

# JEWELRY NEWS & VIEWS

PRESENTED BY

Spring

Issue 2016



MOTHER'S DAY  
PREVIEW

## Colorful, Springtime Jewelry Favorites

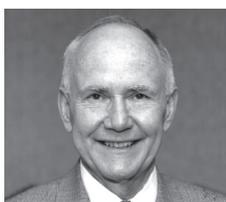


**M**other's Day is a special day when nature's fresh, springtime color is everywhere. Bright blue skies and the sun's warm golden glow set flowers in bloom. Lavender lilacs, yellow daffodils, pink, orange, purple, and white crocus are springing up, inspiring lively colored gemstone jewelry, an ideal gift for mothers of all ages.

With a rainbow of gemstone colors that rival the best that nature's floral palette has to offer, this season elegant, fashionable, and affordable jewelry designs feature a variety of brilliantly faceted gems such as sapphire, tourmaline, amethyst, topaz, aquamarine, emerald and citrine. Combined with sparkling diamonds they provide exceptionally beautiful gifts of rings, pendants and earrings set in platinum, yellow, white and rose gold, or sterling silver.

Stand-out rings, statement earrings and necklaces are this spring's style leaders. Openwork designs that are light and comfortable are both fashionable and fun to wear. Colorful styles range from classic to modern and become even more spectacular when surrounded by a scintillating pavé border of small, white diamonds.

Whether a classic pair of earrings, a sparkling pendant or fashion forward cocktail ring, colorful gemstone jewelry is the perfect gift to enchant any mom.



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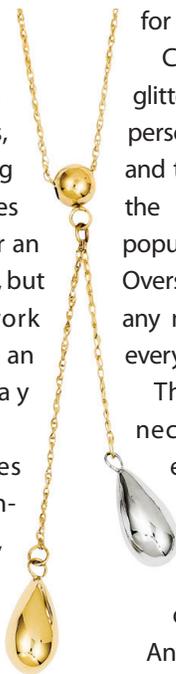
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## FOCUS ON FASHION

# Turn Runway Fashion Into Everyday Wear

Whether you are dressed in a black evening gown or in your favorite pair of blue jeans, the jewelry trending on spring runways and donned by celebrities on red carpets are not only fit for an elegant evening, but can also work well with an everyday wardrobe. Celebrities have long influenced our jewelry selections, and while today's average women can't always afford to wear designs from the likes of Harry Winston or Fred Leighton, their designs have provided inspiration for a more unique and inexpensive alternative



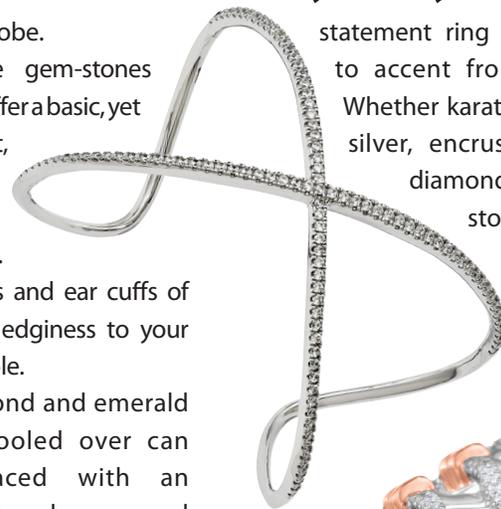
for an everyday wardrobe. Colorful, affordable gem-stones glittering on earlobes offer a basic, yet personalized statement, and today are stealing the show from the popular diamond stud. Oversized drop earrings and ear cuffs of any metal will add an edginess to your everyday, go-to ensemble.

That 10 carat diamond and emerald necklace we all drooled over can easily be replaced with an affordable, colored gem and diamond station necklace or a simple lariat with dangling drops in yellow, white or rose gold.

And, don't forget the bold fashion



statement ring or popular cuff to accent from wrist down. Whether karat gold or sterling silver, encrusted with pavé diamonds or giant center stones, these are all spring fashion must-haves.



## SPRING GIFT GUIDE

# Dads, Grads And Seasonal Gift Ideas

Giving and receiving gifts for any special occasion such as Father's Day, graduation and wedding days is an important part of any celebration. There are a variety of gift ideas available to suit any occasion.

**Father's Day.** This important occasion falls on Sunday, June 19<sup>th</sup> this year. Many attractive gifts are relatively inexpensive featuring popular jewelry metals such as titanium and stainless steel which add a masculine look to favorites such as rings, money clips and cuff links.



**Graduation Day.** Fashionable watches are popular for all graduates. For female grads, pearl and diamond jewelry, charm bracelets, photo lockets and jewelry boxes are always prized. For male grads, signet rings, tie tacks, cuff links and money clips are popular.

**Weddings.** It is customary to present small gifts to members of the wedding party. For bridesmaids: pearl earrings, engraved charms, initial or lightweight negative space pendants. For groomsmen: cuff links, personalized money clips or engraved dog tags.

## WHAT'S NEW, WHAT'S HOT

# Big Looks In Gold For Less \$

Sunny yellow gold is by far the world's most popular metal for all kinds of jewelry. And this season, jewelry designers are doing their best to make this cheerful metal much more affordable while retaining its classic beauty and style.

Newest designs are now lighter in weight and feature more lacy cut-outs, open work, and filigree which uses less precious metal and helps keep prices down. Lightweight hollow and puffed gold pieces are also available which are made by the electroform process rather than by solid metal casting.

These elegant and airy designs for necklaces, bracelets, pendants, earrings, and high-fashion rings are not only strong and durable, but are dramatic-looking and easy-wearing too. There are also a variety of surface textures that give these designs an attractive and eye-catching look. In addition to a bright, highly polished, mirror finish, these include hammered, matte, satin, frosted, brushed, burnished, and sand-blasted treatments.



## THE JEWELRY DOCTOR

### Care Tips For Pearls

Pearls are ancient and classic gems - treasured for centuries before diamonds, colored gems, gold and silver were used for jewelry. And whether your pearls are cultured, freshwater, South Sea, or Tahitian they all need special care because their lustrous and iridescent surface is very porous.

That means pearls should always be worn touching clothing instead of your skin. Pearls can absorb body oils, perspiration, and cosmetics which can attack and damage the surface. Always apply hair spray, makeup, and perfume BEFORE putting on pearls. And after each wearing, wipe your pearls with a soft cloth and store flat (not hanging) to prevent the cord from stretching.

Pearls should be checked at least once a year to see if restringing is necessary. Bring your pearls in now for a Spring checkup.



## JEWELRY CALENDAR

### Birthstone Jewelry: A Welcome Gift For That Special Day

No other gift is as special or personal as a gift of jewelry set with the gemstone dedicated to each person's unique date of birth. For hundreds of years, these precious gems were thought to bestow special powers and reflect unique personality traits for both men and women.

#### 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.



#### 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.



# Bright Green Gems Reign In Spring

**G**reen is the happy color leading this season's jewelry designs that you will soon be seeing a lot of! The lush green color of spring foliage is a favorite and featured in all types of gemstone jewelry, reflecting a sophisticated and elegant statement of fashion. And there are a variety of popular gemstone options to select from:

**Emerald.** The color of fresh spring grass and the queen of gems, emeralds have been admired since ancient times.

**Green Tourmaline.** Comes in many



brilliant shades of green including bright emerald-green. It is hard, glittering, and very affordable.

**Peridot.** A beautifully transparent

green gem with brilliant sparkle. Peridot turns bright green in artificial light.

**Green Zircon.** Can rival any other transparent green gem at a fraction of the price. Hard, scintillating, and reasonably priced.

**Green Garnet.** Similar in color to grass-green emerald but more brilliant with a sparkling luster, yet much less expensive.

**Chrome Diopside.** Low on the hardness scale and more suited for use in earrings and pendants rather than rings or bracelets. Very affordable.



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ADDRESS CORRECTION REQUESTED

## JEWELRY Q & A

### What Is An Amazon Stone?

The bright green opaque form of the mineral feldspar takes its name from the verdant green jungles along the Amazon River. But the fact is, Amazon stones come from the Ural Mountains of Russia or Pike's Peak in Colorado.

### What Is A Profile Cut?

This lively cutting style was developed in 1961. It features V-shaped grooves carved in the bottom of a flat diamond crystal. Many fancy outline shapes are available using this cut including hearts, fans, half-moons, and triangles.

### What Is A Girandole?

Pronounced jheer an DOLE, this type of earring has three or more drops which extend below the earlobe and hang from a mounted center stone. The center drop hangs lowest to form a V-shape.

### 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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