

JEWELRY NEWS & VIEWS

PRESENTED BY

Summer

Issue 2017



FOCUS ON
FASHION

Seamless Seasonal Transition



When seasons change, your wardrobe will too. Don't forget, when transitioning from sandals to boots, you should update your jewelry as well.

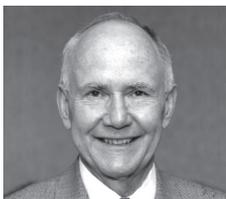
As long summer days heat up, distinct and personal designs will sizzle from the beach to the ballet. Going minimal on clothing and maximizing jewelry with a mix of bold and dainty designs creates an effortless flair to accompany the laid-back ambiance for which late summer is known.

As the warmth of the season regresses from high heat to cool breeze, try mingling summer silvers with warm yellow or peach gold to add a warmth akin to the sun's. Pair these with warm colored gemstones, reminiscent of radiant sunsets, to add luminosity to any outfit.

Layering for the changing climate is not only for

clothing – your jewelry can use an additional layer as well. Start with your lobes and add a larger, expressive earring. Moving to your neck, try accenting a minimalist bar pendant with a longer bold necklace to sway below it. Now it's time for your wrist. Find one special statement piece, perhaps a watch or an oversized cuff, and top it off with a couple of slim bangles or bracelets. Finally, in shifting your seasonal jewelry style, hands down, the fingers win...you can't go wrong with one big, bold ring or several dainty stackable rings to round out your wardrobe.

Easing out of your sizzling summer jewelry can be as calm and enjoyable as an autumn breeze. Visit us today, we will be happy to help you seamlessly transition into the upcoming season.



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MASTER IJO JEWELER

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JEWELRY CALENDAR

Birthstone Jewelry - The One Gift That Is Uniquely Yours

No other birthday gift can match the thrill of receiving your own personal birthstone gem. These precious jewels have been famous for centuries because of their legendary ability to reveal personal traits of both men and women born in one particular month of the year. Yet birthstone jewelry is surprisingly affordable! And it comes in many popular and attractive styles to suit any budget or any taste. Come in soon and see our complete selection.

August - Peridot/Sardonyx

Courage and happiness are the attributes thought to be bestowed upon those of August birth by these gemstones. Beautiful, transparent, olive-green peridot has been a popular gem of women for over 3,000 years, while the opaque, reddish-brown sardonyx has long been a favorite for men's signet rings.



September - Sapphire

Sapphire, said to promise a life of clear thinking and wisdom to the September born. A prized gemstone since 800 BC, it was once believed that the earth rested on a giant sapphire and its reflection colored the sky. The most valuable sapphires possess an intense blue color referred to as "cornflower blue."



October - Opal/Tourmaline

These two brightly colored gemstones are believed to bring hope and balance to the lives of the October born. Luminous opal is known for its ever-changing rainbow of fiery iridescent colors. Sparkling tourmaline has been popular throughout history because of its astonishing variety of colors.



JEWELRY CLOSE-UPS

Lacey, Light & Lovely

Filigree's airy, elegant, web-like designs mirror the prominent lacey, mesh, and cutout fashions seen in abundance on the hottest runways and red carpets today. These designs are the perfect blend of woven, shiny threads of karat gold, sterling silver or platinum, lending a feel of fine fabric against the skin.

Complex in design, filigree's beauty is a blend of ancient and modern art. The delicacy of this art makes it an alluring form of jewelry. It is the use of fine metal threads which are crafted and interwoven that provide filigree jewelry designs an exquisite and distinct lace-like look. Add an unexpected flash of color, and these delicate, fanciful, ornamental designs will take on the appearance of a classic heirloom piece.



JEWELRY DOCTOR

Jewelry Travel Tips

If packing your fine jewelry for a vacation, keep designs separated in a soft cloth pouch or a lined box to prevent scratching. **Tip:** Thread your bracelets and necklaces through a straw to prevent tangling.

Abrasive sand, sunscreen, hot tub and pool chlorine are jewelry hazards. Sunscreens can

coat and bleach gemstones and chlorine is known to damage karat gold (especially white gold), eroding the nickel alloy in it, causing weakened prongs and settings. **Tip:** Before swimming, take off your rings as your hands can become cold in water causing fingers to shrink and rings to slip off.



TRENDS TO WATCH

Stripes And Patterns



The mixing of patterns and stripes has been trending since early spring. Geometric shapes, linear and squared off looks are seen in jewelry designs, inspired by the sleek lines of the art deco period.

These highly stylized, geometric shapes are seen in mixed metals, enameling and cut gemstones. Unexpected pairings of larger patterns are only enhanced by smaller, intricate features. Visualize a reoccurring color block pattern interrupted by a simple chevron necklace and paired with a bold striped sweater.

Mixing and mingling patterns and stripes can be a tricky balance. Throw your imagination into the mix and undoubtedly you will fall upon the makings of a bold fashion statement.



SEASONAL SENSATIONS

Sterling Silver – Always in Fashion

No matter what the time of year, event or occasion, you will never be out of place wearing silver jewelry. Silver is a popular and perfect choice for both daily and evening wear. Available in a plethora of styles from classic to modern, edgy to soft, and subtle to extravagant, silver is wearable throughout the year. And because it's so affordable, you can easily add and update your collection based on the newest trends or to compliment your evolving style.

While jewelry alloys and metals come and go, silver is one of only three that have stood the test of time and continues to have a strong presence in modern jewelry. Additionally, silver is more abundant and much less expensive than gold and platinum.

Whether a self-purchase or gift, there are a variety of styles for both men and women of all ages. Flora, fauna, hoops, links, layers, woven and designs accented with diamonds, gemstones or colorful enamel represent just a fraction of the silver styles available today.



Ammolite: A Gem Of Many Colors

Buried within layers of shale in the southern part of Alberta, Canada is a unique, multicolored gemstone called Ammolite. This gemstone is a mix of vibrant shades in iridescent colors of red, orange, blue and green, adding contrast while complementing each other.

Ammolite comes from the outer shell of an ancient marine mollusk called an ammonite, and was found in abundance in Canada some 65 million years ago. While ammonite fossil



remnants are found all over the world, the ammolite gemstone has been found only in Alberta. It is thought to be the depth of the sediment, rich in minerals of iron and magnesium, that helped to create the formation of stone from the shell. Ammolite is available in three qualities, the top being AAA is said to be comparable to a D flawless diamond. Either way, ammolite will play center stage when mounted in any jewelry design.



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ADDRESS CORRECTION REQUESTED

JEWELRY Q & A

What is a Fisheye?

When a diamond is cut shallow with a pavilion of less than 40 percent, a circular white outline can be seen through the table. This light circle resembles a fisheye and is caused by a reflection of the girdle when the diamond is

viewed from the top.

What Are Naats?

Naat is the Dutch word forknot. This is a small, hard diamond crystal included in a larger diamond. A naat may slow down sawing a diamond because it has a harder cutting direction.

What is a Navette?

This French word means "little boat," which describes an elongated, brilliant gemstone cut with curving sides and pointed ends. It is an alternate term for marquise, which is a popular diamond shape. The term "navette" is used primarily for colored gems.

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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