



WHAT'S NEW,  
WHAT'S HOT

## Diamonds: The Perfect Gift

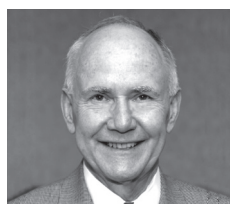
**D**iamonds are the most precious and valuable of all gems, and they are available in a wide range of sizes, weights, and grades, offering a gift, or self-purchase, to suit any budget. From small micro-pavé settings to dramatic solitaires, the diamonds will remain the focus of attention.

Diamonds are rare, incredibly brilliant, have a unique inner fire, rainbow sparkle, and are renowned for their ability to transmit light unlike any other precious gem. While the pure white diamond remains by far the most popular gemstone in the world, today, thanks to advanced technology, beautifully colored diamonds are now more plentiful and available than they once were.

When it comes to shape, the round brilliant-cut diamond remains the all-time favorite for both men's and

women's jewelry, although the pretty Princess and classic Cushion cut are fast growing in popularity. Keep in mind when shopping for a diamond, the shape is a personal choice, but it is the cut grade that defines how well a diamond's facets interact with light. Precise artistry and workmanship are required to fashion a stone so its proportions, symmetry, and polish deliver the magnificent return of light, only possible in a diamond.

They're available in many affordable prices and mountings from classic karat gold, platinum, or sterling silver, to contemporary metals such as titanium, tungsten, or stainless steel. Diamond jewelry makes a fitting symbol to celebrate the holidays, commemorate a special occasion (marriage proposal, anniversary, or birthday), or a simple token of affection. Stop in soon and see our exciting collection.



Arnold  
Master IJO Jeweler

**Arnold's Jewelry & Gift Gallery** ■ (704) 487-4521

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MASTER **IJO** JEWELER

BRILLIANCE YOU DESERVE®

## FOCUS ON FASHION

# When in Doubt, Have an Arm Party!



When it comes to effortless ways to perk up an outfit, jewelry always tops the list. With an array of bracelets from inspirational stretch or wrap, thin pull ties, karat gold bangles, and jewel encrusted cuffs, there is never an excuse to leave the house with a naked wrist.

Bracelets and bangles of all sizes, shapes, colors and metals can be worn with jeans or a classic, little black dress. Mix, match, and stack for a unique, multi-dimensional look that suits your style.

Choose a theme or a color scheme: Select various sizes and shapes, wide,

thin or negative space. Mixing colored gold and sterling silver creates a lively and festive atmosphere. If you're not confident mixing metals, go for a combination of colored gemstones.

Having a Mixer? Mix function with fashion and invite the neighborhood watch, this useful attendee's crystal face will make a stunning centerpiece.

An Intimate or Large Gathering? Try to keep to the general size of your party arm. Be sure to break up everyday partners and add a few singles to kick up the volume, especially when creating larger gatherings.

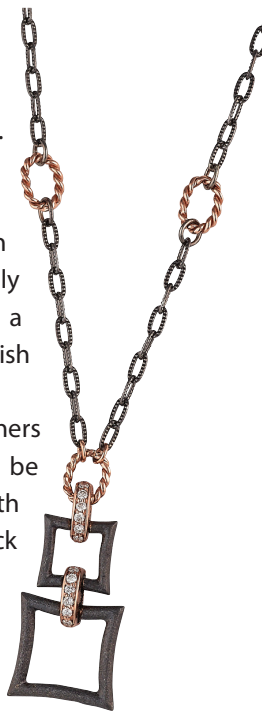
## TREND SETTERS

# Moody New Designs in Rhodium



Rhodium is a rare, naturally occurring member of the platinum group of metals. It is extremely tough and able to resist corrosion and scratches. Normally seen in silver-white, it has commonly been used for years as a plating to give a lustrous finish to white gold.

Today, jewelry designers across the world seem to be exploring their dark sides with a newer, inkier shade of black rhodium designs. This edgy metal adds drama and an almost rock-star-chic look to classic designs. The jet-black, highly polished or matte finish creates stunning effects when used underneath or alongside gemstones, making lighter colored gems pop, while enhancing the edginess of dark gems.



## The Master JO 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.

*Happy Holidays, From Our Family To Yours.*



## GLORIOUS & GLAMOUROUS GOLD

# Holidays Glittered in Gold

Colored gold has always been the perfect gift representing romance and love, especially during the holidays. Colorful, gold jewelry styles are one of the most popular jewelry trends today. Your daily go-to items most likely include yellow and white karat gold designs, however, the combining of

yellow, white, and pink gold creates new excitement in all kinds of fashionable

jewelry. Don't be afraid to mix it up.

In addition to fun color combinations, many designers are offering a number of lush textures and decorative finishes from brightly polished, satin, and hammered, to a soft matte, which intensifies color because it absorbs light rather than reflecting it. Karat gold has always been a favorite and an ideal metal for creating an array of jewelry designs. It is easy to work with,

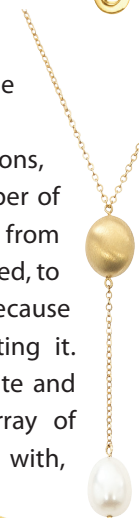
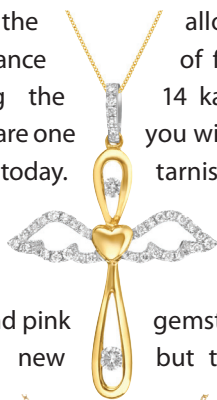
allows a wide range of finishes, and in 14 karat or greater, you will see very little tarnishing, if any at all.

The warm look of colored gold combines beautifully with both pastel and deep, richly colored

gemstones and pearls,

but there is nothing more stunning than the classic pairing of colored gold with white diamonds.

This season, be sure to brighten and decorate your holiday wardrobe with luxurious, must-have baubles of glittering gold.



## THE JEWELRY DOCTOR

### How To Care For Your Diamonds

Diamond is the hardest natural substance on Earth. It can cut any kind of rock or metal and yet the oil deposited from the human finger can cause dirt to collect and cause this nearly indestructible gemstone to quickly lose its brilliance and fire.

It is a good practice to clean your diamonds regularly by soaking them in water with a gentle dish soap, once or twice a week. After removing them from the solution, use a soft, clean toothbrush

to remove any remaining dirt. Be sure to brush gently to avoid any potential damage and weakening of prongs. Rinse your diamond jewelry with warm water and dry with a soft, lint-free cloth. If you are working over a sink, be sure to close the drain!

Don't take chances! To maintain your diamonds' brilliance and avoid the risk of a precious diamond falling out, visit us every three months to have your diamond jewelry professionally cleaned and your settings checked for wear.



## TREND SETTERS

### Birthstone Jewelry: Always The Perfect Birthday Gift

Not only are birthstone gems beautiful and precious, but they are also surrounded by centuries of intriguing legends, famous for predicting personal attributes for men and women born in one specific month of the year. In addition, birthstone jewelry comes in a wide range of masculine and feminine styles to suit any taste and any budget.

#### NOVEMBER Topaz / Citrine

Those born in November are promised a long life and a bright, sunny personality, much like these two warm and sparkling yellow birthstones. Both golden topaz and lemon colored citrine are hard, durable gems, suitable for any kind of jewelry.



#### DECEMBER Turquoise / Blue Zircon / Tanzanite

For the December born, prosperity is the welcome gift offered by these three very different, precious blue gems. Opaque, sky-blue turquoise and transparent, deep blue zircon have been treasured gems since ancient times. Glittering, purple-blue tanzanite was only discovered by accident in 1967 near Africa's Mt. Kilimanjaro and is now one of the world's most popular gems.



#### JANUARY Garnet

Men and women with January birthdays are assured of a faithful and true-hearted character, symbolized by the ancient, wine-red garnet. Prized for many centuries because of its glittering sparkle and durability, garnet also comes in a rainbow of brilliant colors.



# Gemstone Folklore For The Holidays

Holidays, although joyous, are often accompanied by fatigue, stress, heartburn and headaches from too many holiday meals and celebratory toasts. For centuries, gemstones have been prized for having “legendary” powers. So, before pulling the covers over your head, try mixing a cocktail of colorful gemstones to restore your spirit.

**Citrine.** Healers once thought it to help with cleansing, digestion and purifying.

**Chalcedony.** A peacemaking gem, thought to encourage stillness and calm in the home.



**Amethyst.** Once worn to encourage sobriety, prevent headaches and instill inner peace.

**Peridot.** In ancient references, considered sacred, having a healing effect on the gall-bladder and liver.

**Aquamarine.** Considered a highly mystic gem, said to pick up spirits, encourage serenity, tranquility and hope.

Whichever gemstone you choose, it will bring joy, love, and possibly even “good health” to the wearer. Whether fact or fiction, if it makes you feel good ... wear it!



226-228 S. Washington Street  
Shelby, NC 28150

ADDRESS CORRECTION REQUESTED

## JEWELRY Q & A

### What Is A See-Through Test?

The test is used to tell if a diamond is genuine or an imitation. The diamond is placed faced down on a newspaper or magazine. If lettering can be seen through the stone as if it were seen through glass it is probably an imitation.

### Who Was Marcel Talkowsky?

In 1919 Marcel Talkowsky's revolutionary observations established the precise proportions of a diamond's cut needed to maximize its brilliance and dispersion of light. He invented the Ideal Cut and changed the way we look at diamonds forever.

### What Is A Demi-Parure?

A demi-parure is a small set of two or three matching pieces of jewelry usually consisting of a necklace, pin, bracelet, or earrings. The pieces can be combined in various ways. A parure is a set of four different matching pieces.

### 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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