

# JEWELRY NEWS & VIEWS

PRESENTED BY

## Starnes Jewelers

Fall/Holiday

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FOCUS ON FASHION

## Timeless, Classic Holiday Essentials



Though jewelry trends change from year to year, solitaire diamond, karat gold and pearl jewelry have remained essentials to complement any wardrobe from blue jeans, to tuxes and little black dresses.

Diamonds have been treasured by both men and women for centuries, not only for beauty but also for their versatility. Classic solitaire pendants, rings, studs, tie tacs and cuff links are available in all sizes and shapes for anyone's taste, and mounted in karat gold, platinum and sterling silver, suitable for all budgets.

Gold was prized long before the Egyptians and remains a staple in jewelry boxes today. Whether yellow, white or pink gold, a refined or elaborate design, gold jewelry will provide a new dimension to accent all attire.

Classic white pearls in single or double strand necklaces and solitaire stud earrings have been time honored. Worn and appreciated by all ages, this timeless beauty essential now appears in various sizes, a limitless choice of colors, and varieties.



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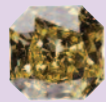
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## JEWELRY CALENDAR

# Birthstone Jewelry - The One Gift Prized Above All Others

No other gift can compare with the personal appeal of historic and precious gemstones, traditionally dedicated to men and women born in one particular month of the year. Birthstone jewelry is a unique gift with centuries of history and legends surrounding each colorful gem. Come in soon and see our very affordable collection of classic birthstone jewelry designs.

### NOVEMBER ■ Topaz / Citrine



The mellow yellow color of these two sparkling gems forecasts a long and happy life for the November born. Both are hard and durable with a lively glitter. They are also available in a variety of cheerful tints that add warmth to any piece of jewelry.



### DECEMBER ■ Turquoise /

#### Blue Zircon / Tanzanite



A sky-high range of beautiful blue colors are offered by these three lovely gems which also promise prosperity for those born in December. Smoothly opaque, light blue turquoise and glittering dark blue zircon have been treasured since Biblical times. Lovely



purple-blue tanzanite, from Mt. Kilimanjaro in Africa, is the newest birthstone and has become immensely popular.

### JANUARY ■ Garnet

A rich, wine-red is the traditional color of classic garnet. But that's only the beginning of the rainbow hues of this sparkling gem which also symbolizes fidelity for those of January birth.



Treasured since antiquity, garnets are both durable and richly colored. They come in every color except blue.

## WHAT'S NEW, WHAT'S HOT

# Blushing Rose Gold – More Romantic Than Ever



This fall, fashion's favorite gold color is the lovely and feminine rose gold. It's a color that blends perfectly with flesh tones and also creates a stylish setting for a rainbow of pastel colored gemstones such as amethyst, morganite, citrine, pink tourmaline and delicately tinted freshwater pearls and colorful Tahitian pearls.

First popularized almost a century ago by Cartier, beautiful rose gold has been consistently increasing in popularity during 2011 not only for romantic bridal jew-

elry but for all kinds of high fashion rings, bracelets, earrings, pins, and necklaces. The rosy color combines beautifully with today's feminine fashions and looks especially attractive with clear white diamonds.

Elegant blush-hued rose gold is produced by adding a small amount of copper (which is red) to the gold alloy. The more copper, the darker the rose tint. Many designers today are offering new rose gold jewelry combined with either white or yellow gold in two-tone styles or all three in dramatic tri-color blends.

## THE JEWELRY DOCTOR

# Care Tips For Amethyst

Prized for thousands of years because of its rich purple color, transparent amethyst is a tough, durable and sparkling form of precious quartz that is suitable for everyday wear in all types of jewelry. It has a Mohs rating of 7 which means that only gems such as diamond, ruby, sapphire, and topaz are harder.



Amethyst is sensitive to both light and heat which can cause color fading. Also, avoid sudden temperature changes which can cause cracking. To clean amethyst, wash in warm soapy water, rinse, gently wipe and dry on a towel. Avoid acids.

# Bold Shapes, Bright Colors Are Tops This Season



**D**ramatic designs and spectacular styles are making a bold and exciting fashion statement in all kinds of jewelry this fall.

Among the leaders are **Oversized Earrings** in flashy disco designs and big hoops and dangly drops that have a glamorous look in either karat gold or sterling silver.

Next, high-powered **Wide Cuffs** are the

bracelet style du jour this season in a wide selection of eye-catching styles including three-dimensional, geometric, and filigree designs in a variety of interesting textured finishes.

Fashion forward **Bold Necklaces And Pendants** act as dramatic focal points that add extra oomph to any outfit. Latest styles in yellow, white, or pink gold are set with a stunning combination of diamonds,

pearls, and brightly colored gemstones.

The latest **Hot Gemstones** this season include chunky agates that give a big look at low cost plus offbeat gems such as iolite, sugilite, and zircon that offer rich color and dazzling sparkle. Other favorites include green emerald, blue sapphire, red ruby and garnet, yellow topaz and citrine plus purple amethyst and tanzanite.

## JEWELRY WITH A PURPOSE

# Attractive Designs Help Support Worthy Causes

**A**n array of beautiful and socially responsible pendants, bracelets, earrings, and lockets are available today that are more than just stylish jewelry decorations. Distinctive pink or yellow ribbons as well as other designs in karat gold or sterling silver show support for such worthwhile programs as breast cancer awareness, assistance for our troops, and helping adults, children and animals overcome abuse, illness and poverty. Many designers offer a donation to the cause with purchase.





## JEWELRY Q & A

### What Is The Mohs Scale?

A measure of a gemstone's hardness and its resistance to scratching invented in 1822 by Friedrich Mohs, an Austrian mineralogist. The scale goes from talc (number 1) being the softest to diamond (number 10) the hardest.

### What Is A Demi Parure?

A small set of two or three matching pieces of jewelry usually consisting of a necklace, pin, bracelet, or earrings. The pieces can be combined in various ways. A parure is a set of four different matching pieces.

### What Are Master Diamonds?

A collection of polished diamonds of known color to which other diamonds are compared to judge their color grade. Master diamonds usually range from colorless through gradually deepening tints of yellow and brown.

## COLORED GEMSTONES

# Gemstone Lore for the Holidays



**H**olidays, although joyous, are often accompanied by fatigue, stress, heartburn and headaches from too many holiday meals and celebratory toasts.

For centuries, gemstones have been prized for having "legendary" powers. So, before pulling the covers over your head, try mixing a cocktail of colorful gemstones to restore your spirit.

**Citrine.** Healers once thought it to help with cleansing, digestion and purifying.

**Chalcedony.** Considered sacred by Native American Indians and thought

to increase the wearer's energy.

**Amethyst.** In Greek means "without drunkenness", and was worn to prevent drunkenness and instill a sober mind.

**Peridot.** Mentioned in ancient references, was considered sacred by early Christians, having a healing effect on the gall bladder and liver.

**Aquamarine.** Folklore says it will pick up spirits, bringing great peace and serenity.

Whichever gemstone you choose, it will bring joy, love and "possibly good health" to the wearer. Whether fact or fiction, if it makes you feel good...wear it!

### 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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