

JEWELRY NEWS & VIEWS

PRESENTED BY

ENHANCERY jewelers

Since 1978

Summer/Autumn

Issue 2014

FOCUS ON
FASHION

Big, Bold, Bright Jewelry – The Lively

This season, bracelets are bigger, necklaces are bolder, rings and earrings are brighter, and everything is lighter and more comfortable to wear.

Dramatic necklaces are very popular because they offer volume without looking or feeling heavy. Designs created with delicate festoons of silver mesh with cascades of pearls, colored gemstones, or nets of sparkling diamonds will add an airy, dramatic, yet easy-wearing look.

Eye-catching rings and earrings are a fashion favorite this summer. Big, bold, party-ready rings are available in a remarkable array of inventive designs, featuring vivid colored gems or dazzling diamonds. Modern, oversized earring styles of either karat gold or sterling silver offer a lighter look in popular dangly drops or big open hoop designs.

Impossible-to-miss bracelets in glittering gold and sparkling silver are a must-have accessory. Oversized, bold designs can stand alone or be layered in varying widths, often embellished in colorful enamel or gems for a fashion forward look.

This summer, be bold...go light and bright but be sure to do it in a big way!



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.



JEWELRY CALENDAR

Birthstone Jewelry: A Gift That Will Be Remembered


August

Peridot and Sardonyx. Courage and happiness are the two individual attributes thought to be bestowed upon those of August birth by these two historic gemstones. Beautiful, transparent, olive-green peridot has been a popular gem of women for over 3,000 years. While the  opaque, reddish brown sardonyx, which is a form of precious quartz, has been a favorite for men's signet rings since Roman times.

September

Sapphire. Wisdom and clear thinking are the personal traits of those born in September. A gift of brilliant blue sapphire symbolizes loyalty, sincerity, and faithfulness. 

October

Opal. In the Middle Ages, opal was considered a stone that could provide great luck because it was believed to possess all the virtues of each gemstone whose color was represented in the color spectrum of the opal.  **Tourmaline.** While transparently clear, it comes in a rainbow of colors...more than almost any other gem. 

WHAT'S NEW, WHAT'S HOT

Drum Roll For Drusy - The Bright, Glittering, Opaque Quartz

Drusy is a term that refers to a quartz matrix covered with a thin layer of tiny, tightly-packed crystals that produce a rough blanket of gem material. These



crystals resemble sugar granules and can range in fineness from coarse to powdery. The word drusy comes from the ancient Greek word "drossos" which means dew.

Drusy color comes from the color of the base material which can be orange, yellow, white, gray, or brown. Sometimes the base material is banded or spotted with color, making it even more interesting.



Drusy jewelry is available in fashionable, contemporary sterling silver designs for both men and women set in bracelets, station necklaces, rings, pendants, and cuff links. It is perfect for those who want jewelry to be a statement of taste and an expression of individuality.

THE JEWELRY DOCTOR

Hot Weather Care For Your Jewelry

Summer can be a dangerous time for your precious jewelry. When spending a day at the beach, it is probably best to leave your bling home as sand, surf and sunscreen lotion can become your jewelry's worst nightmare.

The simplest things could put your gold, pearls and gems at risk. Pool water, perspiration, planting flowers, and playing sports can all cause problems or even loss of your gems.

Gold. Even diluted chlorine in swimming pool water can damage any kind of karat gold – yellow, pink, and especially white gold because it can erode the

nickel alloy in it and may cause weakened prongs and settings.

Pearls. Perspiration can weaken the silk cord on which pearls are strung. Always wear pearls touching clothes not skin and wipe pearls after wearing. Keep your pearls away from chlorine, which will damage their luster.

Gemstones. Tennis bracelets and other jewelry containing many gemstones are easily damaged if gem settings and prongs are weakened by rough treatment.

Watches. Before taking a dip, be sure yours is waterproof!

JEWELRY CLOSE-UPS

Sterling Silver, A Seasonal Favorite

Cool, white, sterling silver is not only the least expensive of all precious metals, but it is now more popular than ever in a vast assortment of classic and contemporary styles.

Long known as the Queen of Metals, pure white sterling silver is the whitest of metals and is also the lightest in weight, making it more comfortable to wear during the hot months of summer and autumn.

This season, leading design trends include romantic, lightweight pendants and dominant, dangling earring designs. Stackable rings and bracelets, especially bangles in both thick and thin styles are also popular.

When set with brightly colored gemstones, glittering diamonds, or lustrous pearls, sterling silver jewelry makes a dramatic fashion statement whenever it is worn.

You can't go wrong with this precious metal. Sterling designs are the perfect accessory for a daytime beach party or an evening at the theatre, complimenting this season's lightweight clothing of both pastel and vibrant colors.



DIAMOND UPDATE

Diamond Slices - Unique, Yet Precious



Diamond slices are thinly sliced sections of large, uniquely included white diamonds. They are greatly prized by many of today's top jewelry designers who use them to create some of the newest and most interesting jewelry being shown anywhere.

Diamond slices start out as large, opaque or rough diamonds that display an attractive pattern of inclusions. They are then cut with extremely shallow pavilion facets on the bottom and a highly polished flat table on the top, while keeping the stone's original outline.

A relatively new entry into the world of diamonds, laser-sliced diamonds in various shapes and sizes are ideal for dramatic custom designed jewelry such as pendants, rings, station necklaces, and drop earrings. The pattern of the various inclusions gives each slice its intriguing character. And you'll be seeing a lot of them this season.

Crystal-Clear Tourmaline Comes In Every Color Imaginable

This lovely gem is available in more sparkling colors than any other gem, and is surprisingly affordable, too. Vivid colors include violet, purple, blue, green, yellow, orange, pink, red, brown, clear, and black. Each color also comes in a wide variety of tints and tones, ranging from light pastels to deep, dark hues.

With so many colors available, designers have been able to create a spectacular array of rainbow jewelry combining all colors of tourmaline in stunning designs.

Tourmaline is also a very durable and wearable gem with a



bright, inner fire. It measures 7 to 7.5 on the Mohs scale of hardness which makes it suitable for all kinds of jewelry including dramatic rings and pendants which are often subject to hard knocks. And because it doesn't chip or crack easily, it can be cut in all kinds of stylish shapes such as round brilliant, square princess, rectangular step, and smooth oval cabochon forms.

The word "tourmaline" derives from Ceylon and the ancient Singhalese word "turmali" meaning mixed precious stones...probably referring to the gem's appearance in so many brilliant colors.

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

Our Gift to You CLIP & SAVE

Clip this coupon, bring it in to our store and receive **\$25.00 off** your next jewelry purchase of \$100.00 or more!

Expires October 31, 2014.
(Excludes Pandora and other offers.)

ENHANCERY
jewelers



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.

©2014 IJO, Inc., Southport, CT

MASTER **IJO** JEWELER

BRILLIANCE YOU DESERVE®