

What's New, What's Hot



Multi-Color Jewelry - Top Trend For Spring

Bright new gem combinations and color mixtures of all kinds have created an explosion of interest in multicolored jewelry that is fun, affordable, and perfect for everyday wear.

The most popular colors are anything pink, especially kunzite, Morganite, and topaz; orange stones such as Mexican opal and mandarin garnet; green gems such as tourmaline, peridot, tsavorite, and garnet. Designers

are also combining striking purples, including tanzanite, sapphire, spinel, and amethyst plus dazzling blues, such as iolite, sapphire, turquoise, aquamarine, and blue topaz.

Jewelry style leaders this season include feminine and timeless pieces that are easy to mix and match. For example, festive gem-encrusted bracelets including cuff, bangle, charm, and chain styles featuring gems with eye-popping contrast.

Vibrant necklaces, including pendants, long links, versatile lariats, and chokers, combine a surprising range of bold and contrasting gemstone colors.

Eye-catching earrings, such as hoops, drops, chandeliers, cascades, and stilettos come in a rainbow of brilliantly colored gems. And gorgeous oversized gemstone rings in electrifying colors highlight the season's fashion flair.

The Jewelry Doctor

Spring Is The Time For A Ring Safety Check

Now that spring is here, it's a good idea to bring in your rings for a free safety check. Winter clothing can be hard on your precious jewelry, especially gem settings on rings. During the winter months these metal parts that hold gems in place are easy to snag on glove linings, wool scarves, coat sleeves, and even on woolen hats.

When settings become worn or bent, precious gems can loosen and fall out. So don't take chances!

Bring your rings in now and let us check the settings. It only takes a few minutes and can prevent costly accidental loss.



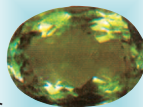
Jewelry Calendar

Birthstone Jewelry - The Perfect Gift

You can always be sure that jewelry set with colorful birthstone gems will be enthusiastically received with joy and appreciation. These precious gems have centuries of tradition behind them. And since earliest times birthstones have been associated with unique virtues and personality traits for those born in one specific month of the year.

MAY - Emerald

Known and loved for its rich grass-green color, precious emerald has been treasured for thousands of years. Cleopatra, Queen of Egypt, traditionally wore emeralds to enhance her beauty. Since ancient times, emeralds were believed to provide love and success for those born in May.



JUNE - Pearl / Alexandrite

The glowing luster of the pure white pearl was long believed to bring serenity and a happy marriage to those of June birth. June's alternate birthstone, the radiant alexandrite, was named for Czar Alexander III and was thought to bring good luck when it was discovered in 1830.



JULY - Ruby

Throughout history, the brilliantly red ruby has been a powerful talisman symbolizing passion and strength for the July born. The word ruby comes from the Latin "rubrum" meaning red. Ruby, as a form of corundum, is a hard and very durable gem with a bright, glittering sparkle.

