

JEWELRY NEWS & VIEWS

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Winter

Issue 2014

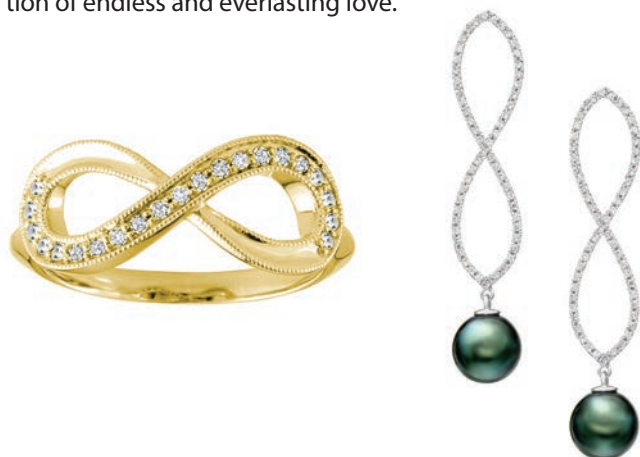
SPOTLIGHT ON ROMANCE

Heartfelt Valentine's Day Gift Preview

While hearts are love's most popular symbol, this year's romantic Valentine's Day jewelry offers many unique and time-tested designs to proclaim your feelings. Though many of today's favorites originated years ago, they are making a strong resurgence and are very much in demand this season.



Infinity Jewelry. This ancient symbol has been popular since early Egyptian times. Resembling a figure eight, it can be worn horizontally or vertically as a powerful representation of endless and everlasting love.



The Bow. As far back as the 3rd century B.C., the bow-knot has been a solid symbol of the bond of true love. Over the years the shape and character have changed, but the significance of a loving tie that binds remains.



Love Knots. A traditional gift of love since medieval times, both men and women wore golden knot pins over their hearts to display devotion. Gold is a metal that never tarnishes or "dies," while the knot in itself represents no beginning or end.

There is nothing like fine jewelry to convey the sentiment of love so perfectly. It's an everlasting way to celebrate your feelings and say "I love you" straight from the heart. Visit us today to find the perfect symbol of love for your Valentine.



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



JEWELRY CALENDAR

Birthstone Jewelry Reflects Unique Traits

Each person's birthday is a unique day that deserves to be remembered in a unique way. Birthstone jewelry meets that need as each birthstone is dedicated exclusively to those born in only one month of the year. For centuries, these colorful gems were believed to reflect personal traits of the celebrant.

FEBRUARY

Amethyst. For those born in February, sincerity is the personal trait usually associated with this beautiful form of precious quartz. Sparkling and transparent amethyst can range from pale lilac to deep purple.



MARCH

Aquamarine. The name derived from Latin means "seawater." A member of the beryl gem family, transparent, beautiful, blue aquamarine offers a tribute to the sea capturing both its essence and spirit.



Bloodstone. Actually not red at all, it is an opaque, deep, rich green with vivid bright red flecks and has been a favorite of men for centuries.



These two very different birthstones each assure creativity and courage to those of March birth.

APRIL

Diamond. This pure white gem is synonymous with love and innocence. Since ancient times, diamonds symbolized invincibility for those born in April because of their hardness and durability. Diamonds are also believed to deepen love and bring marital happiness, which is why they are the most popular gem for engagements and weddings.



TRENDS TO WATCH

Men's Jewelry A New Fashion Category

This year, at many award shows, men's jewelry is stealing the spotlight thanks to popular male stars such as George Clooney, Johnny Depp, Justin Bieber, and Jay-Z. Even mildly fashion-driven men are taking cues from top celebrities.

Today, men's jewelry fashion embodies more than just watches and cufflinks. Motivated by a younger generation, men are realizing that jewelry is no longer just an accessory, but a necessity to make a statement and complete your look.

While modern men's designs now include bracelets, pendants and rings, it is most important that each category display a mas-



culine appeal. To do this, metals play a major role. Favorite men's metals include platinum, titanium, and stainless steel. Adding brushed and blackened texture and color provides the look of luxury with a durability and added bonus of hiding wear-and-tear.

Men's jewelry is no longer a status symbol, but a fashion statement. What's old is new again, black is back, and men are carrying it off in both casual and dress attire. So whether you are looking to nail an interview, wow a special date, or just enhance your everyday look, come visit us to view our men's jewelry styles.

DIAMOND NOTEBOOK

Famous Heart-Shaped Diamonds

A beautiful heart-shaped diamond is the ultimate romantic Valentine's Day gift. But to carve a diamond into such a shape requires tremendous expertise and skill as well as the loss of a good portion of the original gemstone.

Probably the most famous and romantic heart shaped diamond is the ring dating from the 1600's that was given to Elizabeth Taylor by Richard Burton on her 40th birthday, named The Taj Mahal. This large, flat, table-cut diamond was originally owned by the favorite wife of the Indian Emperor, Shah Jahan, who built the famous Taj Mahal in her memory. When Burton bought the diamond in 1972 he said "I would have liked to



buy her the Taj Mahal but it would cost too much to transport."

Another famous heart-shaped diamond is The Blue Heart. It is a rare, deep blue and sometimes called The Eugenie Blue. It was cut between 1909 and 1910. Equally famous is The Heart of Eternity, a vivid blue 27.64 carat gem cut from the same rough diamond as The Blue Heart.

The world's largest heart-shaped diamond is the 115.34 carat black diamond called The Gruosi. It is named for and owned by a famous Swiss jeweler. It took three years to cut this huge black diamond in Antwerp by one of the world's greatest specialists.

Dramatic Rings And Earrings Topping Runways

This season's red-carpet favorites include the brightest and biggest eye-catching statement styles in colorful stacking rings, knuckle-dusting cocktail rings, and glittering right-hand rings, as well as the classic look of dazzling neck-skimming drop earrings and over-size hoop earrings, which are among today's top earring trends.

Stylish Oversize Rings in both karat gold and sterling silver continue the recent head-turning trend of featuring elongated settings with sparkling diamonds combined with big, bold colored gems in a rainbow of pink, orange, blue, green, yellow, purple, and red colors. Halo and double halo settings are designed to give these high-fashion rings a bigger and more sparkling look.



Trendy Drop Earrings give you a wide choice of exciting styles including chandeliers, pendants, and openwork designs in gold, platinum, or sterling silver in many elegant textures and finishes set with diamonds, pearls, or colored gems. Swinging hoop earrings include two and three inch sizes as well as large inside-outside diamond hoops which sparkle with every movement you make.



THE JEWELRY DOCTOR

Opals Require Special Care

This beautiful, translucent gem displays a continuous array of vivid rainbow colors seemingly suspended in a luminous white or black base.

The name opal is a shortened version of the Roman word "opalus" which means color play.

While on the Mohs scale, opals have a hardness of 5.5, they are composed of 3% - 23% water, so they should never be allowed to freeze or dry out. Avoid extreme or rapid changes in temperature while wearing and storing your opal jewelry. Also avoid cleaning products, ultrasonic and steam jewelry cleaners.

Whether you are considering a beautiful opal piece for yourself or a loved one, or your current opal jewelry has lost its luster and needs a professional polishing, stop in soon – we'd love to assist you.



The Master IJO Jewelers Customer Pledge

**All staff members employed at our store
subscribe to the following:**

In our business, you, the customer,
are the most important person.

You are not here for us. We are here for you.
You do not interrupt our business. You create it.

Helping you is not doing you a favor.

When you come here you do us a favor.
You have feelings and reactions, wants and needs.

We are sensitive to this.

You trust your needs to us.

It is our pleasant duty to satisfy them.

You deserve the kindest and most courteous
treatment we can give you.

You will receive it always.

You, the customer, are the very essence of our activity.

We renew this commitment to you every day.

GEMSTONE COLOR PROFILES

Color-Change Gems - Different As Day And Night

One of nature's most dramatic marvels, unique and beautiful color-change gemstones are different from all other precious gems because they display one color by day and another color at night.

The most famous color-change gem is **Alexandrite**, a variety of the mineral chrysoberyl that changes from grass green in daylight to raspberry red in lamplight. Several other precious gems also display this unusual effect. These include color-change **Tourmaline**, which also changes from green in daylight to red under incandescent light, and color-



change **Sapphire** which comes in two types, changing from blue to purple as well as from red to green.

Color-change **Spinel** is another gem that changes from blue to violet depending on the light source, and color-change **Garnet** is a unique gem which changes from green in the early morning to red in the late afternoon. The newest color-change gem is called **Zultanite**, a form of the mineral diaspore, which is only found in a remote area of Turkey. It exhibits bright green and red colors as well as rich champagne and canary yellow flashes under different types of light.

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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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