

# JEWELRY NEWS & VIEWS

PRESENTED BY

Summer

Issue 2016



WHAT'S NEW,  
WHAT'S HOT

## Jewelry Trendsetters for Summer

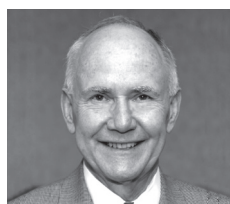


Colorful, easy-to-wear, and versatile designs top this season's hottest jewelry developments.

Jewelry fashion trends are often born from the creative minds of designers and featured on high fashion runways. These designs start out as extravagant, avant-garde statements meant to accentuate a collection of garments and overall concept of the designer's line. From there, celebrities and stylists cherry pick and cultivate jewelry designs to wear on the red carpet, and those looks are shared to the masses.

This season, it's all about colorful gemstone fashion rings. And, the bigger and bolder...the better! These dramatically styled rings are often seen in clusters of vibrantly colored gems or with large, colored, center stones surrounded by diamond accents or smaller complementary colored gems.

At the top of the list are the designs worn by royalty and celebrities. When copied and revamped, these fashion forward designs are readily available in a wide range of styles and prices to suit any age, budget or style.



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## JEWELRY CALENDAR


# Birthstone Jewelry... Always Fashionable, Always A Favorite

**B**irthstone gems have a unique appeal that is timeless and never goes out of style. Each colorful birthstone is the special gem intimately associated with the date of one's own birth. And for centuries, birthstone gems were believed to bestow legendary powers and reflect personal characteristics shared by no one else. That's why beautiful birthstone jewelry is always in style and always the most popular gift you can give.



### AUGUST - Peridot / Sardonyx

According to tradition, courage is the personal attribute offered by these two historic gems to men and women born in August. Transparent yellow-green peridot  is a sparkling gem long favored by women. Richly hued, reddish brown sardonyx is an opaque gem highly prized by men since Biblical times for intricately carved signet rings.

### SEPTEMBER - Sapphire

For thousands of years, wisdom and clear thinking  have been the personal traits bestowed on those of September birth by the sparkling cornflower-blue sapphire. A form of the mineral corundum, sapphire comes in a rainbow of beautiful colors in addition to blue...everything except red. When corundum is red it's called ruby.

### OCTOBER - Opal / Tourmaline

Over the centuries, these two very different harlequin gems have symbolized the power of hope for those with birthdays in October. Both gems display a dazzling array of brilliant colors. Ancient opal  blazes with flashes of rainbow iridescence, while glittering, transparent  tourmaline comes in a wider range of colors than virtually any other gem.

## BRIDAL UPDATE

# Top Picks In Bridal Styles



**R**omance is always in style and is seen in many of today's bridal designs. What's old is new again this season with elegant, vintage rings and antique diamond cuts both so prevalent. Classic designs are consistently popular and sleek. Contemporary styles with gemstone accents in unexpected colors continue to make an appearance.

Couples today are choosing styles that have a timeless appeal and many of the new designs featuring arcs, curves, twists and swirls are making antique-inspired styles with hand engraving, micro-pavé, and filigree details high in demand.

While the most popular metals for today's bridal jewelry is white gold and platinum, two-toned gold combinations are a fashion forward alternative. Today's

grooms seem to be paying particular attention to interesting, lightweight and durable contemporary metals such as titanium or cobalt.

Not surprisingly, the round brilliant-cut diamond is still the most popular shape for engagement rings, but emerald, cushion, and radiant cuts are becoming more popular by celebrities such as Beyoncé, Kim Kardashian, and Jennifer Aniston. Comfortable, simplistic wedding bands for gents remain favorites, while more ornate bands set with pavé diamonds, diamond baguette eternity bands, hand-engraved bands, or fine detailed milgrain edges are popular with the ladies.

This year, more than ever, bridal jewelry is available in designs and prices to suit every taste and budget.

## JEWELRY DOCTOR

# Summertime Jewelry Hazards

**A**ny color of karat gold - yellow, pink, and especially white gold - can be damaged by chlorine, which is a commonly used disinfectant in swimming pools, jacuzzis, and resort spas.

Research studies have shown that even minuscule amounts of diluted chlorine can be detrimental to all karat metals and should be avoided. Chlorine can be especially damaging to white gold since it can erode the nickel alloy in it and possibly cause damaged prongs and weakened settings.

Remember too, that chlorine is present in many common household products such as bleach, detergent, and cleansers. Evaporation can increase the level of chlorine and other chemicals in these products, leaving concentrated deposits which could damage your gold jewelry.

So, before you go for a cool swim this summer, be sure to remove your gold rings, bracelets, earrings, and necklaces. And when doing housework, also take off your gold jewelry or wear rubber gloves.



# Sizzling Silver Jewelry– Cool For Summer

Of all the precious metals, gleaming white sterling silver is by far the most affordable. And that makes it a popular choice for experimenting with intriguing designs without breaking the bank.

Not only is silver the whitest of metals, it's also lighter in weight, making it comfortable to wear during the warm months of summer and autumn. Silver set with white diamonds, richly colored gemstones, or combined with yellow gold accents, easily moves from beach to barbecue, ball game to the ballet.

Attractively styled rings, earrings, pendants, toe rings, anklets and cuff bracelets are available in a variety of finishes, from highly polished to frosted. And to prevent tarnishing, it's often coated with a thin layer of rhodium plating to add a hard, brilliant finish.



## TRENDS TO WATCH

# Geometric Designs, Layered Looks, Mix & Match Gems

Key accessories play an important role in transitioning from summer to fall, providing both versatility and individuality to this season's wardrobe. Among the leading trends are geometrically inspired jewelry designs such as spirals, circles, squares, rectangles, and triangular shapes in rings, pins, earrings, pendants, and bracelets. Jewelry that provides a bright, layered look is also a sure-fire way to liven up outfits in this season's popular colors.

A widespread trend for today's fashionistas is the mixing and matching of various styles, colors, metals and gemstones. And this fall, the pairing of two mismatched earrings is flirting with tradition. The lopsided lobe trend of mismatched ear embellishments



such as one moon and one star, or a gold and diamond chandelier swaying on one lobe while the other is adorned by a single gemstone stud is becoming increasingly popular. Pulling off this look is simply about having fun and expressing oneself.

Trending necklaces remain to be the subtle and simplistic layering of two or more strands or styles of karat gold or silver. In addition, stackable rings, bangles, and cuffs set with richly colored gems also lend themselves to fashionable layering. Today, many jewelry designers are mixing various gem colors, cuts, carat weights, and shapes to provide many new and exciting combinations that might not normally be seen together. These can add more character and interest than perfectly matched gems.

# Opaque Gems: Seasonal Favorites

**R**ichly colored, opaque gems have a crisp beauty and a formal elegance that looks smart with any outfit.

Opaque gemstones were the first gemstones noted in history and are today used by designers to produce exceptional jewelry designs. Here are a few options of popular opaque gemstones:

**Turquoise.** A beautiful, robin's egg or sky blue color. Turquoise has been found buried in Ancient Egyptian tombs and is among the world's oldest



jewelry on record.

**Onyx.** While it occurs in a variety of colors, black is the most famous. Onyx with red bands is actually called sard-onyx, August's birthstone.

**Carnelian.** Once widely popular, this red to brownish-red gemstone was often used for carved seals and engraved intaglios.

**Jade.** Varies in color, but rich green is the most valued. Jade is actually two separate gems: nephrite and jadeite.



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## JEWELRY Q & A

### What Is A Barion Cut?

A square mixed cut of 62 facets with a step cut crown and a modified brilliant cut pavilion created in 1971. The name "Barion" combines the first names of the designer Basil Watermeyer and his wife Marion.

### What Is A Tourbillion?

A device in deluxe mechanical watches that prevents timekeeping errors and increases accuracy. A rounded cage holds the mechanism that rotates the hands of the watch at a continuous rate of speed.

### What Is Draw Color?

The tendency of a diamond to take on the color of whatever metal or other gemstone is nearby. For example, a colorless diamond may appear yellowish when mounted in yellow gold or set next to a deep yellow gem.

### Stop In With Your Questions

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