

JEWELRY NEWS & VIEWS

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VALENTINE'S DAY PREVIEW

Jewelry Favorites – Top Gift Ideas For Your Favorite Valentine

No other gift says "I Love You" more than a beautiful piece of jewelry. It's the most lasting way to celebrate your feelings of love, not only on February 14th but for years to come. Best of all, we have a wide choice of all-time jewelry favorites guaranteed to please your valentine.

Diamond Jewelry. Sparkling diamond is the ultimate symbol of love. Only diamonds have the brilliant fire and incomparable durability that represent lasting devotion. Whether given as a promise of marriage, a token of affection or as a birthstone gift, diamonds speak an entirely different language!

Heart-Shaped Jewelry. The world's leading design for a Valentine's Day gift. You can't go wrong with heart shaped jewelry and there are dozens of attractive and affordable styles available in sterling silver, karat gold or platinum to choose from.

Red Gemstone Jewelry. Red is the most exciting of all colors and romantic red gems have symbolized passion and love since ancient times. Brilliant red gems are available in a wide range of sizes, cuts, shapes and prices and come in every shade imaginable from scarlet and crimson to rose, vermilion and flame.

Personalized Jewelry. This season, elegant monogram rings, pendants, earrings and bracelets are back in-fashion in a variety of popular letter styles and affordable metals for all ages.

Visit us soon to see our Valentine's Day jewelry collection. You'll be sure to find the perfect gift for the one you love!



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Classic Black Gemstone Jewelry - Formal, Fashionable, And Always Flattering



The color black has always been fashion's favorite for formal occasions of all kinds. Not only is black synonymous with elegance and glamour, but it is also a perennial favorite for its crisp, sophisticated look that never goes out of style.

So, it's not surprising that midnight-hued black gemstones are enjoying great popularity this season – especially when set in pure white metals such as sterling silver, white gold or platinum. There are many varieties to choose from including black spinel, jet and black tourmaline. Best of all, many are amazed to find that the following three most pop-

ular black gemstones are really quite affordable.

Onyx. A midnight-black form of opaque agate that is often permanently dyed to intensify its color. It is hard, scratch-resistant, and has a lustrous finish.

Black Diamond. This faceted, inky-colored gem gives jewelry a big look for less because black diamonds are far less expensive than colorless diamonds. They are also a favorite with many of today's top jewelry designers.

Black Pearl. These large, high-gloss pearls from Tahiti in the French Polynesian Islands are noted for their dramatic iridescent color, with overtones of green, blue, and purple.

DIAMOND NOTEBOOK

The Enduring Mystery of Diamonds

Many mysteries surround beautiful and sparkling diamonds including how they were formed billions of years ago, what material they are made of, the legendary place where they were originally discovered, and the enigma of their mysterious inner fire.

The very origin of diamonds is shrouded in mystery. They are the oldest gemstones in creation and were born in the fiery depths of the earth over 3 billion years ago. And most diamonds are easily over 100 million years old.

Diamond is basically pure crystallized



carbon which is related to graphite and charcoal. So one of the great mysteries is how a common element like carbon, even when compressed under incredible heat and thousands of tons of pressure, could result in a beautiful, transparently clear

gemstone with unique brilliance, fire, and sparkle unmatched by any other gem.

In earliest times, the place where diamonds came from was another great mystery. Ancient legends claimed that the source was a secret Valley Of Diamonds in the land of Hind. This turned out to be true after Alexander The Great conquered Persia and invaded Hindu India.

Today, because of its beauty, brilliance, and indomitable hardness, there is no mystery about why the sparkling diamond has become the most popular gemstone in the world.

Latest Looks In Rings Are Dramatic And Different



This season, right hand rings, cocktail rings, and even bridal rings all have an exciting appearance with sensational settings, giving diamonds and other gemstones a bigger and brighter look. Here are some of the exciting eye-catching designs that you will soon be seeing everywhere.

Halos and Double Halos. Halos have a ring of small diamonds or colored gems surrounding a large round, oval or square center stone. Double Halos have two bands of same-size gems or sometimes an inner ring of larger gems surrounded by a ring of smaller gems. Halo settings make center stones look larger and give rings a big, sparkly look.

East-West Settings. This ring style displays one or more gems set horizontally. It is a

popular setting with oval, marquise, and emerald-cut gems which often look bigger when set sideways.

Split Shank Rings. These stunning designs create the illusion of more than one ring in a single piece. Some have a braided or engraved look and curve, twist, or cross around the center stone. Popular styles range from a single split shank to double and triple splits, many embellished with complex designs or encrusted with pavé diamonds.

Mixed Metal Rings. Mixing two different metals in one ring is very fashion-forward this season. Popular combinations include yellow and white gold, white and rose gold, 18 karat gold and sterling silver, rose gold and platinum, two-tone titanium and yellow gold, plus black zirconium and sterling silver.

THE JEWELRY DOCTOR

Care Tips For Jewelry With Fancy Settings

Today's jewelry designs containing multiple gemstones are more popular than ever. These stylish designs are both dramatic and beautiful but they require special care to protect those valuable gems and preserve their brilliant sparkle.



Now is the time to bring in your jewelry for a free safety check. We'll be happy to clean your gems and carefully check the settings. It only takes a few minutes to make your jewelry look brighter and prevent accidental gem loss.

JEWELRY CALENDAR

Birthstone Jewelry - Uniquely Personal, Unfailingly Fashionable

There is nothing more personal than a gift of jewelry set with a person's own exclusive birthstone. Centuries of legend surround these precious gems, which are said to reflect personal traits of those born in one special month of the year. Birthstone jewelry for both men and women is always in style and surprisingly affordable. Come in and see our colorful collection today.

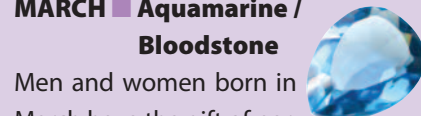
FEBRUARY ■ Amethyst

The personal trait of sincerity is the traditional virtue given to the February born by the bright and sparkling amethyst. This lovely purple-lavender form of precious quartz is hard, durable, transparently clear and quite inexpensive.



MARCH ■ Aquamarine / Bloodstone

Men and women born in March have the gift of personal courage bestowed on them by two very different and ancient gemstones. Transparent blue-green aquamarine was a talisman prized by early sailors. Opaque green bloodstone is named for the bright red flashes that dot its surface and has been a favorite for men's rings since the Middle Ages.



APRIL ■ Diamond

For those of April birth, innocence and invincibility are the personal characteristics promised by the pure white diamond. Known for centuries for its indomitable hardness and its brilliant inner fire, diamond is one of the hardest natural substances on earth and is also one of the world's most beautiful gemstones.



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