national costume for the prestigious international pageant. Symbolic of the connection amidst the diversity in the country, the elegant arcs of the headpiece bloom into South Sea pearls – the Philippines’ national



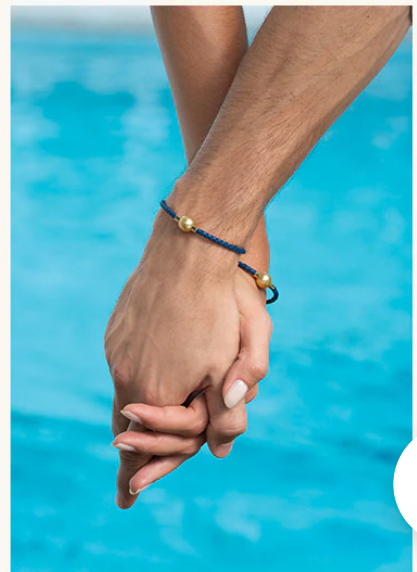


2017

Jewelmer partnered with the ICanServe Foundation for their annual fundraising fashion show, Fashion Can Serve. In support of the cause to raise awareness about breast cancer, Jewelmer launched the Why We Fight bracelet.

2018

Jewelmer launched We Create Hope, a campaign with Save Palawan Seas Foundation (SPSF) which promotes creativity and environmental conservation. Proceeds from the sale of the Pearl of Hope bracelet benefit the foundation's environmental initiatives and





2018

In partnership with Philippine Tatler, Jewelmer hosted the first exclusive preview screening of *Power of Pearl: The Farm Beneath The Sea* at the SM Aura Premier. Directed by Ahbra Cale Perry and R.T. Higgins, the film is a poignant documentary about resiliency, sustainability, and climate change from the perspectives of pearl farmers in countries vulnerable to climate change.

2018

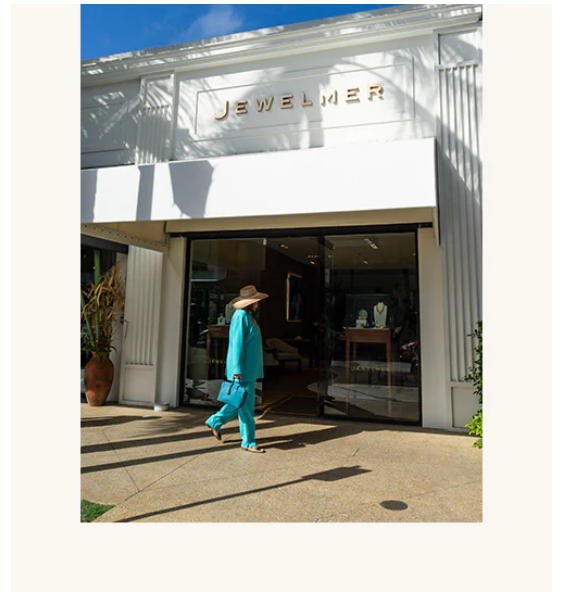
Jewelmer's flagship store in the United States opened at the prestigious Worth Avenue





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four-block avenue lined with international luxury boutiques exemplifies Jewelmer's reach of new frontiers.



2019

On its 40th anniversary, Jewelmer unveiled a new identity — one that is in line with both its esteemed heritage and pioneering vision. Symbolic of the brand's collaborative philosophy and its exceptional craftsmanship, Jewelmer's emblem marks the beginning of the brand's visionary strides into the future.





2019

In partnership with Ysagem's, Jewelmer launched its exquisite collections at the Salon Auguste of Hôtel Hermitage Monte-Carlo in Monaco.



JEWELMER
Est. 1979

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7324

Mondays to
Fridays - 9 AM to
6 PM

Saturdays - 9 AM
to 12 PM





JEWELMER



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