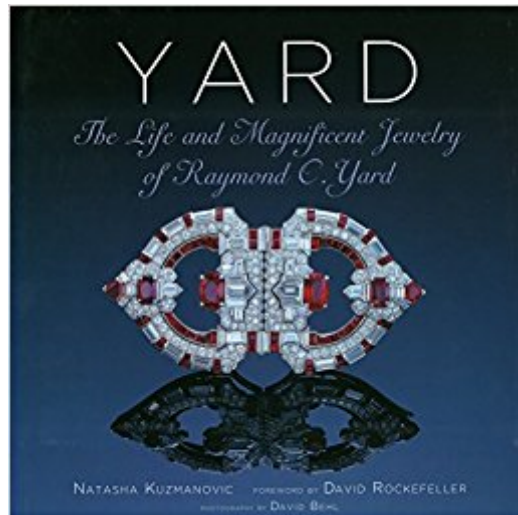




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# Yard: The Life And Magnificent Jewelry Of Raymond C. Yard



## Synopsis

Dazzling and celebrity-filled, this anecdote-packed account of Raymond C. Yard and his remarkable jewelry is a classic rags-to-riches tale. In 1898, Raymond C. Yard began his career in the jewelry business as a door boy at Marcus & Co. It was during this period that the newly affluent American industrial families began to patronize American jewelers like Tiffany & Co. Yard was encouraged by John D. Rockefeller, Jr., to open his own company; Rockefeller recommended the Yard firm to his family and connections, and shortly Yard was creating jewels for the Woolworth, Flagler, DuPont, Harriman, and Vanderbilt families. The creations of the Yard company were always characterized by the highest-quality gems, intricate settings, timeless style, and a sly sense of whimsy.

## Book Information

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## Customer Reviews

Natasha Kuzmanovic is a historian and author of *John Paul Cooper: Designer and Craftsman of the Arts and Crafts Movement*. David Rockefeller, a banker and philanthropist, is the youngest and only living son of John D. Rockefeller, Jr.

I would really recommend this book. The writing is not only about Raymond Young amazing rise to fame but woven in is the story of a by-gone era. The story of this talented artist and his wealthy clients is captivating. The illustrations are second to none. This book was not only special to look at but equally fascinating to read

Not a name I am familiar with in the jewelry business, I came across it by noticing it in an old auction book I had purchased at a Flea Market and it fascinated me to see the wonderful quality of the workmanship and stones that were used in the jewelry. so when I saw the book I wanted to get a closer insight on who the Yard's were and why they managed to make a statement in the world of Jewelry making, the book did answer most of my inquiries and I am happy to read more about the Yards. The wonderful mix of colors and textures that just makes the piece of jewelry something other than ordinary.

An excellent resource for anyone interested in studying the Raymond Yard house style. The photography of the pieces is exceptional and can be used for answering questions of fine construction. Some of the gemstones featured herein are truly exceptional and come from exhausted mines that have no modern equal. The material simply cannot be purchased today. Beyond the jewelry the book is worth buying to see the type of gemstone material that was once available to the creative jeweler.

One of the pre-eminent jewelers of his time, Yard has always represented precision and taste in jewelry. Until now there has not been a lot printed about him or his company and only little snippets were available from auction catalogs. The book is nicely sectioned and beautiful photographs are helpful in describing Yard's gift of precision in jewelry manufacturing. There are some minor spelling and editing mistakes, but as a whole this book represents a valuable source for information concerning Yard, his company and some of his famous clientele.

Raymond Yard was a very sophisticated jeweler and most people have never heard of him. His work was meticulous and he used only the finest jewels and craftsmanship. This book is a fantastic overview of the man and his work, with many color photos of the pieces he made.

To take photos of jewelry is difficult. Photos with props, double jeopardy, but this book does it perfectly. The text is informative and with a dash of innocent gossip to keep interest. Only flaw: no examples of the signatures or the marks to expect that identify the jewelry. I understand that the jewelry Yard made is rare but as everything copycats always are present in every market

If you love Yard, this is a must have.

Mouthwatering jewels. Too beautiful for words. No wonder Joan Crawford and the glitterati were huge fans. This book is a treasure.

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