



EVERYDAY JEWELRY KNOW-HOW

Create A Wardrobe of Gold Jewelry

It takes some time and thought to assemble a jewelry wardrobe that is just right for your sense of style. Whether you prefer a classic look, bold statement, or delicate and dainty design, gold jewelry always works.

Preferred designs are generally made of 18 karat or 14 karat gold, and today you have a variety of color options and beautiful finishes. The most popular karat gold colors are rose, yellow and white gold.

Earrings. Let's start from the head down. Earrings are arguably the most noticed piece of personal jewelry. The size and shape of an earring depends on your personal style and accompanying outfit. Start with a simple, plain gold earring for daily wear and casual outings and then add more extravagant, fun pieces for a night out or to spice up an understated ensemble.

Rings. Class rings and birthstone rings are probably the first rings worn by a woman before leading to an engagement ring or wedding band. But it's always nice to have a fashionable gold ring set with diamonds or colored gems

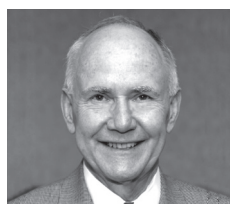


to wear without a commitment on the fourth finger of the right hand for daytime or casual wear. Stackable, thin bands, and subtle midi rings also help cap off a chic look.

Necklaces. A karat gold necklace is a basic necessity for any wardrobe. You may find you like a larger, chunky piece or you may be drawn to a dainty, delicate design. Create your own signature look or delve into a more unusual piece to highlight your unique style. Short, long, layered, lariat all will depend on whether you are looking for every day wear or just for special occasions.

Bracelets. The classic gold bangle is a great first choice. It's a wearable, versatile style that shows a classic taste and can be combined with various styles, widths, and with or without diamonds or gemstones. Also popular are the simple friendship bracelets and charm bracelets to allow for interchangeable and personal touches.

Visit us today we would love to help you create a stunning wardrobe fit for any day, evening, event or special occasion.



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BRILLIANCE YOU DESERVE®

TRENDS TO WATCH

What Goes Around Comes Around



The circle has long been a symbol for eternity, especially in the form of wedding and engagement rings where they represent eternal love. This season, circles are leading the trend in jewelry fashion.

Both large and small, single and multiple spheres, created in yellow, white or rose karat gold are available. Also designs made from alternative and mixed metals, polished or hammered finishes are popular with or without sparkling diamonds and gleaming gemstones.

Hoop earrings are always an unbeatable combination of classic and trendy. Among the leaders are two-inch, inside-outside diamond hoops with sparkling white diamonds on both inner and outer surfaces. Other fashion forward designs include the ever popular, oversized polished or braided style hoops.

A wide variety of circular pendants are also available in stylish designs using colored gems centered inside the circle or a series of smaller circles within a large circle. Popular are the two intertwined circles, which offer a reminder of an unbreakable connection between loved ones.

This season, there are many imaginative designs to choose from.

THE JEWELRY DOCTOR

Cleaning Your Gold Jewelry

Just like your home and car, your gold jewelry needs to be looked after and maintained on a regular basis. If your gold has started to look dull, you can buff it occasionally with a soft cloth to improve the shine.

When cleaning gold with diamonds, make sure to stay away from chlorine or other harsh chemicals, as they will damage the diamonds and wear the prongs. Know your gemstones' DNA. Many gemstones

are sensitive to sudden temperature changes and it is not recommended to soak certain gems in water for a long period of time.

When in doubt, it is best to have your golden treasures cleaned, replated, polished and examined by us! We will provide a complete makeover, checking for loose clasps, broken prongs and weak settings that may cause you to lose the entire piece or a precious gemstone.



HOLIDAY GIFT BAG

Thoughtful & Affordable

This season's affordable gifts have nothing to do with money, but everything to do with feelings. Every gift given or received is an extension of an individual's passion and inner sentiment. Well-made, chic items that look expensive but don't cost a fortune, assures everyone on your list will be taken care of. Extended family, school teachers, secret Santa, stocking stuffers, or holiday hostess gifts – we've got you covered.



Diamonds Are Always A Holiday Delight



Glittering white diamonds set in glowing platinum, karat gold or sterling silver create a holiday gift of stunning beauty. This season, you can choose from many elegant, new or classic jewelry designs with the added brilliance, flair and excitement of genuine diamonds. All available in an enormous array of sizes, shapes, colors and price point to meet any budget.

Diamond Fashion. A jewelry staple that is classic, trendy and always appreciated. Diamonds are the most precious and valuable of all gems and have been treasured by both men and women for centuries, not only for beauty, but for their versatility.

Three-stone. A loving, timeless gift to pass on generation after generation. Each trio of sparkling diamonds is a glowing tribute to the past, present, and future... three of every family's most significant stages in life.

Journey. From the smallest of beginnings to this momentous day, journey jewelry con-

veys a personal message that graphically expresses the growth of your relationship, showing how your love has grown and expanded over time.

The Solitaire. Need we say more? Available in an enormous expanse of shapes, sizes, colors and price points to meet any budget. While a main fashion focal point, the solitaire is also traditionally given as a symbolic promise of marriage.

Twin Side by Side. The perfect design to display the love you share with not only your best friend but your one true love.

Diamonds in Motion. Movable, dancing diamonds produce a brilliant, glittering sparkle with every movement the wearer makes. Movable settings such as tremblants, hinges and thin wire allow faceted diamonds to flash with fire. Jewelry designed to set the heart aflutter.

Whichever style helps you relay your feelings best, you can't go wrong with a gift of fine diamonds.

Birthstone Jewelry: The Perfect Gift For Any Occasion

It doesn't have to be a birthday celebration to give or receive birthstone jewelry. 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 is available in a wide variety of 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 citrine are hard and 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 unique blue gems. Opaque, sky-blue turquoise and transparent, deep-blue zircon have long been treasured since ancient times. While glittering, purple-blue tanzanite was only discovered in the late sixties and is now one of the world's most popular gemstones.



January – Garnet

Men and women of January birth are assured 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 is available in a rainbow of colors.



Classic Black & White Gems For New Year's



Opaque black and white gems display an element of glamour and formal elegance making these two a perfect pair to offer a crisp beauty to any outfit. Black and white jewelry offers a sophisticated look on even the most casual dresser.

Traditional colors for New Year's celebrations, black symbolizes the end of the old year and white represents the birth of the new year. Whether set separately or together in white or yellow gold, platinum, or sterling silver, black and white gems are always in style, always in

fashion and always flattering.

Available in dozens of fun and dramatic designs, you will find an amazing variety of both translucent and opaque gems. Popular black gems include diamond, spinel, sapphire, onyx, and Tahitian pearls. Sparkling white gems include diamond, sapphire, topaz, moonstone, opal and Akoya or freshwater pearls.

Whether you prefer the creamy richness of an opaque gem, or the sparkle of a transparent gem, you can't go wrong with black and white jewelry to ring in the New Year!



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ADDRESS CORRECTION REQUESTED

JEWELRY Q & A

What Is Rolled Gold?

Like gold filled, overlay or plate, rolled gold is made with a layer of karat gold mechanically bonded to both sides of the base metal like a sandwich. Rolled gold plate contains less than 1/20 karat gold and must be clearly stamped with the specific percentage.

What Is The Eye of A Diamond?

Looking at the top of an ideal cut diamond you will see three rings each corresponding to a part of the eye – pupil, iris and white. When the pupil (or smallest ring) is one-third of the iris (or middle ring) it is an ideal cut diamond.

What Is A Pointer?

A term used to express, in hundredths of a carat, the weight of a finished diamond that is less than one carat. There are 100 points in a carat, so a diamond weighing 0.03ct. can be called a three pointer, a 0.27 ct. stone is a 27 pointer, etc.

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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