

# RICHARD KREMENTZ GEMSTONES

## Celebrating over 140 Years of Brilliant History

Generations of the Krementz Family Make Their Mark

### 1849

The 10-year-old George Krementz and his family emigrate to the United States from Germany on what they called “a sailing ship.” They eventually settle in New Albany, Indiana in an established German agricultural community.

### 1850s

Young George is sent to New York City to apprentice in the jewelry trade.



### 1866

George establishes Krementz & Co. in Newark, New Jersey with his cousin. They manufacture 14 karat gold jewelry. Later, they open a New York City showroom for buyers.

### 1876

George attends the Philadelphia Centennial Expo. Impressed by machinery that makes cartridge shells for rifles, he designs his own machine that makes collar buttons for men’s dress shirts out of one piece of karat gold. It was a masterstroke: collar buttons became a solid mainstay of the business for over 75 years.

### 1880s

George begins to use 14 karat gold overlay... 2 sheets of karat gold sandwiching a base metal... to make high-quality collar buttons inexpensively. Sales soar. Collar buttons give rise to an entire collection of men’s dress sets and jewelry.

George’s philosophy was to use only the best materials and craftsmanship in 14 karat and 18 karat gold “to create jewelry that was worthy of the most exacting of this country’s fine jewelry stores.”

### 1890s

Krementz & Co is among the first businesses to generate its own electricity with a massive steam engine that generates power for machinery as well as heating.

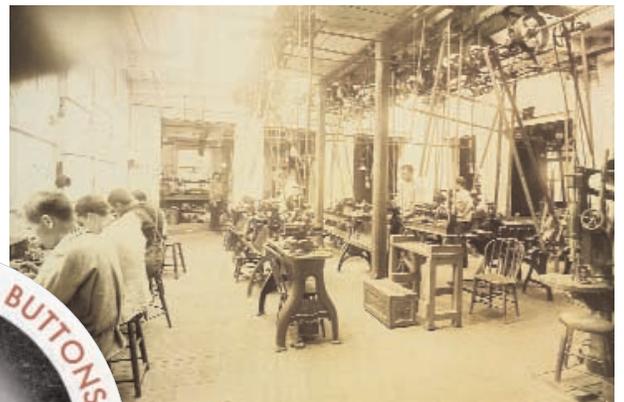
George is awarded a patent for the collar button design that is ultimately challenged before the United States Supreme Court. George wins. As a result of the complexity of the case, the Supreme Court decides never to hear another patent case again.

### 1898

Richard Krementz, George’s son, becomes first in his family to graduate college. After graduating with a degree in engineering from Yale, he begins to work at Krementz & Co. Krementz begins to advertise nationally. No other name is better known to consumers than Krementz for the finest quality.



*The Beginnings. The original Krementz factory in Newark, NJ, circa 1900, housed the company into the early 1990s.*



*Scenes from the Krementz factory at the turn of the century.*

## 1900s

Kremenz & Co move their showroom from downtown Manhattan to 580 Fifth Avenue. Almost all of the collar buttons used in the world at the turn of the century are made by Kremenz & Co.



1912

Family folklore speculates that Kremenz men's dress sets, popular among New York society, probably sank in the north Atlantic on board the Titanic.

1914

Kremenz & Co. manufactures popular platinum and karat gold Art Nouveau designs for women. Later, Art Deco styles come into vogue.



*A Fifth Avenue Address. The Kremenz staff meets with jewelry buyers in their New York showroom on Fifth Avenue, circa 1900.*

1916

Kremenz & Co celebrates its 50th anniversary. From a modest beginning, they were said to be the largest fine jewelry manufacturer in the world.

1920

As the collar button slowly becomes out of vogue, Kremenz & Co. shifts its concentration to women's 14 karat gold overlay jewelry.

1929

Beginning with the stock market crash and throughout the depression, 14 karat overlay jewelry becomes increasingly more important economically for Kremenz & Co. The famous "Kremenz rose" is created and soon becomes the single most iconic design element of Kremenz & Co. Made from pink, yellow and green 14 kt. gold overlay, the Kremenz rose continues to sell through the turn of the next century.



*Two pins from two eras. An 18 karat gold Art Nouveau cherub with a freshwater pearl and a platinum Art Deco pin with sapphires and diamonds are now part of the permanent collection of the Newark Museum.*



*From Newark to the nation. From left: a dedicated Kremenz counter at Lord & Taylor's flagship store in New York City and an Art Deco-inspired window of C.D. Peacock in Chicago.*

1930s

Kremenz & Co. overlay jewelry becomes international. A Kremenz salesman makes a yearly trip around the world, boarding a ship in New York harbor and stopping in exotic locales such as Cuba, Arabia and India. These trips continue through the 1950s, eventually on an airplane.

*Silver screen actress Sylvia Sidney models 14 karat gold overlay bangle bracelets featuring the Kremenz rose, circa 1940s.*



**1933**

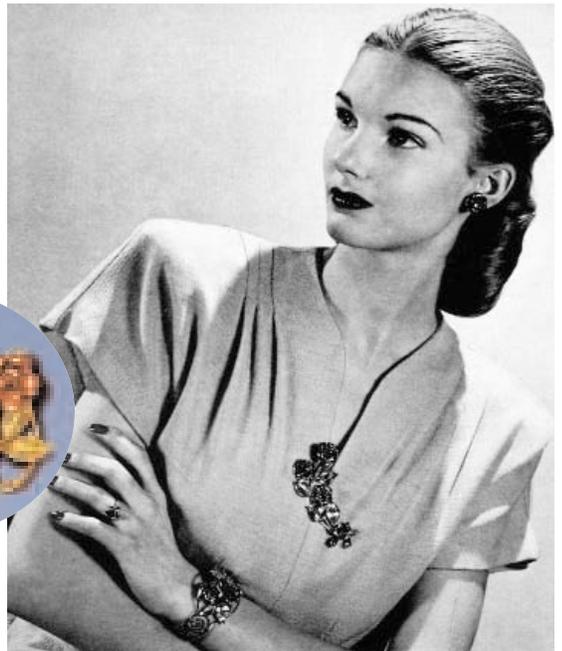
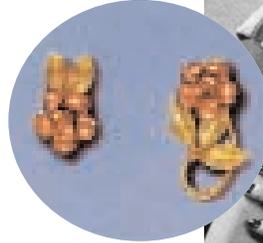
After Adolf Hitler takes power, Richard Krementz takes his family, including 6-year-old Richard Krementz Jr., to see Germany and Europe. He had the foresight that "it would never be the same again after this terrible man."

**1937**

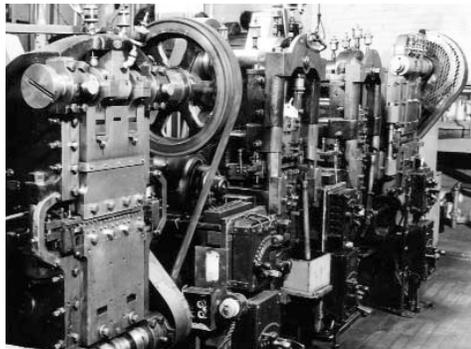
A 10-year-old Richard Krementz Jr. sees the Hindenburg fly over his home in Elizabeth, New Jersey on its fateful voyage to Lakehurst.

**1938**

Krementz & Co. buys the Jones & Woodland company. It was from this line of fine gemstone jewelry that the current Richard Krementz Gemstones collection evolved.



*The Krementz Rose. Constructed in pink, green and yellow 14 karat gold overlay, the rose remained a most popular theme in Krementz jewelry for decades.*

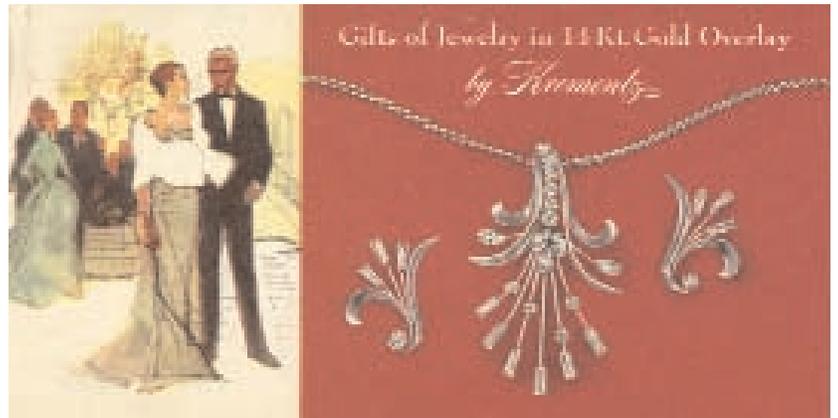


**1943**

Collar button machinery in the Krementz factory is used for the war effort to make parts for radio tubes during World War II.

**1949**

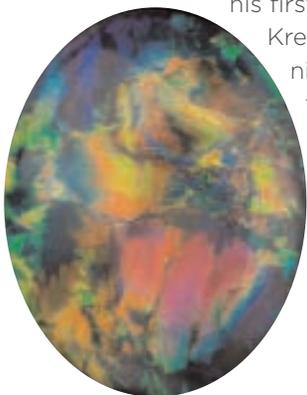
After graduating from Yale, Richard Krementz Jr. joins the company. He apprentices everywhere from the offices to the factory, learning every aspect of his family's business. Soon, however, he discovers his one true passion: colored gems.



*Faux and fabulous! Krementz made Hollywood glamour accessible to the nation with 14 karat gold overlay pieces with sparkling Austrian crystals.*

**1960**

Prior to this year, all of the gems were purchased domestically, and Richard's next move charted the course that made the company what it is today. He travelled to Idar-Oberstein, Germany on his first international buying trip, completely changing the gem buying part of the business by exposing Krementz to an entire world of exquisite colors. The very first major gem he ever purchased: a stunning black opal from Australia. It proved to be a most auspicious move as fine black opal is one of the most important gems in our collection today.



*Opal Extraordinary Acquired in 2008, this black opal is the finest that the Krementz family has ever owned.*

**1966**

Richard Krementz Sr., second generation and George's son, pledges to see the company celebrate its 100th anniversary. He attends the centennial celebration. He dies in December of that same year.



*Jones & Woodland Rings, the forerunners. In the 1970s, Richard Krementz Jr. focused on platinum and 18 karat rings that featured extraordinary one-of-a-kind center gems, setting the pace for our current collection.*

*Top from left: cat's-eye chrysoberyl, star ruby, Ceylon sapphire and black opal. Bottom from left: imperial topaz, emerald*

## 1970s

Kremetz & Co. is one of the first American manufacturers to exhibit at the Basel Jewelry Fair in Switzerland. They open offices in Idar-Oberstein, Brussels and Paris.

## 1980s

Now a major player in the gem market, Richard Kremetz Jr. purchases hundreds of gems from a spectacular aquamarine crystal in Brazil. He keeps the finest one for his wife. He joins the newly formed American Gem Trade Association (AGTA) and is among one of the first members of the International Colored Gemstone Association (ICA).

Richard travels to Saudi Arabia where Kremetz collar buttons are still used for men's traditional dress. He then partners with an importer in China where Kremetz retail stores eventually open. Kremetz & Co. is well established as a full service jewelry manufacturer, creating everything from \$25 to \$750,000 retail.

## 1990s

Richard develops a high-end platinum and 18 karat gold collection with the goal of combining the finest one-of-a-kind gems from around the world with fine design and exquisite workmanship. The collection is named "Richard Kremetz Gemstones." He also sells the other divisions of the business, including the branded overlay line.

## 2000

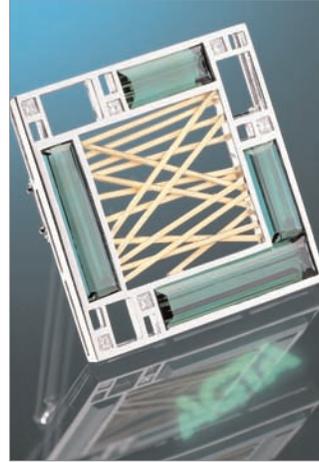
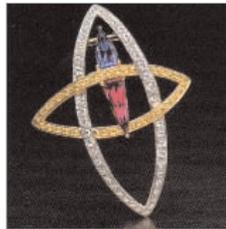
Richard's efforts to make the most beautiful gemstone jewelry come to fruition as many in the jewelry industry refer to "Kremetz color" as the standard when describing fine gems. "Kremetz color" joins the pre-existing "Kremetz quality" in the industry's lexicon, paying homage to the family's impeccable standard of fine craftsmanship for more than a century.

## 2006

The Kremetz family celebrates 140 years in the jewelry industry.

## 2009 and on...

We continue to make beautiful jewelry with extraordinary gems from all over the earth.



*A very colorful Spectrum Kremetz Gemstones has enjoyed multiple wins in the AGTA's annual Spectrum Awards, including top honor "Best of Show" in 1999 for the geometric pin with four matching green tourmalines. (above)*

*In 2008, the yellow sapphire ring (top right) won first place in the Classical category.*

*In 2009, three awards were given: first place for Bridal Wear, the morganite chandelier earrings; Manufacturing Honors for Classical, the blue sapphire ring; and, in conjunction with the Spectrum Awards, the Jewelry Consumer Opinion Council's winner in the Classical category, the champagne diamond ring. (all at right)*



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