

# JEWELRY NEWS & VIEWS

PRESENTED BY



Winter

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## VALENTINE'S DAY PREVIEW

# Love is in the Air

**N**ot only is Valentine's Day a day for sweethearts, but it is a day filled with sentiment and feelings for anyone sharing a special bond. February 14th is the one special day of the year when lovers, friends, and family take time to celebrate someone special in their lives typically by sending love notes and exchanging tokens of affection and endearment.



One gift idea for this Valentine's Day celebration is the ever-popular heart-shaped design. The heart, believed to be the seat of emotion, has long since been established as the symbol for love and romance. This season's popular designs are created with mixed metals such as yellow, white and rose gold

and sterling silver with gleaming gold accents.

Whatever the metal, nothing says "I Love You" like a diamond! Sparkling diamonds stand alone for their



beauty, brilliance, fire and durability. Given from the heart and worn with love, diamonds will thrive year after year, just like your love.

Some other traditional favorites include lustrous pearls and gleaming, colored gemstones. And, don't

forget the gift of Valentine's Day jewelry is no longer exclusive to women. Today's men are conveying their sense of style with staples like signet rings, manly metal bracelets and stylish tie bars and cufflinks.



This year, there are a plethora of Valentine's Day gift ideas for you to select from.



The most traditionally popular and romantic gift to display the depth of your feelings is a piece of elegant

jewelry. Whether the gift of diamonds, gold, sterling silver, or gemstones, there is nothing like a gift of fine jewelry to convey your sentiment and lasting love.



Arnold  
Master IJO Jeweler

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

226-228 S. Washington Street, Shelby, NC 28150

[www.arnoldsjewelry.com](http://www.arnoldsjewelry.com) ■ E-mail: [diamonds@arnoldsjewelry.com](mailto:diamonds@arnoldsjewelry.com)



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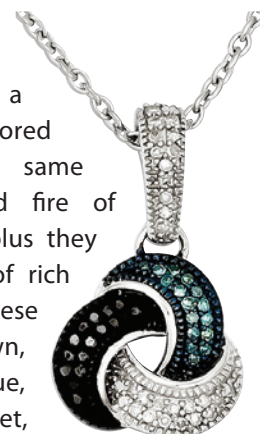
# Colored Diamonds, A Unique Trendsetter

If you mention diamonds to anyone, the majority will immediately think of the sparkling, perfectly clear gems popularized in today's engagement rings and stud earrings. However, this season's most fashionable jewelry features diamonds that are unique in their vibrant and fancy colors.

Fancy colored diamonds are among the world's most precious and unusual gems, one of the most famous being the Hope Diamond. Known around the world, the Hope Diamond, while not the biggest diamond ever, it is one of the largest known dark-blue diamonds which are very rare, and very valuable.



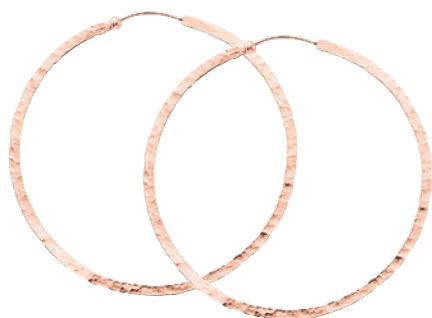
Only one of every ten thousand diamonds officially qualifies as a colored diamond. Colored diamonds have the same glorious sparkle and fire of colorless diamonds, plus they come in a rainbow of rich and beautiful colors. These include: yellow, brown, champagne, pink, red, blue, orange, purple, green, violet, gray, and black.



Best of all, these marvelously rich colors are breathtaking when mounted in all types of jewelry designs.

## FOCUS ON FASHION

# Hoops - What Goes Around, Comes Around



This season's go-to fashion accessory has been around and around and yet it is back again. Similar to a favorite pair of blue jeans, you can never go wrong with a fabulous pair of gold or sterling silver hoop earrings. Whether embellished with gemstones, charms, or beads, hoops will work with almost any outfit from school to office or a night out on the town.

Long known for setting trends, fashion-forward actress, Angelina Jolie, was recently spotted wearing a slim and streamlined pair of yellow gold hoops. One does not need to resemble Mrs. Jolie Pitt to wear hoop earrings, as an extraordinarily simple pair of hoops can create an exceptionally striking look for anyone.

### Suggestions for wearing hoops confidently:

**Size:** Don't go larger than the palm of your hand.

**Style:** The hoop will work for you whether embellished, smooth or textured.

**Color:** Whether it's sterling silver, yellow gold, white gold or this season's popular pink gold, all work well with any outfit.

## TRENDS TO WATCH

Today's fashionista can breathe a sigh of relief when a completely wearable style comes into vogue. The look of the moment? A delicate bar necklace that can be worn with any outfit, for any occasion. While the bar necklace can easily stand alone, for a trendier look add another shorter and longer strand.



## ALL AMERICAN GEMS

# Candy Colored Cabochons Come In Many Tasty Tints

A cabochon (pronounced CAB-oh-shon) is a gemstone that is cut in the form of a smooth dome with a flat bottom in a round, oval, rectangle, or teardrop shape. Many opaque, translucent, and some transparent gems just love to be fashioned in this sleek, unfaceted cabochon form because it's often the best way to display their special beauty as well as their delightful candy colors.

**Rich Chocolate.** Brown **Tourmaline** comes in many sumptuous cocoa shades including deep, dark and milk chocolate and is beautiful in all kinds of jewelry. Chocolate brown **Zircon** and **Topaz** are two other delicious chocolate gems with great clarity and color depth.

**Luscious Lemon.** Lemon drops of smooth, silky lemon **Quartz** are popular gems for cabochon-cut rings, pendants, necklaces, and



earrings. Lemon colored **Sapphire** is another favorite that is both brilliant and durable.

**Mellow Mint.** Cool, mint green **Jade** and **Malakite** add a refreshing look to jewelry set with these popular cabochon-cut gems. Both are beautifully opaque with a bright, glowing finish and are very affordable.



**Sweet Pink Bonbon.** Deliciously classic pink gems such as **Spinel**, **Garnet**, and **Kunzite** have a noticeably sweet glow when finished in cabochon style and mounted in karat gold or sterling silver jewelry.



**Smooth White Marshmallow.** Beautifully translucent white **Moonstone** and white **Opal** are two elegant candy colored gems that always look their glowing best when fashioned in the smooth, rounded cabochon style.

Candy colored cabochons will brighten up any winter wardrobe.

## THE JEWELRY DOCTOR

# How To Care For Enamel Jewelry

Enamel jewelry is famous for its rich array of brilliant opaque and transparent colors, some of which resemble bright and sparkling stained glass.

There are two major enameling methods. Traditional "hot enamel" fuses powdered glass to gold, silver, or brass metal and is baked at extremely high temperature. With contemporary "cold enamel" epoxy resin is applied to metal and baked at a much cooler temperature. Both methods produce similar looks.

Enamel jewelry can chip or crack if knocked against hard objects or dropped, so rings, bracelets, necklaces, cuff links, and pendants should always be handled carefully. Do not expose enamel jewelry to harsh chemicals, abrasives, or household cleaners. Keep away from chlorine, ultrasonic and liquid jewelry cleaners. To clean, use warm soapy water and a soft brush. Store separately from other jewelry.



## BIRTHSTONE JEWELRY

# The Most Prized Gift You Can Give

Birthstone gifts are always prized above all other gifts because they contain the unique gemstone especially reserved for those born in that month. Precious and beautiful birthstone gems are also prized for their legendary ability to reveal personal character traits and bestow special powers.

## FEBRUARY • Amethyst

Transparently clear and glittering, purple violet amethyst, the most valuable form of mineral quartz, has been surrounded by legends for many centuries and has long symbolized sincerity for those born in February.

## MARCH • Aquamarine/ Bloodstone

Both gems are precious and rich in historic lore. Aquamarine, a form of beryl, is clear and sparkling as seawater and was a talisman for early sailors. Ancient bloodstone is named for the bright flashes of red jasper that dots its surface. Both gems represent courage for the March born.

## APRIL • Diamond

Only pure white diamond has the incomparable inner fire and rainbow sparkle possessed by no other gem. It is the hardest and most durable substance known and is famous as the world's most popular gem for bridal jewelry. Diamond is also the age-old symbol of innocence and invincibility for those born in April.





# Amethyst - Considered The Finest Variety Of Quartz

Enthusiasts around the globe have long since considered Amethyst as the finest and most significant variety of the mineral quartz. Throughout history, rich purple Amethyst has been used in personal adornment and cherished by royalty and clergy alike. For hundreds of years, the rich and powerful have worn this gem as a symbol of rank. Even today, as an affordable gem, it has a rich and regal air to it.

The word Amethyst comes from the Greek word amethystos, which translates



to not drunken or intoxicated. The ancient Greeks and Romans believed Amethyst was a sobriety stone and was used to assist in getting rid of addictions. Interestingly, one of the greatest thinkers of all time, Leonardo Da Vinci, believed that amethyst could actually ward off evil thoughts and increase one's intelligence.

While traditional Amethyst ranges in color from a transparent, translucent lilac, to a deep, rich purple, it is also available in lovely green colors. The gemological name for green amethyst is "prasiolite".



226-228 S. Washington Street  
Shelby, NC 28150

ADDRESS CORRECTION REQUESTED

## JEWELRY Q & A

### What Is A Love Knot?

In medieval times, stylized golden knot pins were worn over the hearts of both men and women to show their eternal devotion. The knot's intertwined strands show no beginning or end, representing undying love.

### What Are Pailions?

Pronounced "pay-ohns,"

these tiny ornaments are stamped from very thin sheets of gold and are used to decorate certain kinds of enamel jewelry. Pailions often take the form of delicate flowers, stars, or birds.

### What Are Hearts And Arrows?

These light-reflection patterns are a visual phenom-

enon that can be seen in a perfectly cut round diamond, when examined through a special Hearts & Arrows viewing device. Hearts appear when the diamond is viewed through the pavilion or bottom. Arrows are shown when viewed through the table or top.

### 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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