

JEWELRY NEWS & VIEWS

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Summer

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FOCUS ON
FASHION

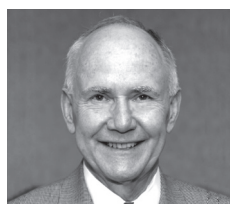
Airy, Lightweight and Comfortable

This season, leading designers are placing great emphasis on lightweight, openwork designs using smaller amounts of precious metals. These airy webs of elegant and feminine designs have become as prominent in jewelry as in high-fashion clothing. Cut-outs, hollow tubing, and electroformed techniques are now being used to create light and airy designs that not only keep costs down, but are strong, have a dramatic look, and are comfortable and easy-wearing, especially during the warm weather months.

Elegant new designs for this season include combinations of white and pink gold as well as all-yellow or white gold for rings, bracelets, earrings, necklaces, pendants, pins, and brooches.

In addition to the classic bright mirror finish, many of the newest and most attractive styles feature textures such as hand-hammered, faceted, brushed, or sandblasted surface treatments.

And many pieces are being set with bright colored gems such as citrine, peridot, morganite, tourmaline, and garnet that add extra sparkle while using less metal.



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What's New In Neck Adornment

Although ultra-long necklaces of multi-strand gold chains and station necklaces with pearl, diamond or gemstone stations are still popular, there's a growing trend toward more decorative necklace designs this season. These include the bib, lariat, "Y" and choker.

Bib Necklaces. With their light, airy look of lace and mesh, bib necklaces have a lot of volume without looking heavy. They have a sensuous, fabric-like feel and are composed of delicate festoons of three or more strands of gold or sterling mesh. They can also display cascades of pearls, faceted colored gemstones, or nets of sparkling diamonds.

Lariat Necklaces. These open-ended, long strand designs have decorative ends and are looped or knotted, not clasped. They spotlight individuality and



allow wearers to determine the length. Lariats can be made of white or yellow gold chain, sterling silver or leather, and are frequently brightened with pearls, diamonds or colored gemstones.

"Y" Necklaces. This classic style is shaped to drape around the neck like a capital letter Y. It looks good in all kinds of materials and is a versatile accent with any outfit. Y necklaces generally feature beads, pearls, gemstones or metal designs stationed along a slim gold or sterling silver chain.

Chokers. Making an ultimate comeback, the choker was first seen worn by wealthy ladies, ballerinas, and later queens in the late seventeen and eighteen hundreds. Close fitting around the neck, common styles today include open collar, Victorian, vintage, gemstone, pearl and Gothic.



Runways from New York to Paris have been highlighting some mega jewelry trends for the upcoming fall season. Rose gold, stackable rings and bracelets, nature motifs, and the artful use of negative space are popping up this season.

TRENDS TO WATCH

Fall Fashion Trends



Mother Nature. There's nothing like nature to add a fresh and lively look to everything you wear. Dozens of decorative animals, plants,

bugs, bees and especially butterflies, among other small creatures, will be seen fluttering about. Leafy designs, flowers and vine-filled botanicals will be sprouting up at every turn. There's an endless choice of charming and colorful natural forms you'll enjoy wearing.

Rose Gold. A top fashion trend for bridal de-



signs this fall is a touch of rose gold to add a hint of warmth. In-demand looks composed of white metals with just a kiss of rose gold create a look that makes a huge impact with this one satiny detail.



Negative Space. Negative space designs will continue to be massively trendy yet manage to be pretty classic. This is the kind of jewelry design you could really wear every day dressed up or down to make a simple and feminine statement.

Totally Tourmaline. Available in a myriad of colors, from solids to rainbow combinations, designers are favoring the vibrant tourmaline. Due to its different hue of colors, many ancient mystics believed tourmaline could encourage artistic expression and creativity.



Fancy Colors Are All The Rage

This season's most fashionable jewelry designs feature diamonds that are unique in their vibrant, fancy colors.

Fancy colored diamonds are among the world's most precious and unusual gems, one of the most famous being the Hope Diamond. Only one of every 10,000 diamonds officially qualifies as a colored diamond.



In diamonds, rarity equals value. Normally value is based on the absence of color. With fancy color diamonds, color is the dominant value factor. Even diamonds with numerous inclusions are prized if they display good color. Fancy colored diamonds have the same glorious sparkle and fire of colorless diamonds, plus they come in a rainbow of rich and beautiful colors.

The rarest and most valuable colors are saturated pinks, blues, and greens. Pure



pinks are more valuable than the less expensive pinks with a purplish or orangy hue. Blue and green diamonds are extremely rare. Blues tend to have a slight hint of gray.

Fancy green diamonds are typically light in tone and their color often appears muted. Diamonds with red or reddish colors, as you can imagine, are extremely rare and highly valued.

Today, brown or "cognac" is the most common fancy diamond color. Yellow is diamond's second most common fancy color, often referred to as "canary." Recently black diamonds have gained in popularity with designers using them for contrast with colorless diamonds.



When shopping for fancy color diamonds, it's crucial that you buy from a reputable jeweler, being sure to verify that the diamond is indeed natural.

Birthstones: Great Gifts Year Round

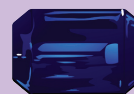
August

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.



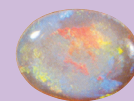
September

Sapphire. Wisdom and clear thinking are two of 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 bring luck because it was believed to possess all the virtues of each gemstone whose color was represented in the color spectrum of opal. **Tourmaline.** While transparently clear, it comes in a rainbow of colors...more than almost any other gem.



THE JEWELRY DOCTOR

How To Take Care of Turquoise

Beautiful, opaque, robin's egg blue turquoise is one of the world's oldest gemstones and has been used in jewelry since 3,000 B.C.

Turquoise is also a very delicate material that requires some care. It has a smooth, waxy surface which is actually porous, which means it will absorb all kinds of dirt and impurities that can dull its color.



It can be damaged by perspiration, cosmetics, perfume, skin oil, detergents, and household chemicals. So avoid wearing turquoise when doing dishes or working in the garden.

To clean turquoise, simply wipe with a damp cloth and dry immediately. Also, be sure to store turquoise away from harder gems that can scratch it.

Rich Purple Gems Have Regal Appeal

The color purple, which is a dramatic combination of red and blue, has long been the favorite color of royalty and nobility. It is a deep, passionate color that is very much in style for jewelry this season. Luscious purple gems come in tints and shades that range from lavender and lilac to violet, grape, plum, deep eggplant, burgundy, mulberry,

and a dark, smoky mauve. What's more, you have a choice of gems in a wide range of price points.

Two of the most popular and obtainable are:

Purple Amethyst

Amethyst is a wonderful and affordable gemstone with a wide color range from pale lilac to a rich, plush purple. The most precious form of quartz, amethyst has been treasured for

thousands of years and is popular in all kinds of jewelry.

Tanzanite

Purple-blue tanzanite is one of the world's newest gems, discovered only in 1967 near Mt. Kilimanjaro in Tanzania. A form of the mineral zoisite, it is a beautifully transparent gem with a soft, velvety texture. Ideal for pendants, necklaces, pins, and earrings.



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ADDRESS CORRECTION REQUESTED

JEWELRY Q & A

What is Cat's-eye?

Any of several gemstones that when cut in a convex form and highly polished, aka a cabochon, display a mysterious slit of reflected white light reminiscent of the eye of a cat; this particular quality is termed chatoyancy.

What is a Skeleton Watch?

This is not a part of a spooky costume to wear on Halloween. A skeleton watch has a special case with a transparent front or back that permits the inner workings of the watch to be seen.

What is an Amulet?

A piece of jewelry or charm thought to have magical powers to protect against evil. Popular today is the palm-shaped amulet of the Middle East, said to protect against the evil eye.

Stop In With Your Questions

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