

JEWELRY NEWS & VIEWS

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Since 1978

Fall/Holiday

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**FOCUS ON
FASHION**

Glamorous Gold A Variety of Rich Colors

Colorful gold jewelry is an essential accessory this season. You will be surprised at how many attractive colors there are besides the traditional gleaming yellow and white karat gold that are creating new excitement in all kinds of fashion-



changeable expressions of color depending on the alloy variance.

Many designers are offering colored gold in a variety of two and three-tone combinations to complement today's runway fashion. Dramatic texture and finishes are

ionable jewelry.

Among this autumn's most popular gold colors is a lovely blend of blushing pink, radiant rose and pastel peach flavors.



So what's the difference between peach, pink, and rose gold? Nothing really...they are basically the same metal, with inter-

adding contrast to smooth, polished elements for a maximum contrast.

Gold jewelry is a staple for one's jewelry wardrobe and you can't go wrong mixing this season's vast array of colored gold with brilliant gemstones, soft pearls and especially glittering white diamonds.

Visit us today, we will be happy to help you select the perfect tone to match your style.



Kathy & Marty White
Master IJO Jewelers

Enhancery Jewelers ■ (619) 282-3900 ■ www.enhancery.com

4242 Camino Del Rio N., #17, San Diego, CA 92108

Hours: Tues.-Fri. 10-6, Sat. 10-4, Closed Sun. & Mon.



Birthstone Jewelry: Always The Perfect Birthday Gift

Not only are birthstone gems beautiful and precious, but they are also surrounded by centuries of intriguing legends famous for predicting personal attributes for men and women born in one specific month of the year. In addition, birthstone jewelry comes in a wide range of masculine and feminine styles to suit any taste and any budget. Come in soon and see our outstanding collection. You'll be surprised at how affordable it is!

NOVEMBER ■ Topaz / Citrine

Those born in November are promised a long life and a bright sunny personality, much like these two warm and sparkling yellow birthstones.



Both golden topaz and lemon-colored citrine are hard and durable gems, suitable for any kind of jewelry.

DECEMBER ■ Turquoise / Blue Zircon / Tanzanite

For the December born prosperity is the welcome gift offered by these three very different, precious blue



gems. Opaque sky-blue turquoise and transparent deep-blue zircon have been treasured gems since ancient times. Glittering purple-blue tanzanite was only discovered by accident in 1967 near Africa's Mt. Kilimanjaro and is now one of the world's most popular gems.



JANUARY ■ Garnet

Men and women with January birthdays are assured of a faithful and true-hearted character, symbolized by the ancient wine-red garnet. Prized for many centuries because of its glittering sparkle and durability, garnet also comes in a rainbow of brilliant colors.



Translucent Gems Have A Magic Inner Glow

Unlike transparent gems that glitter and sparkle because light shines brightly through them, translucent gems gently diffuse light which produces a soft, silky, lit-from-within glow that is uniquely elegant and beautiful. Translucent gems are usually cut in a smooth, rounded cabochon form which is the best way to display their special beauty. Here is a selection of some of the most popular ones.



Opal. Prized since ancient times, opal is famed for its brilliant display of rainbow colors against either a white or black

background. Opals are fairly soft, porous, and always contain water. They need special care to prevent drying and cracking.



Amber. An ageless gem admired since 5,000 B.C. and once thought to be solidified sunshine, it is actually petrified tree sap 25 to 30 million years old. It comes in delicate shades of yellow, gold, honey, bronze, and even red. It is light in weight and easy to carve.

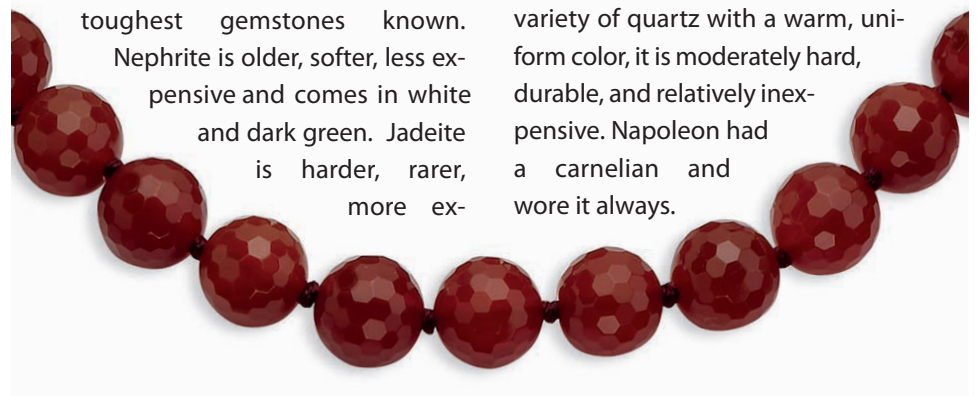
Serpentine. Often used as a jade substitute, this lovely translucent gem occurs in light to dark yellowish green and greenish yellow colors. Fairly soft and easy to carve, it is inexpensive and popular in necklaces.

Moonstone. This form of the mineral feldspar glows with a soft and shimmering blue light similar to moonlight. Very popular for rings because as the hand moves the shimmering glow is more pronounced.

Jade. Treasured for thousands of years, the name jade is the term for both nephrite and jadeite and is among the toughest gemstones known.

Nephrite is older, softer, less expensive and comes in white and dark green. Jadeite is harder, rarer, more ex-

Carnelian. A beautiful reddish-orange variety of quartz with a warm, uniform color, it is moderately hard, durable, and relatively inexpensive. Napoleon had a carnelian and wore it always.



Make Your Holiday Sparkle With Glittering Diamond Jewelry



Nothing compares to dazzling diamond jewelry as the most prized and appreciated of all holiday gifts. And with precious diamonds, there are so many beautiful varieties to choose from and so many exciting and stylish ways to wear them. Whatever gift you give will put a smile on her face for months to come.

Elegant Styles. Drop earrings of all kinds are fashion leaders this season with stunning chandelier styles that

light up any holiday party. Dramatic bib necklaces are also winners in light and airy swags or strands. And don't forget tennis bracelets, the all-time favorite as well as decorative pins and eye-catching cocktail rings.

Fancy Colors. What better way to celebrate the holiday than with jewelry set with sparkling champagne colored diamonds. And that's just one of the many glorious diamond colors available today at surprisingly affordable prices. In addition to pure white,

you can choose canary, pink, red, blue, orange, purple, green, violet, or black.

Brilliant Shapes. Diamonds cut in distinctive shapes other than round offer the same fire and brilliance that makes diamonds famous. Additionally, these fancy shapes generally look larger than round diamonds of the same weight. Popular shapes include star, heart, oval, triangle, marquise, pear, cushion, square, and rectangle. All look spectacular set in all kinds of jewelry.

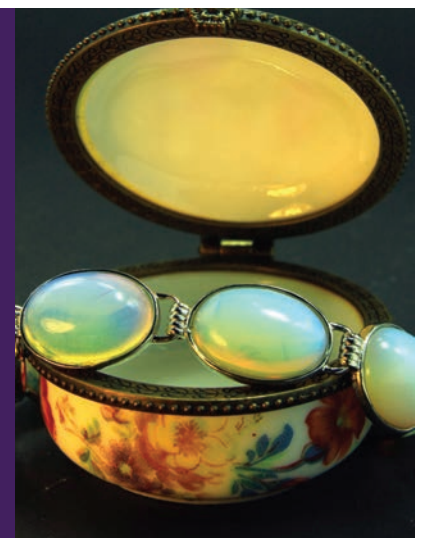
THE JEWELRY DOCTOR

Care Tips For Moonstone

If you're lucky enough to own beautiful moonstone jewelry, you'll be wearing something both elegant and mysterious. Moonstone gems reflect light in a distinctive sheen called adularescence. It appears as a shimmering blue light which seems to float over the gem's surface.

Moonstone is the best known form of the mineral feldspar - the most abundant min-

eral on earth after quartz. Moonstone is also a fairly hard and durable gem with a hardness of 6 to 6.5 on the Mohs scale, similar to opal and turquoise which means it should be protected from hard knocks. Moonstone is not brittle, holds up well when worn in all kinds of jewelry, but should be handled carefully. Clean only with warm soapy water and a soft brush.



TRADITIONAL HOLIDAY GEMSTONES



Fashion Forward Black & White

Elegant black and white jewelry has always been a traditional dress-up favorite for New Year's celebrations, not only because of its sophisticated look, but because white represents the birth of the new year and black symbolizes the end of the old year.

Beautiful black and white jewelry is always in style, always flattering, and it is available this season in dozens of fun and dramatic new designs and combinations. You'll find an amazing variety of

both translucent and opaque gems to choose from.

Popular black gems include diamond, spinel, sapphire, onyx, and Tahitian pearls. Sparkling white gems include diamond, sapphire, topaz, moonstone, opal and Akoya or freshwater pearls. Whether you prefer the creamy richness of an opaque gem, or the scintillation and sparkle of a more transparent gem, you can't go wrong with classic black and white jewelry to ring in the New Year!

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TURN OLD GOLD INTO CASH 10% EXTRA PAID WITH THIS COUPON

With the price of gold hitting all time highs, now is the time to cash-in. Take a look in the bottom of your jewelry box to find those single earrings, broken and dented chains, or the class ring you haven't worn in years. Then, visit us to see just how much your old gold is worth!

Stop In With Your Questions

As members of IJO we are part of the largest Buying Group in the world, almost 900 jewelers strong, bringing you exclusive styles and the best values in the industry. As professional jewelers, we have a responsibility to our customers and our community...to maintain the highest standards and preserve your fine jewelry investment.

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