

JEWELRY NEWS & VIEWS

PRESENTED BY

ENHANCERY jewelers

Since 1978

Spring

Issue 2014

MOTHER'S DAY GIFT IDEAS

Jewelry Gifts Sure To Warm The Heart

On this special day, mothers, grandmothers, and mothers-to-be will be bestowed love and appreciation with gifts of cards, flowers, family gatherings, and that one very special gift of fine jewelry. While traditional gifts of

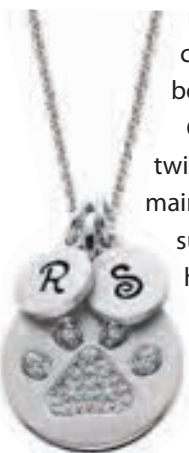


mother's rings, engraved lockets and diamond hearts remain a favorite, this season you have many new and exciting designs to select from.

Chic mommy pendants for mothers of all ages designed with sweet silhouettes, dangling birthstones or initial charms are on top of the list. These precious gifts offer versatile settings to allow easy additions upon the arrival of new family members, pets included! Personalized family jewelry

represents the spirit of family love that will be cherished and remembered for a lifetime.

Classic with a modern twist, diamond jewelry remains a treasured keepsake sure to capture a mother's heart. Diamond designs in mountings of karat gold, platinum or sterling silver are available for anyone's taste, for all budgets, and are always a perfect gift to en-



chant that special mom.



Pink is in, it's not only pretty but it is posh! This Mother's Day you will find an abundance of fashionable designs fea-



turing pink karat gold and gemstones.

For centuries, the color pink has been thought of as being feminine, sensitive, ten-

der and innocent, everything associated with motherhood.

This year more than ever, you have an impressive number of beautiful, personal, and affordable keepsake styles to commemorate the special highlights of any mother's life. Each maintains its historic charm and distinctive look while adding a new brilliance to all kinds of jewelry designs.



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.



Diamonds in Motion Add Brilliance

Faceted diamonds are naturally sparkling. But when they are placed in a movable setting, they really blaze with an amazing amount of dazzling sparks and shimmering rainbow light.

One type of movable setting, called a *tremblant*, places the diamond on a tiny spring so that any movement produces a noticeably bright glitter. Another movable setting features a tiny hole in the diamond itself which is then suspended from a thin wire so that the diamond dangles and glitters freely. An additional style has the diamond mounted in a circular hoop with fulcrum hinges so it swings loosely and gives a bright, sparkling response to any motion.

Movable, dancing diamonds produce a brilliant glittering sparkle with every movement the wearer makes.

THE
Heart Throb™
COLLECTION



*Jewelry Designed to
Set the Heart Aflutter*

FOCUS ON FASHION

Red Carpet, Runway, and Real Life

Color: the essence for all top trends predominant on runways and at award shows. The 2014 Color of the Year was declared to be Pantone color No. 18-3224, aka Radiant Orchid, a fuchsia or purplish-pink which will be seen in both clothing and in jewelry.

Orange: will be the go-to color, perfect for color-blocking with this spring's abundant blue hues, as well as Radiant Orchid. Be sure to shop for jewelry designs created in sapphire, zircon and tourmaline. All three of these gemstones have color variations of both orange and blue!

Yellow Gold. This precious metal has been admired and adorned for centuries and is back in full force in high fashion profiles. Yellow gold is the per-



fect year-round solution for a dramatic or subtle appearance.

Geometric Shapes. Pyramids, circles, chevrons and domes available in unisex fashion stud earrings and jeweled stickpins for lapels, hats and hair will create clean silhouettes to compliment spring's graphic and angular wardrobe designs.

Bangles, Bracelets & Cuffs. Whether dressed in a black evening gown or t-shirt and jeans, no wrist should go without decoration. This spring's go-to accessories include a single slim diamond tennis bracelet, gem encrusted stackable bangles, and wide, bold, gold cuffs.

Visit us today, we are happy to help you create your own spring fashion wardrobe.

SEASONAL GIFT IDEAS

Great Gift Ideas For Those Special Spring Occasions

Selecting and giving a gift is an important part of any celebration. If you find it hard to decide what to give on these upcoming special occasions, here are a few ideas.

Dads & Grads. For both men and women the gift of time is always welcome. Today's modern timepieces are available in an array of styles to cover the element of simplicity, elegance and sportiness.

Also for gents, favorite items include



rings made of modern metals, cufflinks and money clips. For the young women, any gift of fine jewelry is always a winner!

Weddings. It is customary to present small gifts of appreciation to members of the wedding party. For bridesmaids: pearl earrings, initial pendants and charms to signify a special memory or moment are popular. For the groomsmen: key holders, engraved "man" bracelets and tie tacks are always a good choice.

THE JEWELRY DOCTOR

Care Tips For Garnet

The garnet family is one of the most exciting in the entire world of gemstones. It is an ancient gem, known and admired for thousands of years and has even been found in Egyptian tombs. Garnets are hard and durable with a dazzling sparkle and come in a rainbow of brilliant colors, everything except blue.

The red, yellow, and green varieties are often mistaken for other more ex-

pensive gems such as ruby, topaz, or emerald. Garnets range from 6.5 to 7.5 on the Mohs scale of hardness, similar to gems such as peridot, tourmaline, and zircon.



To avoid chips and scratches, protect garnets from sharp blows and store separately from other gems. Garnets are also heat sensitive, so avoid extremes of temperature. To clean garnets, use a warm water detergent bath and a soft brush.

TRENDS TO WATCH

Birthstone Jewelry Reflects Unique Traits

Each colorful birthstone is a precious gem reserved exclusively for each man or woman born in one particular month of the year. These special gems traditionally reflect unique personality traits and for centuries have been thought to have legendary powers to those born under its sign.

May

Emerald. It is emerald's appearance and color that make this gemstone instantly recognized. A variety of the beryl species, this famous green gem has long been associated with eternal spring, new life, and healing. In ancient times, it was said to promise love, denote honesty, and bring success to those born in May.



June

Pearl. Pure white pearls have for thousands of years been viewed as a statement of taste and refinement, as well as a symbol of perfect purity. Pearls are often given to celebrate the birth of a child and are thought to bring a happy marriage to those of June birth.



Alexandrite. June's alternate birthstone is famous for its ability to change color, appearing green by day and red at night. It is a rare and expensive gemstone, symbolic of joy and good fortune.



July

Ruby. Radiant red ruby has been highly esteemed for centuries because of its vivid, fiery-red color representing passion and romance. While there are several other red gemstones, only ruby is esteemed and regarded as the very definition of red. Ruby has long had a legendary history of bestowing power, strength and warmth to those of July birth.



GEMSTONE COLOR PROFILES

Brighten Your Spring Wardrobe With Brilliant Blue Gemstones

Nothing says Spring like the bright blue color of cloudless skies and the wide range of vivid blue gemstones that give jewelry accessories a glorious springtime look. This season you'll find an abundance of light and dark blue gems that join beautifully in high-fashion color block combinations of sky blue, peacock blue, robin's egg blue, and deep sea blue in elegant hoop earrings, necklaces, pins, pendants, and rings. Take your choice of these popular blue gems at very affordable prices.

Topaz. A hard, bright, and sparkling-clear gem ranging from deep blue to light blue-green.



Sapphire. The classic bright blue gem that comes in beautiful soft violet to a vivid dark blue color.

Tourmaline. Has an intense blue color in both light and dark varieties. Very durable and brilliant.

Iolite. This deep violet-blue gem resembles the finest blue sapphire and tanzanite. Quite inexpensive.

Aquamarine. A form of the mineral beryl, this sparkling gem comes in sea-like colors that range from light to dark blue.

Zircon. A hard, transparently clear gem that sparkles like diamond. Has a brilliant light blue color.

Tanzanite. Has a rich transparent purple-blue color that is bright, sparkling and completely unique.

4242 Camino Del Rio N., #17
San Diego, CA 92108
(619) 282-3900

ENHANCERY
jewelers

PRSRT STD
U.S. POSTAGE
PAID
San Diego, CA
Permit No. 825

Spring into Something New Or Turn Your Old Gold into Cash



Do you have a loose diamond?
A badly worn setting? Out of date ring style?
**We'll make it into something new
you will enjoy!**

Or we can turn your old, worn out,
outdated gold or silver jewelry into CASH.
Bring in this coupon for an extra 10% cash
or 40% trade credit.



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.

©2014 IJO, Inc., Southport, CT