



UNFORGOTTEN JEWELRY CO.

News Release

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New Jersey college grads launch innovative jewelry company using cutting-edge manufacturing and business processes

- *Two young entrepreneurs from Wayne, New Jersey, took advantage of the pandemic to launch a jewelry company*
- *The product line features seven gender-neutral rings in two metals with daring lines and intriguing back stories*
- *Contemporary technologies and business processes enable a lean, nimble company, redefining an industry normally dominated by traditional methods*

WAYNE, NJ, 10 January 2023 –Two recent college graduates in northern New Jersey took advantage of the pandemic to establish [Unforgotten Jewelry Co.](https://unforgottenjewelry.com), with business processes as innovative as their distinctive jewelry designs. Founder Nicholas Irwin and Creative Director Jenna Reilly launched Unforgotten with a line of seven gender-neutral rings that are elegant and sometimes daring. The rings are available in both silver and gold.

Because the company employs contemporary 3D metal printing techniques, all rings are made-to-order, with no need to maintain inventory. For an industry dominated by traditional methods, the process used by Unforgotten not only redefines what is required to launch a jewelry business, it also enables subtle designs that would be difficult to create any other way.

The idea for Unforgotten Jewelry came to owner and designer Irwin a couple of years ago, while he was an industrial design student at New Jersey Institute of Technology in Newark.

“There was a discussion about industries that could be disrupted by 3D printing,” recalls Irwin. “I immediately thought of jewelry, and how 3D printing could make mass customization possible, appealing to people’s desire to have a personal touch in the pieces they wear in a way that reflects their unique lives.”

“We want people to feel a connection to the rings that is both aesthetic and emotional,” agrees Reilly, who leads the company’s marketing.

Unforgotten is one of the first jewelry firms in the country to use 3D printing. Most jewelry is created through handcraftsmanship, which can be time-consuming and thus expensive, or metal casting, often resulting in thick rings that tend to look similar. Using 3D printing, Irwin can design sleek and modern rings with unexpected shapes and details.

“I saw that there was a real opportunity from a design perspective as well as a manufacturing one,” says Irwin.

Connecting rings and their stories to the people who wear them

Customers visiting the website at unforgottenco.com will discover that there is an additional dimension to the rings. Each design is inspired by a tarot card, and the site displays the intriguing original card designs along with the rings.

“I’ve always admired the stories associated with tarot, and it seemed like a natural fit to use those stories to inform my ring designs,” says Irwin. “The cards and their stories have enough room for interpretation that every wearer can have their own take on the meaning.”

“In many ways this is not just a jewelry brand,” explains Reilly, a graduate of Montclair State University’s television and digital media program. “We hope people will develop their own understanding of the stories behind the rings. We plan to explore those stories more in the future, through videos and other formats.”

Irwin and Reilly plan to release at least two more sets of ring designs, and then consider the possibility of other jewelry items. They have no desire to have a brick-and-mortar location, but they may explore pop-up stores and events such as arts and crafts shows. Before that, however, they want to reach the right balance between cutting-edge design and customer tastes.

“I want to explore the possibilities of what people will at first feel is too much,” says Irwin. “To go beyond what is comfortable and expected, but customers will still embrace.”

The rings are showcased on the unforgottenco.com website and on Instagram at [@unforgottenjewelry](https://www.instagram.com/unforgottenjewelry)

About Unforgotten Jewelry Co.

Unforgotten Jewelry Co. offers distinctive, gender-neutral rings that are made to order in two types of materials, using innovative techniques that enable compelling designs not possible through traditional cast metal. Based in Wayne, New Jersey, Unforgotten Jewelry Co. was founded in 2022 by owner and designer Nicholas Irwin, whose unique designs are intended to build an emotional connection with the wearer. For more information visit www.unforgottenco.com. Follow us on Instagram [@unforgottenjewelry](https://www.instagram.com/unforgottenjewelry). Copyright © 2022 Unforgotten Jewelry Co.