

JEWELRY NEWS & VIEWS

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Spring

Issue 2013

MOTHER'S DAY
PREVIEW

Mother's Day – A Day of Celebration



Contrary to popular belief, Mother's Day was not created by "Hallmark"; it is an actual holiday founded by Anna Jarvis in 1908, to honor her mother the activist, Julia Ward Howe. In 1914, President Woodrow Wilson made it an official holiday recognizing mothers, motherhood, and maternal bonds. The day was created to celebrate mothers who dedicated themselves to nurturing and loving their children.

Today, Mother's Day remains one of the biggest gift-giving occasions, expressing thanks and love to mothers around the

world. This Mother's Day, visit us for gift ideas from Rose Cut diamonds and traditional pearls, to family gemstone jewelry. Choose a piece of message jewelry, in karat-gold or sterling silver, or give a unique gift of flowers, eternally preserved in lacquer and 24kt gold.

Whatever you decide, make sure to take a moment on May 12th to call, reach out, touch her heart and be thankful of the woman who made you who you are today.

Happy Mother's Day to you and your families.



Kathy & Marty White
Master IJO Jewelers

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

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

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Birthstone Gems: Prized Since Ancient Times

Centuries ago, each month of the year was placed under the protection of a particular precious gemstone. And this became the personal birthstone of those born in that month and was believed to endow both men and women with unique personality traits and legendary special powers. That's one reason why birthstone jewelry is so highly prized today. It also comes in many attractive styles to suit any taste and is surprisingly affordable, too. Come in and see.

MAY ■ Emerald

Green is the color of success, and that is the personal power traditionally promised by the emerald birthstone for those born in May. Grass-green emerald is also the color of spring and is the most valuable form of the mineral beryl. Its been treasured by royalty for many centuries.



JUNE ■ Pearl/Alexandrite

White is the color of purity, and the pure white pearl has a long tradition of bringing marital happiness to those of June birth. June's alternate birthstone is the sparkling, transparent alexandrite. This color-change gem displays not one but two bright colors - green in daylight and red in artificial light.



JULY ■ Ruby

Red is the color of power and passion which are the personal attributes awarded to the July born by the fiery-red ruby. A precious form of the mineral corundum, ruby is both sparkling bright and durable and has been prized as "The King Of Gems" for thousands of years.



Nature-Inspired Forms Brighten This Spring's Jewelry Styles



In the gloriously bright and colorful months of springtime, Mother Nature brings out her full array of fresh natural forms in all their delightful beauty. The sky, the sea, the flowers, the forests - even the heavens above - all add their captivating shapes and colors to brighten spring jewelry fashions.

Flowers and Leaves. These classic shapes are among the most popular of all natural forms in today's elegant jewelry designs. Their graceful tapered silhouettes and arched shapes are light and brightly showy.

Birds and Bees. Only the beginning of a long list of decorative wildlife forms. Included are butterflies, feathers, ladybugs, dragonflies, grasshoppers, frogs, woolly lambs, puppies, and kittens. All of which make appealing pieces of jewelry to enliven any spring outfit.

Sea Shells and Sailfish. These are among dozens of maritime favorites such as starfish, dolphins, sea horses, whales, seagulls, sailboats, and lighthouses, all of which make naturally attractive jewelry accessories.

Celestial Bodies. The sun, moon, and stars as well as clouds, rainbows, and signs of the zodiac have been jewelry favorites for centuries. And they have been fashioned in many kinds of realistic, whimsical, and stylized designs.

These classic forms are available in yellow and white karat gold, sterling silver, and platinum in a wide range of pendants, rings, drop and stud earrings, pins, bracelets, necklaces, and hair ornaments. Many are set with glittering diamonds, sparkling colored gemstones, lustrous pearls, or layered with vividly colored enamels.

Chunky Links Lead This Season's Accessories

This spring, the big look is back with stylish chunky link jewelry of all kinds. Among the leading styles of chunky links are oversized geometric shaped designs in sterling silver, yellow, pink, and white karat gold as well as many modern metals such as titanium, tungsten, and stainless steel.

Sculptured designs in various link sizes also come in a variety of eye-catching finishes including a highly polished mirror finish and textured styles such as hammered, matte, satin, oxidized, and frosted treatments. Some links are even covered with pavé diamonds or colored gemstones.

Chunky link jewelry is not only strong and durable, but also a dramatic and impossible-to-miss fashion-forward look that never goes out of style.



SPRINGTIME GIFT IDEAS

Springtime Gift Giving Occasions



During the springtime months, there are several special days that deserve celebration and jewelry is the most exciting and memorable gift you can give for any of these occasions. This spring, not only are mothers recognized, but fathers are appreciated, school and religious graduations commemorate achievements, bridal parties are adorned, and of course, patriots across the country will exhibit their national pride.

Dads. Gifts customized with a sport or hobby theme are always appreciated. Today's

metals such as tungsten carbide, titanium, and stainless steel add a crisp masculine look to men's jewelry designs.

Grads & Weddings. Leading gifts for graduates as well as wedding party attendants are stylish watches, crosses, charms, pearls, cuff links, money clips, and key chains.

Patriots. There are a large variety of designs to select from including flag pins, dog tags, and charms displaying patriotic symbols and colors.

Visit us today! We will help you select the perfect gift for any occasion.

THE JEWELRY DOCTOR

Care Tips For Alexandrite

Alexandrite is a fascinating, brilliant, durable, and transparent gem that has the remarkable property of displaying two different colors - green in daylight and red under artificial light. A



variety of the mineral chrysoberyl discovered in Russia in 1830 and named for Czar Alexander II, Alexandrite has an exceptional clarity and

a hardness of 8.5 on the Mohs scale.

It is this toughness that makes alexandrite suitable for all kinds of jewelry. It is also heat and light stable and has no chemical reactions, so it is usually safe in ultrasonic and steam cleaners. But to be safe, clean with warm soapy water, alcohol, or a gentle dish washing liquid.

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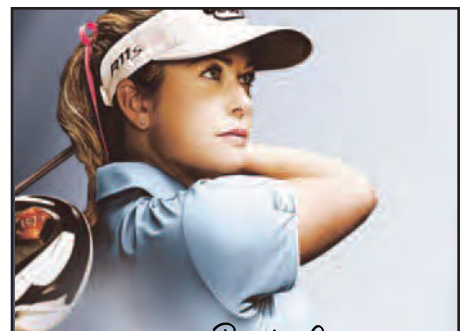
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