

JEWELRY NEWS & VIEWS

PRESENTED BY

Winter

Issue 2018



VALENTINE'S DAY GIFT IDEAS

Meaningful, Thoughtful, Memorable

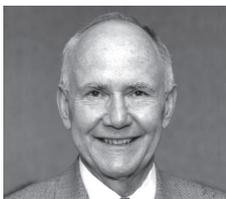
Express yourself! Falling in the middle of a chilly month, February 14th is a day dedicated to warming hearts around the country. Also known as Valentine's Day, this is the day each year family, friends, sweethearts, lovers, co-workers, neighbors and casual acquaintances will utter warmhearted sentiments, acknowledge tender feelings, convey devotion and outwardly bring a smile to someone's face.

Like millions of people, you can send a special email, thoughtful card, share a meal or indulge in a box of chocolates, but for those desiring a more personal gift or token, consider a dainty friendship or charm bracelet, thoughtfully customized for the recipient. Even today's men would enjoy a gift of cuff links, masculine style rings or a timeless watch.

If you want to express a deeper sentiment, the ever popular heart shape has spoken the language of love for centuries. Today you can choose from dozens of beautiful heart designs ... traditional or non-traditional, colorful or classic, sentimental or fun.

And of course, the ULTIMATE symbol of love is diamonds. Given from the heart and worn with love in all shapes, sizes and colors, these precious gems continue to thrive year after year, just as your love for each other.

However you decide to convey your sentiments, giving a thoughtful gift of Valentine's Day jewelry is a lasting way to celebrate your feelings. You can never go wrong with a gift of jewelry.



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MASTER IJO JEWELER

BRILLIANCE YOU DESERVE®

JEWELRY CALENDAR

A Gift That's As Special As You Are

Each colorful birthstone is a precious gem reserved exclusively for each man or woman born in one particular month of the year. And it's a special gem that traditionally reflects unique personality traits and gives special powers to those born under its sign. No wonder it's the one birthday gift that everyone prizes above all others! Yet it's surprisingly affordable, too. Come in soon and see our collection of exciting styles for both men and women.

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.** 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. Diamonds are synonymous with love, purpose, dedication, and devotion. Since ancient times, diamonds symbolized invincibility for those born in April because of their hardness and durability.



CELTIC TRENDS

Not Only For St. Patrick's Day



Classic Irish jewelry designs such as the Claddagh, the shamrock, and the Celtic Knot, are growing more and more popular every year with people of all backgrounds.

Claddagh Jewelry was named for the ancient village of Claddagh just outside Galway City. In the early 16th century, a young goldsmith named Richard Joyce designed and made the first Claddagh ring, combining a heart for love, a crown for loyalty, and two hands for friendship. Now known throughout the world as a symbol of love, Claddagh jewelry is available in 14K gold rings, pendants, earrings, charms, pins, and bangle bracelets.

Celtic Knot wedding bands come in many beautiful styles and feature an openwork eternity figure with no beginning and no end, which makes it an ideal concept for wedding rings. Today's Celtic Knots are popular in earrings, and pendants as well.

KNOW YOUR GEMSTONE SETTING

Channel Setting Great For Multiple Gems

This immensely popular stone setting, so fashionable for wedding rings, holds gemstones of the same size girdle-to-girdle between two parallel outer metal walls with nothing in between each stone. When properly done, rows of channel-set stones are open to nearly full view on top, evenly aligned, and of uniform height.

To allow more light into the stones, and for easier cleaning, the floor of the channel usually has openings underneath

and on the sides. Check to make sure your gems are closely matched as to color, clarity, size, and table diameter (for rounds), widths (for squares), and lengths (for baguettes). Stones should seem adjoined, but never actually touch or in any way overlap or have noticeable gaps.

The correct finish is also important. The outside of the piece should have a smooth finish with no rough or dull areas anywhere along the length of the channel or at its ends.



THE JEWELRY DOCTOR

How To Keep Rings Fitting Comfortably

Many people have the problem of a ring being too loose after it passes over the knuckle. The reason is that most rings are sized to fit your knuckle first. In many cases, there is a two size difference between the knuckle and the base of the finger. That's why many women's rings constantly keep flopping to one side, and even rotate completely around the finger. Often a top-heavy ring will increase this happening.

The least expensive device for solving this problem is a small ring guard that compresses to let the ring slip over the knuckle and then expands for a better finger fit. Today there are many ways to help fix the problem, even for those suffering from arthritis. If you are currently wearing a ring that is too loose or hard to get off, come in and let us take a look and offer you an affordable, easy and comfortable solution.

Bright Jelly Bean Colored Gems



These beautifully clear, transparent gemstones capture the essence of spring in rich, glowing, fresh fruit colors that brighten your world all year long. In smooth, oval cabochon cuts they glow with color like baskets filled with jelly beans.

Grape. The luscious, purple, grape juice color is especially beautiful in a grape garnet, a gem which offers spectacular brilliance and durability. Other deep purple gems include amethyst, spinel, tanzanite, and purple sapphire.

Lemon. Clear and appetizing lemon-colored citrine is a brilliantly transparent

quartz that is both popular and affordable. Other sunny yellow gems include yellow sapphire, topaz, yellow beryl, and amber – a glowing gem that has been prized since ancient times.

Lime. The most popular lime-colored gem is the lovely, yellow-green peridot. Not only sparkling and transparent, peridot glows with an inner radiance possessed by few other gems. Other lime-green gems are green tourmaline, green quartz, zircon and hiddenite.

Blueberry. While the first thought of a blue gemstone might be the stunning sapphire, there are many gemstones

available in a variety of luscious blue hues. Most common is aquamarine, blue agate, blue topaz, blue zircon, chalcedony, diamond, lapis, spinel and turquoise. Each of these gems is resonant of cool blue waters, bright blue skies and chirping bluebirds. Blue gems are thought to promote a sense of calmness, tranquility, and have the power to lower heart rate and breathing.

Peach. Transparent, peach colored gems have a delicate pink-orange tint that is wonderfully appealing when light shines through. Morganite, imperial topaz, tourmaline, and moonstone all offer this tender color.

How to Stay Out of the Doghouse

ANNIVERSARY GIFT GUIDE

Just as birthstones commemorate birthdays, wedding anniversaries can be celebrated with beautiful gifts of gemstones and jewelry.



With the guide shown here, you'll always be sure that you are giving an appropriate gift on your next wedding anniversary. And it's a big improvement over conventional gifts such as tin, paper, cotton, wood, and appliances. Of course, diamonds are always appropriate and appreciated on any occasion.

This Anniversary Gem List was developed by the American Gem Society, the American Gem Trade Association, the Jewelry Industry Council, the Gemological Institute of America, and the Cultured Pearl Association of America.

Year	Gift
1	Gold Jewelry
2	Garnet
3	Pearls
4	Blue Topaz
5	Sapphire
6	Amethyst
7	Onyx
8	Tourmaline
9	Lapis
10	Diamond Jewelry
11	Turquoise
12	Jade
13	Citrine
14	Opal
15	Ruby
16	Peridot
17	Watches
18	Cat's Eye
19	Aquamarine
20	Emerald
25	Silver Jubilee
30	Pearl Jubilee
35	Emerald
40	Ruby
45	Sapphire
50	Gold
60	Diamond Jubilee

Fiery Red Ruby – The Lover’s Stone



Red is the most powerful color nature provides. The fiery red ruby presents this regal color vividly and unsurprisingly it has been one of the world’s most valued gemstones for thousands of years, and called “The King of Gems.”

Ruby was once thought to preserve wealth and remove evil thoughts. Legends and beliefs

of ancient times rumored the wearer of a ruby was blessed with health, wealth, wisdom and great success in “affairs of the heart.” Known as The Lover’s Stone, ruby was thought to fortify the heart and bring stability to relationships.

Rubies are a very durable gemstone, making it a gemstone you can wear and love on a daily basis.



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ADDRESS CORRECTION REQUESTED

JEWELRY Q & A

What Is An Intaglio?

This is a type of jewelry in which a design is carved or engraved into a gem so it is below the surface. It is the opposite of a cameo which is carved with a design that is raised above the gem’s surface.

What Are Diamantaires?

This French term is used throughout the diamond industry to describe dealers or manufacturers. The diamantaire is also any person who is knowledgeable or experienced in the diamond trade.

What Is A Sautoir?

A long, delicate, narrow gold chain necklace, sometimes made of pearls and decorated with a gem-set tassel on the bottom. Sautoirs are usually long enough to circle the neck twice and also hang around the waist.

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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