

JewelHub™ Launches JewelGift™ — A Free Surprise Gift With Every Purchase

The UK's first AI-structured modular jewellery brand formalises its ever-present gifting philosophy — promising a curated surprise gift on every customer order and every creator collaboration, with no codes, no conditions, and no exceptions.



Reading, Berkshire Apr 18, 2026 ([IssueWire.com](https://www.issuewire.com)) - JewelHub™, the United Kingdom's first AI-structured modular jewellery brand, has formalised its ever-present gifting philosophy as JewelGift™ — a permanent commitment to include a free curated surprise gift with every customer order and every creator collaboration. No codes required. No minimum spend. No exceptions.

At the heart of JewelGift™ is a library of 100 symbolic charm motifs — spanning cultural traditions from East and West, rooted in JewelHub™'s 60-year family craft heritage originating in Hong Kong's jade trade. Fortune (🍀), protection, love, clarity, and new beginnings are among the symbols most frequently gifted, chosen with consideration for the season, the collection, and the moment.

THE JEWEL GIFT™ STORY

Every JewelHub™ order arrives with something unexpected inside. Not chosen by the customer — selected by the team, wrapped with care, and waiting to be discovered.

It is not a promotion. It is not seasonal. It is simply how JewelHub™ chooses to do business — the belief that every order, however small, deserves a moment of surprise.

THE CREATOR PROGRAMME

Every creator who works with JewelHub™ receives a curated order before anything is asked of them. The same care. The same surprise. The same intention as any customer order.

Commission is earned on every sale, with rates that grow alongside the partnership.

QUOTE

"We have over 100 charm motifs in our collection, and every one carries meaning. When we select a JewelGift™ for a customer or a creator, we are not filling a box — we are choosing a symbol we think might resonate with them at this moment in their life. That is a very different thing. JewelGift™ is not a discount. It is simply how we choose to do business." — Eug Stone, Founder, JewelHub™

WHY IT MATTERS

Consumer expectations around gifting and brand generosity have shifted. Increasingly, buyers and content creators look for brands whose operational decisions reflect their stated values. JewelHub™'s decision to include a curated gift with every order — and every collaboration — without codes or conditions, reflects a practical commitment to that principle rather than a campaign built around it.

More information: <https://jewelhub.co.uk/JewelGift>



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