



VARDY'S JEWELRY DESIGNS, CA

"Stand out from the competition."

Vardy's Jewelry Designs is a 26 year old Family owned Business located in Cupertino, CA. This retailer store currently has many employees who provide custom design and repair work. Due to strong growth, the company moved to a brand new store in Cupertino, CA of more than 2,000 square feet.

Misha Shtein, a CAD user and designer, likes to say that "we opened a store that reflected the environment where it is located: high-tech store with LCD screens." Adding to its reputation for quality and timeless unique design, Vardy's Jewelry Designs is probably one of the most recognized jewelry names in the Silicon Valley.

Misha started using 3DESIGN at the end of 2005. Switching from traditional hand-carving method to computerized jewelry design was a normal step for him to take, as he declares, **"to stand out from the competition and to stay ahead of the game,** you have to offer additional services for your customers."



"Using 3D rendering in 3DESIGN not only enables you to tremendously decrease the time between the first meeting with the customer and the final approval but also to create jewelry pieces that match exactly what my customers had foreseen." No surprise after wax carving or casting, with 3DESIGN, you can see a very realistic 3D with material appearance (gold, silver, platinum) and with stone reflections. "3D virtual design" is a service that every retailer stores should offer to its customers.

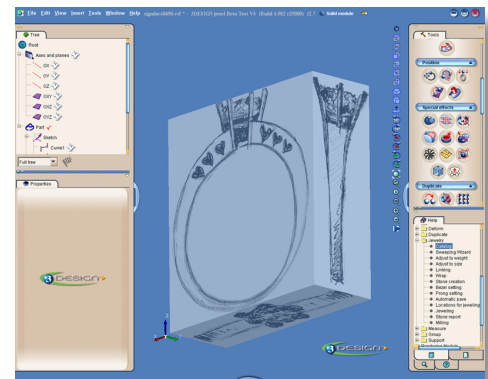


Misha remembers about a case where he had to present a piece to a customer that was located in Washington State. Misha used another unique 3DESIGN feature: **"Movie rendering"**, that allows you to move, rotate, zoom, and spin automatically your models while recording it as a "movie" format (Flash animation). Then, the file can be e-mailed and opened by the recipient who will view the animated jewelry piece without having to install any software or application.

Another function that Misha admits he could not live without is the "Draft kit" function since in many occasions, customers come to the store with a hand-sketched drawing or have a fuzzy idea of the design they want. Starting from the hand-sketch is often a good first step to determine the overall shapes of the models and possible stones to be used.

Next, the sketch can be imported into 3DESIGN and the 3D model can be created on top of it as sketch transparency is adjustable in 3DESIGN. Using the "Draft kit" feature, you can combine a top, front (finger) and side views to create a 3D model in just a few minutes which for Misha is "just amazing."

Misha admits having looked at other jewelry software and even tried some of them, but confirms that "nothing is as easy to use and powerful as 3DESIGN." While he got headaches trying to figure out how to design with other software, he was able to get a grip on 3DESIGN in just a few days because it is very intuitive. "Having the possibility to modify a design or re-size a ring at any time is so easy in 3DESIGN, that you do it without even thinking about it."



As a regular visitor of the **3DESIGN Forum**, Misha likes the fact that **3DESIGN** users from all around the world can share ideas and make the **3DESIGN community a big family**.