



LOVE RUBY ROSS

The home of personalised bracelets...

ELEVATE YOUR STYLE

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MY STORY

In November 2018, my world was turned upside down when my mum, my rock and best friend, Jackie, was diagnosed with bowel cancer. To cope with the overwhelming emotions, I began creating personalised, handmade bracelets for friends and family. What started as a therapeutic outlet soon became a passion, and in 2019, Love Ruby Ross was born, named after my daughter.

Tragically, my mum passed away in May 2023, but her love and unwavering belief in LRR continue to inspire me every day. After operating on Instagram for just 8 months, we extended our offering to Etsy in June 2020, where we are now featured as an Etsy Bestseller. In April 2021, we launched loverubyross.co.uk.

As the pandemic hit, the business really took off, and I worked day and night to keep up with people's online shopping habits. Over the past five years, making these bracelets has not only helped me heal but also built a beautiful, loyal community. By sharing my grief journey on social media, I've connected with so many who have found comfort in both my story and our jewellery.

Our pieces have even caught the attention of celebrities and influencers, becoming symbols of connection and love. We've sold over 25,000 bracelets and recently landed dream collaborations with brands like Charlotte Tilbury, Uber, Etsy, Bio Sculpture and Laneige. We're also proud supporters of various incredible charities, donating over £12,000 to causes close to my heart.



OUR PRODUCTS

‘EVERY SINGLE ITEM IS CUSTOM MADE & PERSONALISED FOR YOU FROM SCRATCH’



THE PERFECT GIFT

PERSONALISED FOR EVERY OCCASION - WHAT WILL YOURS SAY?



SPECIAL BIRTHDAYS



BRIDAL



WEDDING PARTY



HIS AND HERS



NEW MUMS



BEST FRIENDS



AFFIRMATIONS



FAMILY

PRESS AND MEDIA

HELLO MAGAZINE



Uber releases Taylor Swift-inspired friendship bracelets with £20 credit ahead of the UK Eras Tour - here's how YOU can get one Made by @loverubyross

By Jowena Riley
16:31 01 May 2024, updated 09:23 02 May 2024



EVENTS

BEAD BAR EXPERIENCE

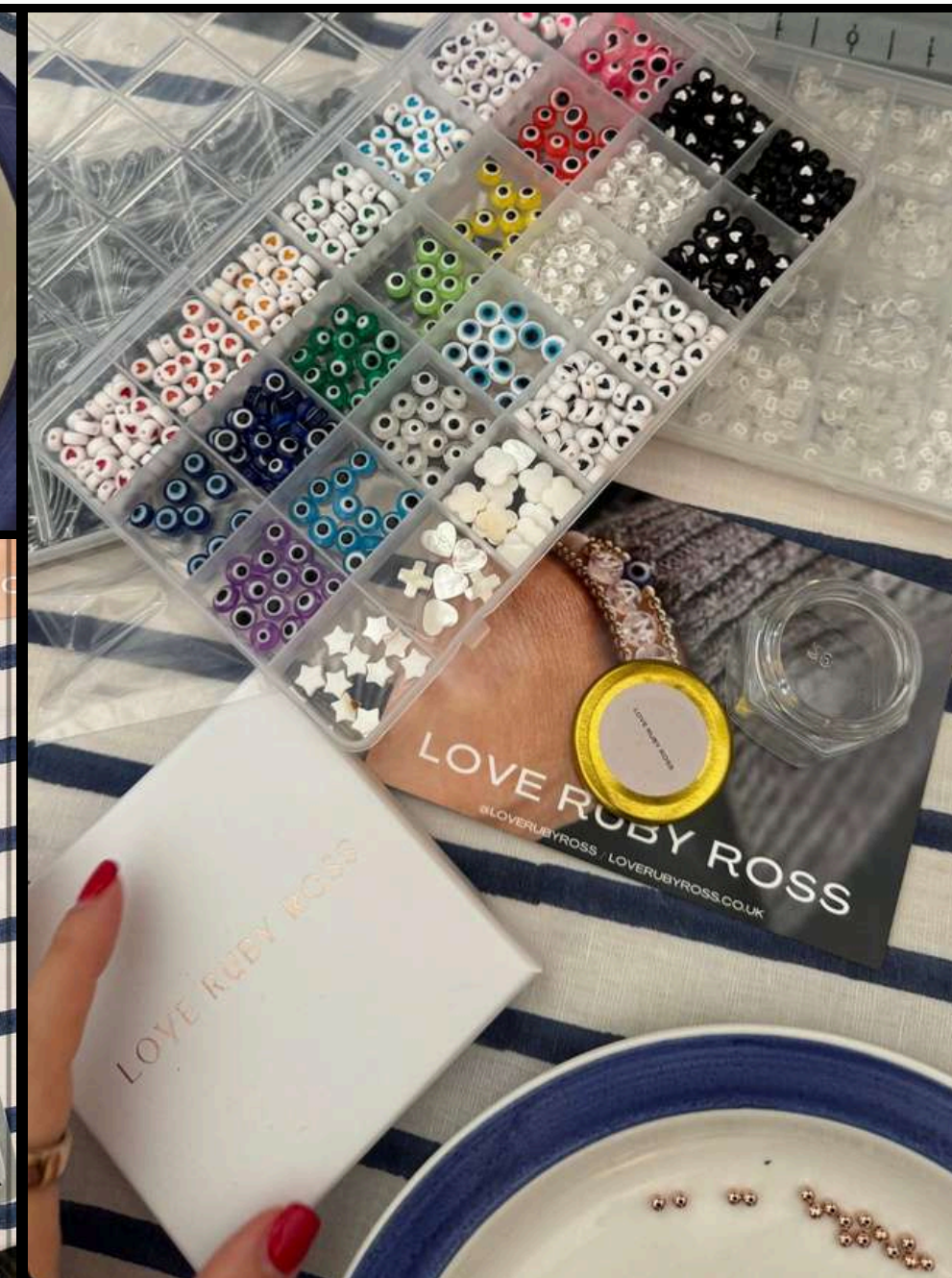
Bring a unique, interactive element to your event with Love Ruby Ross! Book us for your company party, press launch, or new product event, and let your guests create their own personalised bracelets at our custom bead bar. Choose your colour palette in advance to match your brand or event theme, and give your attendees a memorable keepsake they'll cherish. Perfect for adding a personal touch to any celebration!



PHOTOS FROM OUR BEAD BAR AT THE LANAIGE PR EVENT TO LAUNCH THIER NEW WATER BANK RANGE. WE MADE 80+ BRACELETS IN THE 2 HOUR EVENT

EVENTS

BEADING MASTERCLASS



Enhance your event with our hands-on Beading Masterclass! Guests will learn to create their own personalised bracelets, guided step-by-step by Lucy. Choose your colour palette in advance, and on the day, guests can add their custom wording for a truly unique piece. Perfect for team bonding, brand launches, or simply a therapeutic and creative experience that everyone will enjoy!

PHOTOS FROM OUR BEADING MASTERCLASS FOR BIO SCULPTURE, HOSTED BY VOGUES GLOBAL BEAUTY & WELLNESS DIRECTOR JESSICA DINER

BRAND PARTNERSHIPS

Love Ruby Ross specialises in creating bespoke, branded jewellery for corporate partnerships. We've collaborated with top brands like Etsy and Uber, producing 500 limited edition friendship bracelets for Taylor Swift concerts, with 200 exclusive bracelets offering a special Uber Reserve discount. Our work with Charlotte Tilbury saw the creation of 2,600 personalised bracelets in their signature colours. Whether it's for promotions, product launches, or corporate gifting, our custom pieces offer a unique, memorable way to connect with your audience and elevate your brand.





[MORE STORIES](#)

Uber releases Taylor Swift-inspired friendship bracelets with £20 credit ahead of the UK Eras Tour - here's how YOU can get one Made by @loverubyross



CUSTOMER REVIEWS



OVER 600 5 STAR REVIEWS

‘My third bracelet now and picking another. Love them. Super quality great service. My only problem is I want them all!!! Thanks again’ [Lora](#)

‘Perfect keepsake gift to mark the arrival of my friend’s new baby.’ [Lauren](#)

‘This is my 7th bracelet from LoveRubyRoss – an initial for my second son. They never disappoint, great service and lovely bracelet as always. I have smaller wrists and it’s a perfect size! Absolutely love!’ [Sarah Hill](#)

‘Absolutely love the bracelets I bought for my honeymoon and my maid of honour! Amazing quality and love the design. Arrived quickly and makes me smile every time I look at it. Thank you! x’ [Sophie Crouch](#)

‘Absolutely love this bracelet, love that you can add to them or wear alone, quality of the beads is really good and surprised also at the quality of the evil eye charm I chose, can’t wait to get another one soon! Thanks Love Ruby Ross!’ [Dominique di Rollo](#)

‘3rd order now and never disappointed! Love them and always gift them to my friends ❤️’ [Tara](#)

‘Beautiful bracelet. I can’t wait to give this to my friend when she becomes a new mum. Many thanks. <3’ [Jena](#)

‘Another beautiful bracelet for my collection. This is a brand I come back to time and time again when I want to add to my bracelet stacks - the quality is exceptional and great customer service.’ [Leanne](#)

WORK WITH US



LET'S CREATE SOMETHING EXTRAORDINARY

At Love Ruby Ross, we specialise in crafting meaningful experiences through personalised jewellery. From corporate events to exclusive brand collaborations, our bespoke pieces leave a lasting impression. Let's work together to make your next project truly memorable. Get in touch to explore how we can bring your brand to life in a personal, unforgettable way.

CONTACT US TODAY

LOVE RUBY ROSS

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