

JEWELRY NEWS & VIEWS

PRESENTED BY

Fall/Holiday

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HOLIDAY
HIGHLIGHTS



Glamorous Gold & Dazzling Diamonds



Glittering yellow, white, and rose gold jewelry has always been a prized gift, especially for the holidays. Classic, yet trendy, and always appreciated, karat gold remains a favorite today! Add a dash of dazzling diamonds and treat yourself or someone special to the gift of a lifetime.

Diamonds are the most precious and valuable of all gems, and are available in a wide range of sizes, weights, and grades, offering a gift to suit any budget. From small micro-pave' settings to dramatic solitaire gems mounted in glamorous gold, diamonds will remain the focus of attention.

Yellow, white or rose gold? Each is beautiful, precious and popular. Karat gold is the ideal metal to work with, allowing many textures and finishes, and it never tarnishes. Yellow is timeless, and considered by many to be the customary metal for all jewelry styles. White is a perfect partner for fancy colored diamonds and gems. Rose blends perfectly with flesh tones and adds a stunning accent to both yellow and white designs.

Whichever color, cost, or design, it is the magic of gold and diamonds that makes a treasured gift to be enjoyed for years to come.



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The 4 C's Of Colored Gems... Different From The 4C's Of Diamonds

Diamonds are usually judged on their Cut, Color, Clarity, and Carat Weight ... the 4 C's that determine the quality and value of these precious gems. With diamonds, Cut is most important, next is Color, then Clarity, and finally Carat weight. But with colored gems, the order of importance of the 4 C's is very different, with Color most important, Cut next, then Clarity, and finally Carat Weight. Here's why.

Color. As a rule, the closer a gem comes to the pure spectral hue of a color, with no strong undertone of any other color, the better it is. Evenness of color and complete saturation of color are also important in determining value. Equally critical is the intensity of color, its brightness or vividness, and the depth of color either light or dark.



Cut. How a colored gem is cut affects both the depth of color seen in the stone and the liveliness it projects. If a stone's color is too dark, the cut may be too thick. If color is too light, the cut may be too shallow. Certain cuts and shapes may also be wrong for certain stones.

Clarity. As with diamonds, clarity refers to the absence of internal marks or inclusions. Good clarity is more important in light colored gems than in darker ones. Most colored gems are not totally flawless. But if flaws reduce durability, affect color, or are easily noticed, they will reduce value.

Carat Weight. Remember that "carat" is a weight, not a size. And some colored gems weigh more than others. For example, a 1-carat ruby appears to weigh less than a 1-carat emerald. So the emerald will look larger than the same weight ruby.



The Master IJO Jeweler

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.

What Will You Be Wearing When The Ball Drops?

New Year's Eve is always a special excuse to put on your "party" clothes. Whatever outfit you select, we have a wide choice of elegant jewelry designs to help

you complement your look. From dramatic contemporary styles, enchanting traditional designs or fun flirty baubles, you're sure to find it here! For a fashion-forward look, choose eye popping color. Feeling retro-eccentric ... try the latest fashion designs made-up of exciting geometric shapes. Newest creations feature pendants and earrings with stunning circles of sparkling white diamonds and delightful elongated golden and gem encrusted chandelier earrings.

Remember, New Year's colors are black and white, symbolizing the birth of the New Year and death of the old one. Classic black and white jewelry is always in fashion and is the most popular this season. Look for styles including black and white pearls, black and white diamonds, and opaque gems such as black onyx.

Whatever accessories you select, we're here to help you look and feel stunning when the ball drops this year. Happy New Year from our staff to you, your family and friends!



GIFT IDEAS

Glittering Ear Studs . . . Perfect Gift In New Shapes, Colors, Designs

Classic stud earrings are one of the most popular types of ear adornment and are often set with a solitaire diamond, pearl, or colored gemstone. But this season, designers are offering



many exciting new styles of ear studs that include climbing vines and front and back studs.

Most new and fashion forward designs are available in all sizes, yellow, white and rose gold and sterling silver, plain



or adorned with micro-pave' diamonds and multi-colored gemstone combinations. Many of these new designs are noted for their elegantly feminine styling and trendy



fashion, with a price to fit any budget.

This holiday season, sparkling ear studs are an impressive gift that will add an exciting, fashionable touch to any daytime or evening outfit.

THE JEWELRY DOCTOR

Jewelry Resolutions For The New Year

Tradition says that each new year we should put aside bad habits and resolve to do better in the coming year. Here are some suggestions for taking better care of your valuable jewelry.

May your holidays glitter like gold, sparkle like diamonds, and be as perfect as platinum.

Season's Greetings and Happy New Year

Check Gem Setting. These metal parts hold gems securely. When they become worn, bent, or damaged, gems can come loose and fall out. Bring your jewelry in now and let us check the settings before problems occur.

Restring Pearls. Pearl necklaces and bracelets can stretch and become weak and dirty. If you wear pearls often, restring annually or every two years. Bring yours in now for a new year's checkup.

Clean Diamonds. Diamonds attract grease like magnets from skin oils, cosmetics, hand lotions, and soap, significantly reducing their brilliance and sparkle. Professional cleaning takes only a few minutes to restore diamonds to their original beauty.

BIRTHSTONE JEWELRY

The Best "Happy Birthday" Gift You Can Give

There's nothing more personal than giving someone a birthday gift of jewelry set with their own exclusive birthstone. These precious gems have a colorful history of bestowing legendary powers and reflecting personal traits for both men and women. That's why birthstone jewelry is always a prized yet surprisingly affordable gift.

NOVEMBER

Topaz / Citrine



Bright yellow is the particular color for November, and these two brilliant gemstones offer a bright, sunny tonic for dark November days. Both topaz and citrine are hard, sparkling gems that symbolize a long and happy life for the November born.

DECEMBER

Turquoise / Blue Zircon / Tanzanite



Sky blue is the special color for those born in December and prosperity is the legendary gift offered

by these beautiful birthstone gems. Opaque turquoise and transparent zircon are both prized since ancient times. And the newest birthstone, glittering purple blue tanzanite, has become one of the world's most popular gems.

JANUARY

Garnet



Wine red is the unique color for January and fidelity is the special virtue traditionally promised to those of January birth. Sparkling garnet has been treasured since antiquity and, in addition to red, comes in dozens of brilliant colors but never in blue.

KNOW YOUR DIAMOND CUTS

The Return Of The Elegant Baguette

A true flashback to the 50's, baguette cut diamonds are once again the ultimate cut, back in full force! Developed during the 1920s and 1930s, its geometric form with straight, clean lines was a fashionable design often used in costume jewelry during the Art Deco period.

Usually bought for their elegance and luster and not for their brilliance or sparkle, these gems are rectangular in



shape and generally used as diamond accents or side stones. Named after the French word 'baguette' meaning rod, this cut is classified as a step cut and generally has 24 facets with parallel facets arranged to look like a promenade.

If you are using these for diamond side stones, be sure that you match the color of each baguette with the center diamond you are enhancing, for a uniform look.



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ADDRESS CORRECTION REQUESTED

JEWELRY Q&A

What Is A Tremblant?

A piece of diamond or colored gemstone jewelry with sections mounted on tiny springs to provide movement and sparkle. The springs are also used to create a shimmering effect when the wearer moves and are generally found in brooches and earrings.

What Is A Foldover Clasp?

Used for necklaces and bracelets, this jewelry fastener has a box with a hinged lid on one end and a V-shaped tongue on the other. The lid of the box opens to reveal a small hook. The tongue slips over the hook and then the lid of the box is snapped

closed, securing the tongue.

What Is A Momme?

Pronounced mo-may, this ancient Japanese unit of pearl weight equals 0.75 ounces or 3.75 grams. It is a term pearl dealers use when buying large lots of cultured pearls of less than 6 millimeters in diameter.

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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