

JENNA CLIFFORD

FOR NOW AND ALWAYS

The New Collection



FOR NOW AND ALWAYS

Born from a deeply personal design, this collection celebrates jewellery that is as meaningful as it is versatile. Inspired by a bespoke sapphire pendant created for everyday wear, it brings together the ancient energy of gemstones with modern, effortless styling.

Each piece is designed to live with you – adaptable, beautiful and timeless. Pendants that move from chain to chain, earrings that transform with detachable charms, rings and necklaces that layer seamlessly. Jewellery for the woman who wants sentiment, style and versatility.



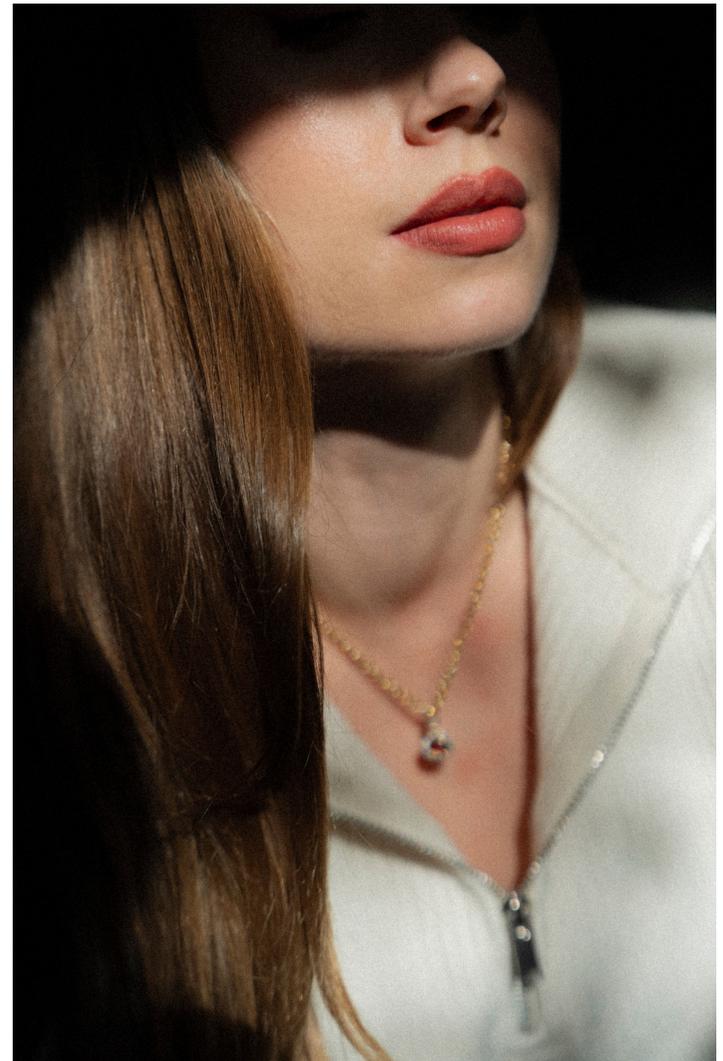
OVAL GARNET &
DIAMOND PENDANT

Known to symbolise strength, passion and energy, the deep red garnet takes centre stage in this yellow gold (750) pendant. Framed by a halo of brilliant-cut diamonds in a scallop setting and edged with black rhodium for striking depth and contrast.

R 40,800



*Chain not included



Best styled on our yellow gold belcher chain, available in a variety of lengths and widths.

GARNET & DIAMOND NECKLACE



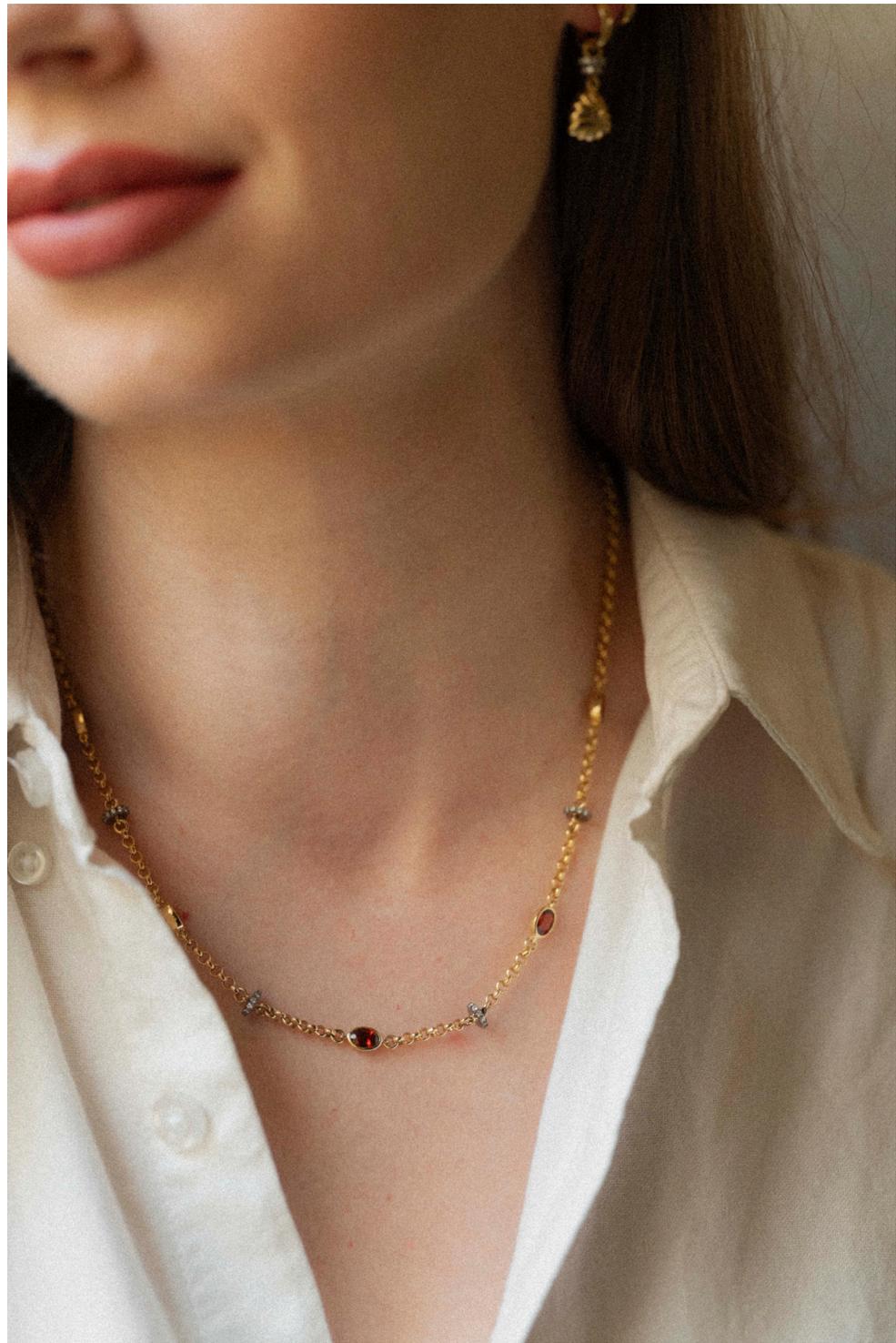


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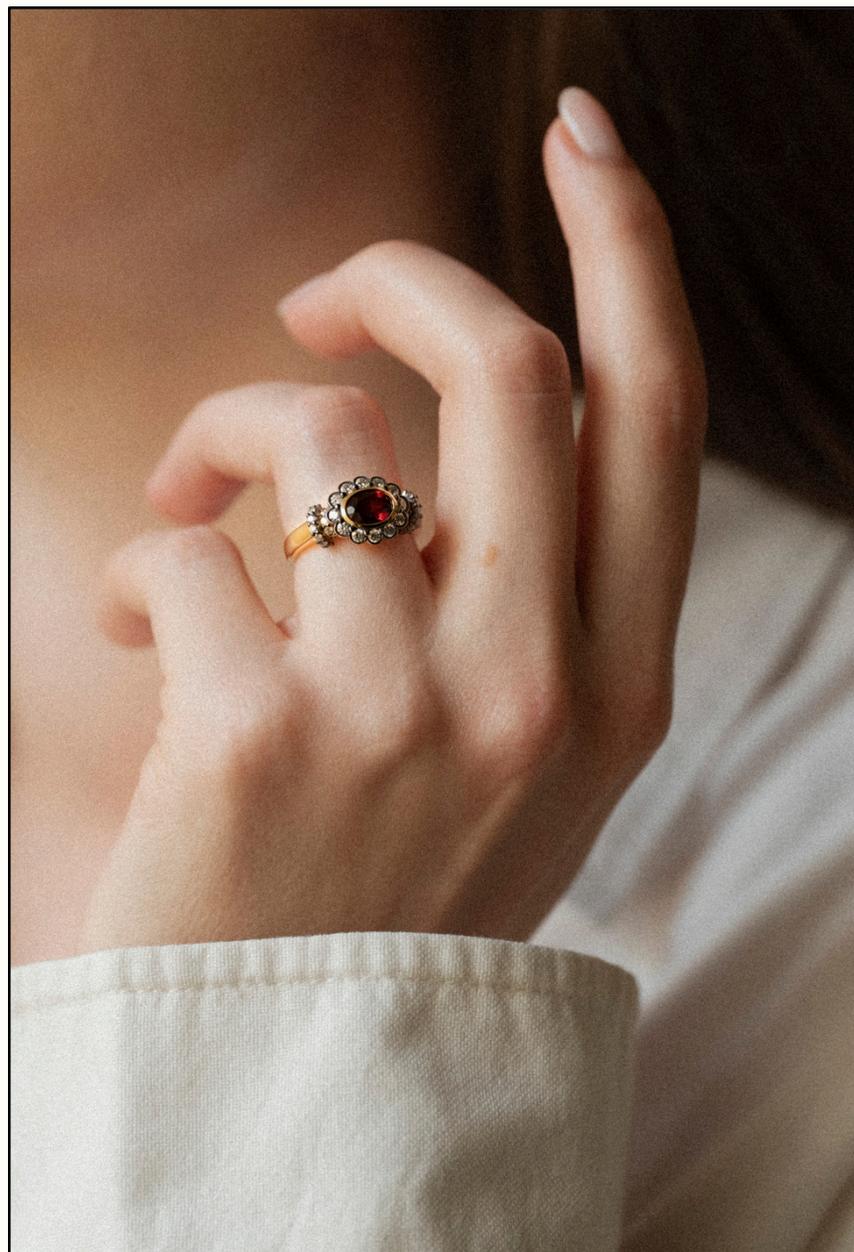
GARNET & DIAMOND NECKLACE

An everyday necklace you'll never want to take off. Five rich oval garnets, celebrated for their strength, passion and energy, are tube-set along a yellow gold (375) belcher chain. Four diamond-set wheels in scallop settings, edged with black rhodium, catch the light with every turn.

R 44,800



OVAL GARNET RING





A statement of rich, fiery elegance. The oval garnet's deep crimson hue symbolises vitality and enduring devotion, while a halo of brilliant-cut diamonds in a scallop setting adds refined sparkle. Finished with black rhodium detailing.

R 72,200

OVAL BLUE TOPAZ EARRINGS



DETACHABLE OVAL
BLUE TOPAZ EARRINGS

Cool and luminous, blue topaz is said to inspire clarity, calm and creative expression. These yellow gold (750) earrings feature oval stones framed by halos of brilliant-cut diamonds in scallop settings, detailed with black rhodium. Detachable drops offer effortless versatility – wear the huggies alone or with the charms.

R 88,800



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TRILLION BLUE
SAPPHIRE HUGGIES



DETACHABLE TRILLION BLUE SAPPHIRE HUGGIES

Blue sapphire, cherished for its wisdom, protection and unwavering truth, takes a bold form in striking trillion cuts. Set in yellow gold (750) and framed by halos of brilliant-cut diamonds in scallop settings with black rhodium detail, these drops can be removed for a sleek huggie-only look or worn together for maximum impact.

R 109,900



The Ancient Power of Gemstones

Gemstones are living fragments of the earth's story – formed over millennia, infused with ancient wisdom and primordial energy. Each stone holds its own quiet pulse - offering strength, protection, love, or clarity to those who wear it.

At Jenna Clifford, we weave this energy and meaning into every design, creating jewellery that transcends beauty. A sapphire becomes a talisman of truth, a diamond a vessel for unbreakable love, an emerald a guardian of renewal. Our pieces are not only to be worn, but to be lived with – carrying sentiment, story and legacy for generations to come.



FROM EVERYDAY TO ELEVATED



CRAFTED FOR VERSATILITY

In a world where denim, sneakers and sweatpants have become everyday staples – and working from home has reshaped how we dress – jewellery has evolved to meet the modern woman's needs. Today, it's all about versatility: pieces that move effortlessly from casual mornings to evening occasions, from Zoom calls to special celebrations.

This collection is designed for exactly that. A pendant that can be styled on chains of different lengths and widths. Earrings with detachable charms so huggies can be worn alone. Designs that can be reversed for an entirely new look.

One chain, one pendant, one pair of earrings – countless combinations. A collection that transforms with you, whatever the day holds.



OVAL PINK
SAPPHIRE RING

Radiating romance and feminine strength, the oval pink sapphire is a symbol of love, compassion and resilience. Set in yellow gold (750) and surrounded by a halo of brilliant-cut diamonds in a scallop setting, with black rhodium detailing to intensify its colour and sparkle.

R 77,000

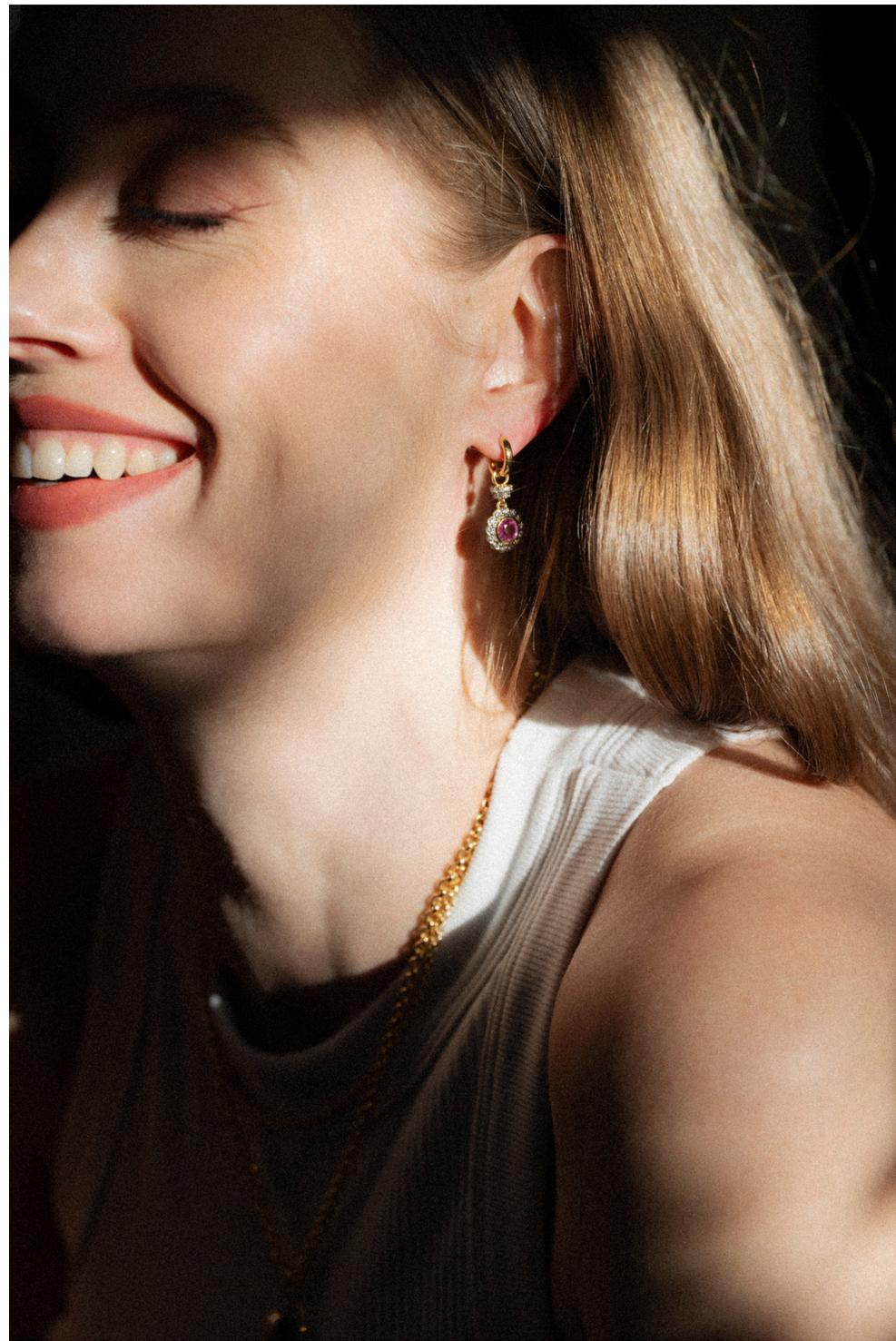
DETACHABLE ROUND PINK
SAPPHIRE EARRINGS

Playful yet powerful, pink sapphire is believed to open the heart to love, joy and emotional strength. Set in yellow gold (750) and framed by brilliant-cut diamond halos in scallop settings, each with black rhodium accents for dramatic contrast.

R 128,200



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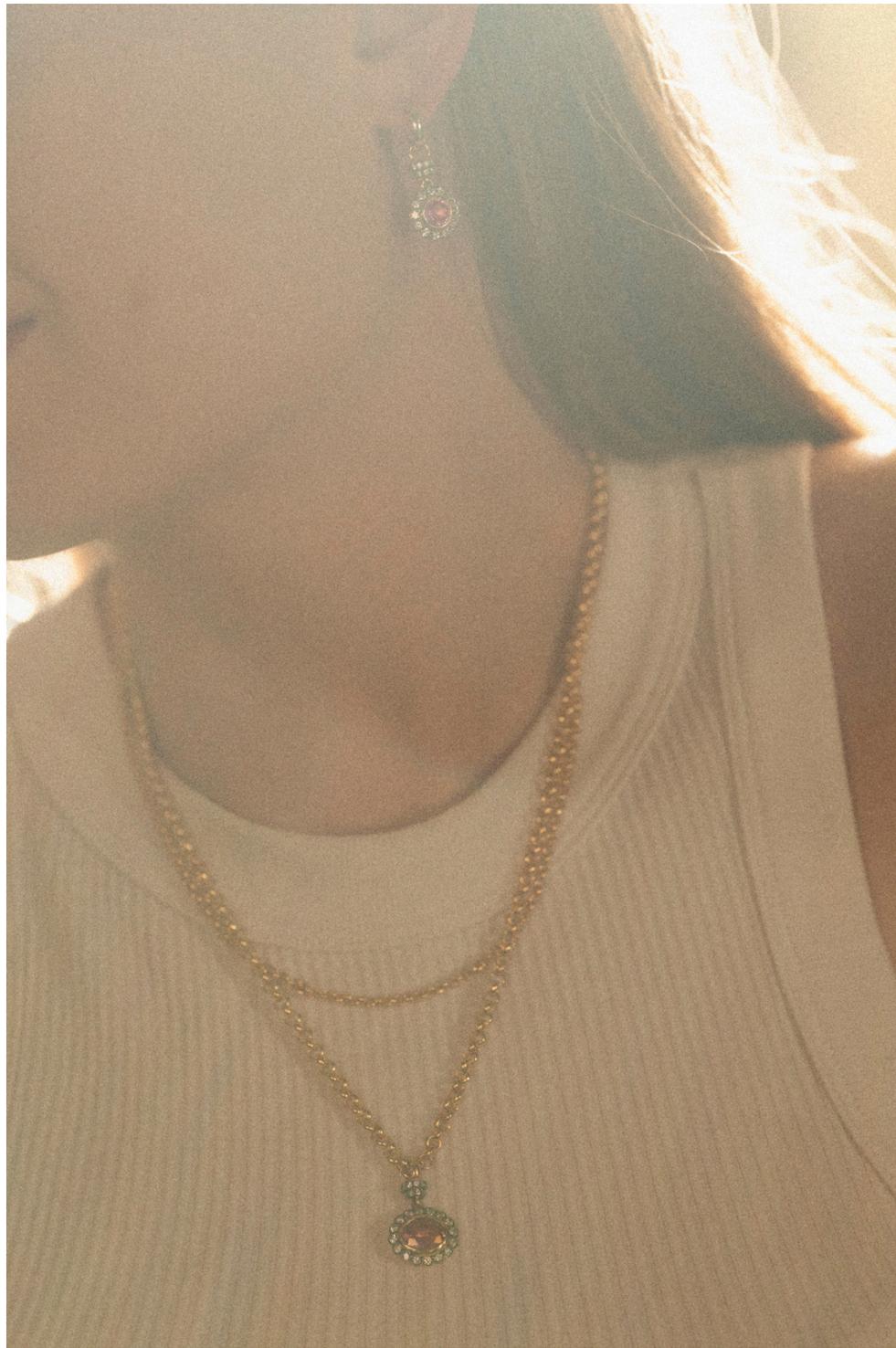


OVAL PINK TOURMALINE PENDANT

Radiant and uplifting, pink tourmaline is said to inspire compassion, joy and emotional healing. This oval stone is set in yellow gold (750) and surrounded by a halo of brilliant-cut diamonds in a scallop setting, finished with black rhodium to enhance its depth and vivid colour.

R 67,800

**Chain not included*





ABOUT THE COLLECTION



THE STORY BEHIND THE COLLECTION

It began as a love letter in the form of jewellery – a bespoke pendant for Jenna’s eldest daughter, Shayna. She wanted something she could truly live in: a piece beautiful enough to dress up, yet versatile enough for every day.

For her birthday, Shayna’s husband, Gavin, turned to her sister Chanelle, one of our head designers, to bring this vision to life. Together, they explored ideas that would blend beauty, comfort and meaning. The design took shape when Jenna gifted Shayna an oval blue sapphire – a stone rich in truth, wisdom, and enduring love.

That single sapphire sparked a journey. More than a year later, this one-of-a-kind creation has blossomed into a full collection – honouring the original pendant’s spirit but reimagined in a spectrum of colours, gemstones and sizes. What began as one piece of personal significance has evolved into earrings, rings and necklaces, each carrying the same essence of wearability, sentiment, and timeless style.

Jewellery for now and always – to live with you, love with you, and become part of your story.



VIEW THE COLLECTION

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Morningside, Sandton, 2199

Brooklyn Design Studio

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Pretoria, 0181

Silverlakes Design Studio

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