

# The Gift of Giving

people who have EVERYTHING

WITHOUT QUESTION, ONLY GIFTS OF THE HIGHEST ORDER

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Giving a gift has to be an art, especially when the recipients are people who have everything. In every sense of the word, they have got it all – wealth, status, prestige and influence. In some cases, the recipient could be a head of state, or a king or a member of the ruling family. On other occasions, they could be people who have given distinguished service at the highest national level. Or they could be tycoons with global business empires. In each case, the question arises: What gift do you give a person who has everything?

Preparing such a gift is much more complex than simply buying something nice of extrinsic value. It is a meticulous exercise that must be properly carried out – with zero tolerance for mistakes.

What is the occasion? What is the protocol? What is culturally acceptable and what is taboo? Does the recipient have any preferences? What is sensitive or inappropriate that must be avoided at all costs?

When such a situation arises, who do you turn to? The name that inevitably crops up is ELM, indisputably the leader in an industry that caters to an ultra-exclusive clientele around the world.

ELM's Head of Marketing Kevin Howe said of the 40-year-old company: “Our clients are connoisseurs of excellence; they appreciate exceptional design and craftsmanship. They cherish the creativity and skills that transform precious gemstones into outstanding masterpieces. Every order is unique and a work of art filled with intrinsic elegance. We have successfully met their high expectations throughout these years, and we are continuously upgrading our expertise, skills and technology to provide even more outstanding service.”

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Diamonds, rubies and sapphires, emeralds and pearls pass through the hands of expert craftsmen and artisans to be transformed into floral bouquets with colours of the rainbow, roses with such brilliant hues that you could almost get a whiff of their fragrance. Or symbols of power like eagles and hawks or majestic Arabian horses.

Precious metals like gold, white gold and silver are melted down and given new life as figurines, ornaments and other collectibles. Or as medals and orders that speak volumes about the recipients distinctive service or other equally distinguished contribution to society.

In fact, the possibilities are limited only by the imagination.

ELM has a long distinctive history and reputation for fulfilling such orders – Special Commissions, Objets d'Art and Orders, Decorations and Medals – with world renowned.



The Presence de Nature collection immortalises the pride and power of symbolic animals. In Sterling Silver & 22K Gold, embellished with fine gemstones



FIRST LOVE  
Natural Rock Crystal & Agate  
with precious gemstones

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Presenting a perfect pairing of immaculate craftsmanship and technical mastery in the making of Orders, Decorations & Medals

Special commissions are outstanding creations for distinctive occasions. The occasion is usually of major significance to the recipient, like an inaugural event for anniversaries, birthdays, exceptional achievements and other commemorative occasions that occur perhaps once in a long while or even just for a whole life time.

“A ruler, for example, would have an installation ceremony, or there could be a royal wedding or the scion of a family of great prominence could be taking a bride from another family of equal prominence. Or a visiting head of state might be making a historic trip to a host country and a unique gift would be appropriate to commemorate the event,” said company spokesperson Kevin Howe. “We think through each order carefully before we start on its design and production.”

Orders, Decorations and Medals are created for royalties national uniformed organisations and governments and other state to recognize individuals for exemplary achievements and performance acts of Gallantry, Bravery, Outstanding services etc. These are finely crafted pieces of a distinctive look and feel that reflect the meaning of the organisation invariably instill a sense of pride in recipients.



23K gold motifs with enamel,  
Mother of Pearl and Rock Crystal



Sterling Silver with Rock Crystal,  
White Jade and Malachite

Objets d'Art are sometimes bought for personal reasons, often by connoisseurs for connoisseurs. The owner of a new penthouse might be delighted with a piece de resistance for his or her living room. On other occasions, only a showpiece of exceptional artistry will do justice to a super-posh living room or the office of a prominent corporate figure. And there are times like extra-special birthdays and anniversaries of spouses and close friends that require gifts of special significance, preferably of unmatched quality and creativity.

But what sets ELM apart as the leader in the industry?

One reason is ELM's global, distinctive reputation and experience. Its four decades of experience has given an in-depth creative and production techniques and artisan skills that others find hard to emulate.

The company has a full-fledged team of creative talent including designers, craftsmen and artisans. They coax the best out of precious and semi-precious gemstones and precious metals. They conceptualise, design, create and innovate. They combine craftsmanship with the latest technology and blends with old traditions to put the finishing touches to masterpieces customized to clients' specifications.

Another reason why clients are comfortable with ELM is its highly customized service.

Its sales and marketing team include a trained gemologist with extensive experience in the business. Customers get the best possible recommendation.

Yet another factor is that ELM insists on a high degree of integrity and confidentiality for all its commissions, a fact that is obviously appreciated by its clients.

“Our ability to provide one-stop solutions is a source of comfort for all our clients,” said Kevin Howe. “We manage the entire process from A to Z. From the time we see a client to discuss an order and take a brief, to developing and creating the article, to meeting delivery deadlines, every stage is serviced by our own staff. This allows us to ensure excellence in our quality control; this is critical because of the intricate craftsmanship and precision required for the entire production process.

“We believe we are the only company in the region that provides this one-stop solution.”

The company has an impressive list of clients in almost 30 countries around the world, backed by an equally impressive distribution worldwide network. **A**