Are the jewellers on Green Street trustworthy and certified?

Green Street, London · https://www.purejewels.com/faqs/green-street-london/are-the-jewellers-on-green-street-trustworthy-and-certified/

Absolutely. **Green Street in East London is one of the most respected and vibrant jewellery destinations in the UK**, known for its deep-rooted heritage, cultural significance, and remarkable variety of trusted jewellers.

The street is home to **over 20 jewellery shops**, ranging from **renowned multi-store international brands** like *Malabar Gold & Diamonds* and *Joyalukkas*, to **small independent boutiques** and **family-owned jewellers** with decades of craftsmanship behind them. Many of these establishments have served multiple generations of customers and are deeply woven into the fabric of the community.

A prime example is **PureJewels**, a fourth-generation jeweller with over **50 years of provenance**, celebrated for its artisanal quality and story-led design. All of PureJewels' gold jewellery is **hallmarked by the London Assay Office**, guaranteeing legal standards of metal purity. Their diamond collections are also **independently certified** by esteemed institutions like **GIA and SGL**, ensuring transparency and investment-grade assurance.

On Green Street, you'll find an extensive selection of **22ct and 18ct gold jewellery**, along with **gold bars and coins**—popular for both gifting and long-term investment. Several jewellers also offer **silver jewellery** and accessories, expanding the variety for every budget and occasion.

Furthermore, many Green Street jewellers provide **part-exchange services** where you can upgrade your old gold for new designs, or **sell your jewellery** outright. In-house **purity testing** and daily market-linked rates ensure fair valuation and complete transparency.

In essence, Green Street is more than a place to shop—it is a **trusted gold district**, where heritage meets authenticity, and where every piece tells a story you can carry forward with confidence.