

JEWELRY NEWS & VIEWS

PRESENTED BY



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SPOTLIGHT ON ROMANCE

A Heartfelt Gift Preview



It's hard to find a gift that says "I Love You" more than a stunning piece of jewelry. February 14th is the traditional day when romantics everywhere convey their devotion by exchanging gifts of endearment. This year's romantic Valentine's Day jewelry offers many unique and time-tested designs to proclaim your feelings. Though many of today's favorites originated years ago, they remain very much in demand.

Romantic Hearts, there is no symbol more endearing. It is love's most popular and timeless icon. Today, you can choose from dozens of beautiful designs made from platinum, karat gold or sterling silver available in traditional or non-traditional designs. Hearts remain a popular Valentine's Day go-to.

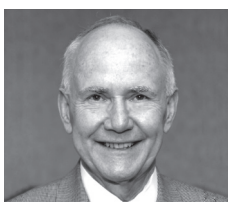
Lustrous Pearls are another traditional Valentine's Day favorite. Designs set with glowing, white cultured pearls, colorful freshwater pearls, or dramatic Tahitian pearls are gifts

that are always flattering and perfect for a special someone.

Love Notes. There's no more personal way to express your feelings than with a piece of jewelry that displays a loving sentiment. Traditional favorites include gold lockets, rings, charms, bracelets and necklaces displaying a visible or hidden message.

Diamonds. No matter how small the package is, when the gift inside is a dazzling piece of diamond jewelry, you can be sure to receive a tremendous reception! Nothing says "I Love You" the way a precious diamond does! And, they are available in many different sizes, carat weights, colors and grades to suit any budget.

A gift of fine jewelry is the most lasting way to celebrate your feelings of love, not only on February 14th, but for days and years to come. Visit us today and select from a wide range of all-time favorites guaranteed to warm your Valentine's heart.



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Yesterday, Today, Tomorrow...Forever

Whether one, two, or three diamonds, it's all about scintillation, movement, romance, and a couple's journey. Solitaire diamonds create a stunning focal point in any diamond fashion. They are also given as the traditional symbolic promise of marriage. Popular twin diamond designs represent the feeling when friendship and love join together, the love you share with not only your best friend but your one true love. And finally, the sentimental trio of sparkling diamonds remains a glowing tribute to the past, present and future...beautifully, representing the most significant stages in life.

Some of today's diamond designs swing, sway and flutter, while others remain poised in classic solitaire pendants, ear studs, and glistening rings. Mounted in sterling silver, karat gold or platinum, all diamond jewelry creates a lasting memory.



TRENDS TO WATCH

Platinum Vs. White Gold: Two White Metals, Two High-Fashion Favorites

Each of these classic white metals is beautiful, precious, and popular. Similar in their gleaming white color, each has a chic, cool, contemporary style and makes perfect partners for pure white and fancy colored diamonds, as well as, a rainbow of vividly colored gemstones. While they may look alike, these two metals are very different with individual qualities, personalities, and price points.

Platinum is much rarer and harder than gold in its purest form. It has a superior strength and natural, brilliant whiteness that makes it an ideal setting for diamonds. Platinum holds diamonds more securely because it is not easily bent. Platinum jewelry is also made entirely of precious metals, 90% -



95% platinum and 5% - 10% of platinum group metals such as palladium, ruthenium, or iridium.

White gold, a jewelry classic, was developed in the 1920's. The higher the karat weight the purer the gold. 24-karat is the highest, 18-karat is composed of 75% pure gold with 25% palladium, silver and copper which physically makes it harder than platinum. Karat gold has always been an ideal metal for all jewelry designs as it is easy to work with and allows for more texturing and finishes.

While the choice is a personal one, white gold is less expensive than platinum making it a very popular choice for today's jewelry designs.

WHAT'S NEW, WHAT'S HOT

Bolo/Friendship Bracelets

Popular in the 1970's, friendship bracelets were originally made by knotting and twisting various threads, yarns, rubber cords and leather materials. Many were embellished with beads and most were made in special colors designated to display an individual's character traits.

Friendship bracelets were not only personal and interesting they also carried a special meaning for the person who made it and the friend who wore it.

Typically given as a sign of friendship, these handmade twisted bracelets were intended to be tied on the wrist of a friend and worn continuously as a symbol of lasting friendship.

Yesteryear's friendship bracelets are today known as Bolo bracelets and are made from leather, sterling silver and many colors of karat gold. Today's bracelets have an adjustable twist and knot, making for a customized, perfect fit. While they can offer the same meaning, and are a perfect gift for a friend or love interest, this trend-setting style has become a popular self-purchase for the fashion forward.

While these slim, delicate, designs look amazing on their own, today these fashion forward wrist decorations are frequently studded with diamonds, personalized charms and layered to reflect one's individual style.



THE JEWELRY DOCTOR

Prevent Gem Loss With A Winter Check-up

Nothing is more annoying than to lose a valuable gemstone because of worn, bent, lifted, or damaged prongs. These claw-like parts are what hold the gem firmly in place. They can be damaged in any number of ways...while playing sports, removing a coat or glove,

making a bed, even snagging them on a restaurant napkin.

Don't take chances! To avoid the risk of a precious diamond or colored gemstone falling out, stop by and let us check the prongs and settings of your fine jewelry. It only takes a few minutes to prevent costly accidental loss.



JEWELRY CALENDAR

Birthstone Jewelry: Welcome Gift For That Special Day

Each person's birthday is an outstanding day that deserves to be remembered in a unique way. Birthstone jewelry meets that need as each birthday is dedicated exclusively to those born in only one month of the year. For centuries, these colorful gems were believed to reflect personal traits of the celebrant.

FEBRUARY

Amethyst. For those born in February, sincerity is the personal trait usually associated with this beautiful form of precious quartz. Sparkling and transparent amethyst can range from pale lilac to deep purple.



MARCH

Aquamarine. The name derived from Latin means "seawater." A member of the beryl gem family, transparent beautiful blue aquamarine offers a tribute to the sea, capturing both its essence and spirit.



Bloodstone. It's actually not red at all, it is an opaque, deep, rich green with vivid bright red flecks and has been a favorite of men for centuries.



APRIL

Diamond. This pure white gem is synonymous with love and innocence. Since ancient times, diamonds symbolized invincibility for those born in April because of their hardness and durability.



Bright Blue Gems Signal Sunny Styles



No other color so perfectly captures the spirit of Spring with its sunny blue skies, sparkling blue water, and chirping, blue birds. So it's no surprise that the gloriously rich and varied blue colors found in sparkling, precious gems are among the most popular for this season's high-fashion jewelry designs.

Aquamarine. The name is Latin for seawater and it was said Aquamarine could calm waves and keep sailors safe at sea. This sparkling, transparent gem comes in a sea-like blue to slightly greenish blue colors.

Blue Topaz. A hard, bright, and sparkling gem. Blue topaz is very affordable and available in a wide range of vivid blue hues and striking luster.

Sapphire. The most famous of all blue gems. Beautifully transparent with a rich, velvety, deep blue color. Very durable and sparkling. Only diamond is harder.

Turquoise. Treasured since ancient times, this opaque sky-blue gem has a smooth, waxy surface and because of its beautiful color, has traditionally been regarded as the "sky" stone.



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ADDRESS CORRECTION REQUESTED

JEWELRY Q & A

What Are Posy Rings?

Also spelled posie or posey, gold rings engraved on the inside with a romantic motto. Popular in the 15th – 17th centuries, the "posies" were actually short statements of love. Today these designs are popularly referred to as message jewelry.

What Are Hearts And Arrows?

These light-reflection patterns are seen in a perfectly cut round diamond viewed through a special magnifying glass. Hearts appear when the diamond is viewed through the pavilion or bottom. Arrows are shown when viewed

through the table or top.

What Is Venus' Hair?

Named for Venus, the Goddess of Love, these long, thin, reddish brown rutile inclusions are sometimes found in clear rock crystal. They may be straight, tangled, or wound in a coil.

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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