

presented by



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Master IJO Jeweler

## HOLLIDAY JEWELRY



### What's New, What's Hot

# Big is Back in Bold Shapes and Bright Colors

This season, the fashion focus is on big and bold jewelry accents. These could be huge cuffs, major necklaces, dramatic earrings, or spectacular cocktail rings.

Big necklaces never go out of style. And this season's emphasis on sculptural geometric elements make the newest designs even more striking.

High-powered cuffs are also the latest must-have accessory, as are oversized bangles that can be layered in varying sizes, colors, and textures for an impossible-to-miss, fashion-forward look.

Bold-looking earrings with sparkling briolette drops and oversize hoops are the trend during summer and autumn months, as well as eye-catching cocktail rings set with blazing colored gems that explode like fireworks.

Hot gemstones this season include: earth tone citrine, quartz and topaz, ocean blue sapphire and zircon, and confetti-like combinations of various colored gems.



MASTER  JEWELER

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**This Fall, We're off  
to Antwerp...  
"The Diamond Capital  
of the World"**

As Master IJO Jewelers, members of the Independent Jewelers Organization, the world's largest Buying Group, we have the ability to buy direct from Antwerp's leading diamond cutters, saving you heavy importers' and distributors' costs.

This opportunity allows us to select from Belgium's vast inventory, exclusively for you, top-quality diamonds in the size, shape, and price range you desire.

If you would like to own a spectacular handpicked diamond and enjoy once-in-a-lifetime savings, now is the time!

Call us today or stop by and we'll help you find the diamond of your dreams, to fit your personality, lifestyle, and your pocketbook!

Allow us, the privilege of being your personal diamond broker.



**T**his season's most fashionable jewelry features diamonds that are unique in both their vibrant, fancy colors and their exciting, fancy shapes.

Fancy Colored Diamonds are among the world's most precious and unusual gems, one of the most famous being the Hope Diamond. Only one of every 10,000 diamonds officially qualifies as a colored diamond. They have the same glorious sparkle and fire of colorless diamonds, plus they come in a rainbow of rich and beautiful colors. These include: yellow, champagne, pink, red, blue, orange, purple, green, violet, gray, and black.

Fancy Cut Diamonds are usually cut to ideal proportions to deliver maximum brilliance and life. There are many types of fancy diamond cuts including the square princess, heart, oval, triangle, marquise, pear, cushion or Asscher cut, and the rectangular radiant cut. Fancy cuts tend to retain more color than traditional round and emerald diamond cuts and look larger than round cuts of equal weight. Best of all, these fancy cuts all display the diamond's unique inner fire and dazzling sparkle, as well as its marvelously rich color in all types of jewelry...rings, necklaces, bracelets, pins, brooches and earrings.

**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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## Trends To Watch

# New Split-Shank Rings Add Glitter And Glamour

Split-shank rings have recently been exploding in popularity for both engagement and right hand rings. This attractive ring style has also become a favorite of many celebrities and young Hollywood. These eye-catching designs not only lighten a ring's weight, but also balance the size of exceptionally large diamonds or colored gemstones without being restricted to a possibly uncomfortable wide band.

Split-shank rings are stunning designs that create the unique illusion of more than one ring in a single piece. They come in many attractive styles that curve,

twist, or cross around the center stone. Some styles are braided, others add an open frame around the main gemstone or have crossing lines dipping to another level to produce an elegant wrap effect.

A single split-shank is the most common design, but double and triple splits, which result in three or four band sections, are also available. And many of the splits are encrusted with pavé diamonds, emphasizing the split and enhancing the brilliance of the center stone.



## Gemstone Color Profiles

# Rich Purple Gems Have Regal Appeal

The color purple, which is a dramatic combination of red and blue, has long been the favorite color of royalty and nobility. It is a deep passionate color that is very much in vogue for jewelry this season.

Luscious purple gems come in tints and shades that range from lavender and lilac to violet, grape, plum, deep eggplant, burgundy, mulberry, and a dark, shadowy mauve. What's more, you have a choice of gems in a wide range of price points.

### Purple Amethyst

Amethyst is a wonderfully affordable gemstone with a wide color range from pale lilac to a rich, velvety purple. The most precious form of quartz, amethyst has been treasured for thousands of years and is popular in all kinds of jewelry.

### Tanzanite

Purple-blue tanzanite is one of the world's newest gems, discovered only in 1967 near Mt. Kilimanjaro in Tanzania. A form of the mineral zoisite, it is a beautifully transparent gem with a soft, velvety texture. Ideal for pendants, necklaces, pins, and earrings.

### Lapis Lazuli

One of the world's oldest gems, this rich,

purple-blue opaque gemstone has been mined for over 6,000 years. It is sometimes flecked with grains of bright golden pyrite that shimmer like little stars. Once known as the jewel of royalty, it is popular today for both men's and women's jewelry.

### Purple Pearls

Both large Tahitian saltwater pearls and smaller freshwater pearls come in glowing iridescent purple colors. Dark-colored

Tahitians are available in lustrous eggplant and plum hues while freshwater pearls are noted for their lighter purple colors such as lavender and grape.

### Purple Garnet

This dazzling and beautiful gem has been popular in jewelry since 3,100 BC. Called rhodolite, this purple variety of garnet ranges in color from pale violet to red purple and a deep, rich purple. It's both reasonably priced and very durable.

### Spinel

This hard, brilliant, and sparkling-clear gem is not as well known as it should be. It comes in many beautiful colors including both light and dark purple. Quite inexpensive and durable, spinel is only slightly less hard than ruby and sapphire.

### Purple Sapphire

A brilliantly clear and versatile gem, purple sapphire is available in richly intense colors ranging from violet to deep bluish-purple. It is very durable, being second only to diamond in terms of hardness. It is also quite affordable because it is less precious than the famous cornflower blue sapphire.



# New Gold Jewelry Is Lightweight And Comfortable



**B**ecause of gold's fluctuating price, designers are working overtime to produce fashionable and stylish pieces that weigh as little as possible. Openwork, lacy cut-outs, hollow tubing, and electroformed techniques are now being used to create light and airy designs that not only keep costs down, but are strong, have a dramatic look, and are comfortable and easy-wearing, especially during the warm weather months.

Elegant new designs for this season include combinations of white and pink

gold as well as all-yellow or white gold for rings, bracelets, earrings, necklaces, pendants, pins, and brooches.

In addition to the classic bright mirror finish, many of the newest and most attractive styles feature textures such as hand-hammered, faceted, brushed, or sandblasted surface treatments.

And many pieces are being set with bright colored gems such as citrine, peridot, morganite, tourmaline, and garnet that add extra sparkle while using less metal.



**The Jewelry Doctor**  
**Care Tips For Tourmaline**  
**T**ourmaline is a hard, versatile gem that comes in a rainbow of brilliant colors. With a hardness of 7 to 7.5 on the Mohs scale, tourmaline is a very durable and wearable gem that doesn't chip or crack easily. It can be cut into any style, including step, brilliant, mixed, and cabochon shapes and is available in large sizes. It is moderately sensitive to heat and vibration, so avoid sudden temperature changes and ultrasonic cleaning devices. To clean safely, use a warm water detergent bath and a soft brush.

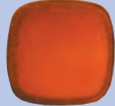
## Jewelry Calendar

# Birthstone Gifts Have A Uniquely Personal Appeal

**F**or centuries, individual birthstone gems have been said to reflect the unique personality traits of men and women born in the corresponding month. That's why beautiful birthstone jewelry makes for prized and popular birthday gifts. They're surprisingly affordable, and never go out of style. Come in soon and see our many attractive styles for both men and women that suit any taste and budget.

**AUGUST ■ Peridot / Sardonyx**  
Sunny yellow-green peridot (pronounced pear-a-doe) and red-brown sardonyx are both ancient gems sym-

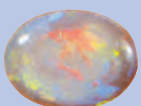


bolizing courage for those of August birth. The lime-green color of transparent peridot has been a long-time favorite of women. And the richly-hued opaque sardonyx was a talisman worn by Roman soldiers and is still prized for men's signet rings today.

**SEPTEMBER ■ Sapphire**  
Brilliant blue sapphire reflects the bright color of September skies and represents wisdom and clear thinking for those born in September. A form of the mineral corundum, sapphire is sparkling



clear and comes in dozens of vivid colors – everything except red. When corundum is red, it's called ruby.

**OCTOBER ■ Opal / Tourmaline**  
Bright harlequin colors like autumn leaves are typical of both opal and tourmaline, which also represent the power of hope for the October born. Precious opal displays a dazzling array of vivid colors against a white or black background. Sparkling tourmaline is available in a wider variety of colors than almost any other gem.

