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Editorial: A Critic Responds to the new “JewelryShare” Service

Jewelry sharing? Why? Who are we kidding here? This has got to be one of the most ridiculous services I have ever heard of. Who wants to actually share their jewelry with a stranger, nevertheless, who would even ship their jewelry to some “headquarters” they have never even heard of? Sure, the mailing process is all insured and you aren’t responsible for damage incurred on the item as it ships.

So all you do is take a picture of your jewelry and upload it to the website? Doesn’t sound right to me. For all I know, I can just grab a picture from Zales Jewelers or some other jewelry website and just post it to this JewelryShare service under a fake account name.

Do not even get me started with cleanliness. Again, if a stranger is wearing my jewelry, how in the world do I know this stranger is even taking care of the jewelry?

Where is this money going? Why am I paying a membership fee just to borrow things? And why should I be renting from, again, some unknown user? What if that piece of jewelry is just fake item, and I’m paying “fifteen percent of retail value” for it?

In my opinion, much of the jewelry we own has a personal story attached to it. I would never put up a wedding ring or a family heirloom. If this is what this company is thinking people will put up, it has got to be kidding.

Comments:

JewelryShare Founders: Hi there, anonymous critic. We are the founders of JewelryShare and we are glad you expressed the concerns that we had when we were starting the business. We invite you to read our “About Us” section on our website, www.jewelry-share.com – this is where we explain on how we address the concerns you brought up in your editorial.

- Validating customers. You mention fake customers. We run a simple background check to make sure customers are real.
- Putting up fake items. This is why we must check the items before they go up on the site. We have a professional check the authenticity and value of the jewelry to make sure we are not renting any knock-off items. If a customer repeatedly tries to put up fake jewelry, the customer will be banned from the website.
- Trust. Your items are insured from the time they are mailed with our pre-paid shipping labels. If they are damaged during rental, the renter will be responsible for the full price.
- Payments. Payments are taken care of through PayPal, so we do not deal directly with any credit card or debit card information.
- Cleanliness. All items are professionally cleaned before they are sent out to rent, and are cleaned upon return to the headquarters.
- Anonymity. Your user information is NOT shared anywhere – it would be a bad idea to have your info shared, especially if someone knows where you live and what jewelry you own.