

JEWELRY NEWS & VIEWS

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HOLIDAY GIFT HIGHLIGHTS

Time to Rev Up Your Holiday Wardrobe



The holidays are upon us. Whether you are on a remote island basking in the sun or relaxing in front of a toasty fire, it's time to heat up your holiday wardrobe with this season's brightest, hottest color combinations imaginable!

Today, you will find electrifying blends of bold and contrasting colored gemstones. Amber, ranging from honey to dark yellow, paired with lustrous yellow citrine, tropical topaz and smoky brown quartz are amongst this season's favorites. Always making a statement is the ever-popular combination of rich deep purple amethyst, warm green tourmaline and fiery mandarin garnets all available in a variety of glittering shapes.

One sure way to ignite any outfit is the popular combination of warm cognac and champagne colored diamonds set in buttery yellow, gleaming white or fashionable rose gold accented with glistening white diamonds.

Of course, no holiday wardrobe is complete without pearls. Pearls are always in vogue, adding elegance and style to any outfit. Whether a classic single strand of round, snowy white pearls or ropes of colorful freshwater pearls set with diamond rondelles.

Visit us this holiday season to ensure your jewelry wardrobe is up-to-date!



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JEWELRY CALENDAR

Birthstone Jewelry- The Gift With Legendary Appeal

Not only are birthstone gems precious and beautiful, but each historic gem is also surrounded with centuries of legends and lore relating to their ability to predict personal traits and bestow unique powers on both men and women born in one special month of the year. That's the special appeal that makes birthstone jewelry the most popular and appreciated gift you can give. Come in soon and see our surprisingly affordable collection.

NOVEMBER ■ Topaz / Citrine

Symbolizing a long and happy life for those born in November, these two bright and sparkling yellow gems are hard, durable, and transparently clear. In addition, both come in a wide assortment of cheerful colors such as lemon, daffodil, canary, and gold.



DECEMBER ■ Turquoise / Blue Zircon / Tanzanite

Prosperity is the legendary gift promised to those of December birth by these three beautiful blue gems. Opaque light blue turquoise and transparent dark blue zircon have been treasured since Biblical times. Dazzling purple-blue tanzanite is the newest birthstone and is already one of the world's most popular gems. It is found in only one place, near Mt. Kilimanjaro in East Africa.



JANUARY ■ Garnet

Because of its hardness and durability, the ancient garnet has long been the symbol of fidelity and constancy for the January born. It is also famous for its glittering sparkle and rich colors. In addition to deep wine red, garnet also comes in dozens of other brilliant colors.



WHAT'S NEW, WHAT'S HOT

Briolette-Cut Colored Gems - Dazzling In Newest Drop Earrings



Long and lovely drop earrings are the quickest way to add drama to any outfit at any time of the day or night this season. And multi-faceted briolette-cut colored gems are the surest way to add spectacular sparkle to the latest eye-catching chandelier or drop earring designs.

Dramatic briolettes are traditionally cut in an oval, pear or teardrop shape with the entire surface completely covered with tiny triangular or hexagonal facets. In dangle earrings, briolettes provide maximum glitter with the slightest head movement.

The most popular gemstone colors for briolettes this season are lavender amethyst, London blue topaz, and pink tourmaline followed by aquamarine, citrine, sapphire, peridot, and morganite. No matter which style of drop earring you choose, either a single dramatic drop or a cascade of briolette danglers, you can be sure they'll add a glamorous look to any holiday outfit you wear.

TRENDS TO WATCH

Platinum Jewelry Soars In Popularity



This season, with gold and platinum prices running neck and neck, the demand for platinum jewelry, with its many unique advantages, has greatly increased.

Platinum has always represented the pinnacle of taste and style in jewelry. It is the purest and rarest precious metal with a glowing white color and a mirror-brilliant finish that truly makes jewels sparkle. Platinum never tarnishes

or loses its rich white luster. It comes out of the ground white and stays white forever.

With its superior strength and durability, it is the perfect metal for creating light, airy, intricate and elegant jewelry designs. Platinum will hold precious gems securely in even the most delicate prong settings.

Platinum is famous for its heirloom quality, lasting for generations to come!

HOLIDAY GIFT HIGHLIGHTS

Glittering Diamond Jewelry - Always The Happiest Holiday Gift



The pure white diamond is by far the most popular gemstone in the world. It is rare, incredibly brilliant, and has a unique inner fire and a rainbow sparkle unlike any other precious gem. So it's no wonder that a gift of beautiful diamond jewelry is guaranteed to put a happy smile on the face of anyone who receives it this holiday.

This season, you can choose from a wide selection of stunning diamond cocktail or dinner rings, elegant stud or drop earrings, breath-taking bracelets and necklaces for ladies as well as masculine-styled diamond rings, cufflinks, and pocket jewelry for men. And you can take your choice of either clas-

sic yellow or white gold, platinum, or sterling silver settings as well as contemporary metals such as titanium, tungsten, or stainless steel.

When it comes to shape, the round brilliant-cut diamond is still the all-time favorite for both men's and women's jewelry. But other shapes, such as the elegant square Asscher and classic cushion cuts are fast growing in popularity.

This year, you'll find a wider choice of attractive designs for both men's and women's diamond jewelry than ever before and at surprisingly affordable prices. Stop in soon and see our exciting collection of holiday diamond jewelry.

GEMSTONE BUYER'S GUIDE

Sparkling Zircon - Ancient Gem Prized For Brilliant Colors

This brilliantly clear and sparkling natural gem was well known as far back as Greek and Roman times. It comes in a rainbow of beautiful colors including yellow, orange, brown, red, violet, blue, green, gold, purple, and colorless. It is also a very affordable gem.

Because zircon has such a high refractive index and strong dispersion of color, it has remarkable brilliance,



intense fire, and a sparkle similar to diamond. Most people are familiar with zircon in an intense blue color which is one of the birthstones for December.

Although zircon is moderately hard with a rating of 7.5 on the Mohs scale, it is best used in earrings, pendants, brooches or rings with a protective setting.

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