

# JEWELRY NEWS & VIEWS

PRESENTED BY

Winter

Issue 2011

HOLLIDAY JEWELRY

## SPOTLIGHT ON ROMANCE

# Valentine's Day – Perfect Occasion To Express The Love You Feel



February 14th is the traditional day when romantics everywhere convey their devotion by exchanging gifts of love. When expressing tender feelings nothing takes the place of a gift of fine jewelry and this year there are many designs available to help you express your affection.

One of the most popular Valentine gifts this year is the attractive and decorative key pendant, promising to unlock the love in your heart to the one it is bestowed upon. There is a wide variety of key styles offered in sterling silver, yellow and white gold or both. Some keys even display a message, while others are simply adorned with sparkling diamonds or colored gems.

For those hesitant to use the "L" word to express their feelings, message jewelry styled with personal sentiments are quite popular. Heart shaped jewelry set with Valentine-red gems such as ruby, red garnet, red topaz, spinel and red tourmaline are favorites.

Of course...diamonds remain the ultimate symbol of love. Given from the heart and worn with love, diamonds in all shapes, sizes and colors set in sterling silver or karat gold continue to thrive year after year, just as your love for each other.



Ray Holliday  
Master IJO Jeweler

**Holliday Jewelry** ■ (541) 884-9033  
2834 South 6th St., Klamath Falls, OR 97603  
Fax: (541) 884-2500 ■ [www.hollidayjewelry.com](http://www.hollidayjewelry.com)

MASTER IJO JEWELER  
BRILLIANCE YOU DESERVE®

## KNOW YOUR DIAMOND CUTS

### The Cushion-Cut Diamond – Famous For Fabulous Fire

Developed during the last part of the seventeenth century by Vincenzo Peruzzi, a Venetian diamond cutter, the cushion cut is an early version of today's popular round brilliant cut diamond.

Sometimes called an "Old Mine Cut," the cushion cut has the same 58 facets as today's round ideal cut but arranges them differently in a squarish or "cushion" shape.



Although cushion-cut diamonds may lack the brilliance of modern gems, they often exhibit tremendous fire and a more vivid display of sparkling rainbow colors.

That's one of the primary reasons cushion-cut diamonds are among the most popular diamond shapes for all kinds of jewelry today.

## GEMSTONE CLOSE-UPS

### Translucent Gems

Translucent gems are different from other precious gemstones. They transmit light like transparent gems but gently diffuse it which produces a soft, silky, lit-from-within glow that is unique and very beautiful.

Translucent gems are not as numerous as transparent and opaque gemstones. And they are usually cut in a smooth, rounded cabochon form to display their special character.



## WHAT'S NEW, WHAT'S HOT

### Silver Jewelry Soars With Accents of Gold, Enamel, Gemstones & Diamonds



Always a favorite for all kinds of jewelry because of its bright white color and moderate cost, sterling silver today is zooming in popularity and has become the darling of jewelry designers everywhere. The latest innovative silver jewelry fashions feature engraving, openwork, three-dimensional detailing, and unique textures and finishes. Silver combines beautifully with many other precious materials that add richness and keep costs down.

**Silver And Gold.** Accents of yellow gold add a bright and luxurious look without high cost to many of the engraved designs in today's sterling silver rings, bracelets, pins, and earrings.

**Silver And Enamel.** Many of the newest sterling silver jewelry designs include richly colored enamels adding a dramatic flair that is fun, fashionable, and affordable.

**Silver And Gemstones.** Sparkling gemstones in a rainbow of colors add a bright and dazzling accent to all kinds of silver jewelry and are popular additions to this season's exciting silver designs.

**Silver And Diamonds.** Major trends include micro-pavé styles and blackened silver settings which allow diamonds to stand out in all their glory. The use of fancy diamond shapes, such as princess and cushion, is also an important trend in popular silver jewelry today.

## THE JEWELRY DOCTOR

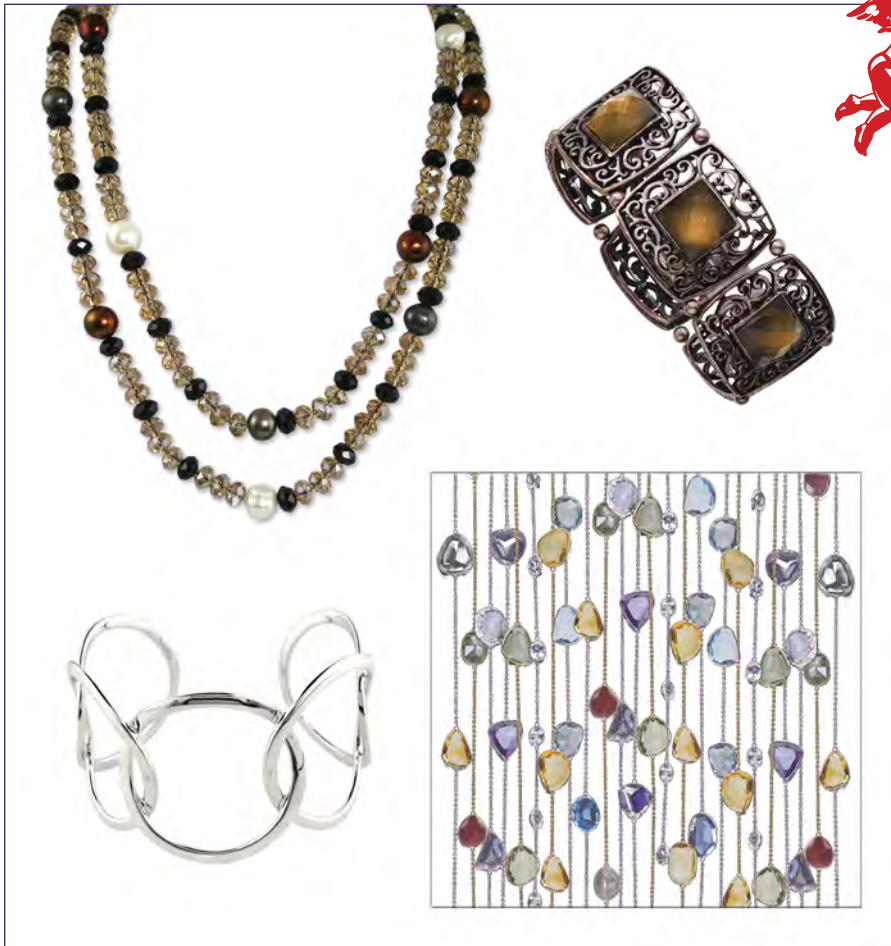
### How To Take Care Of Turquoise

Beautiful, opaque, robin's egg blue turquoise is one of the world's oldest gemstones and has been used in jewelry since 3,000 B.C.

Turquoise is also a very delicate material that requires some care. It has a smooth, waxy surface which is actually porous, which means it will absorb all kinds of dirt and impurities that can dull its color.

It can be damaged by perspiration, cosmetics, perfume, skin oil, detergents, and household chemicals. So avoid wearing turquoise when doing dishes or working in the garden.

To clean turquoise, simply wipe with a damp cloth and dry immediately. Also, be sure to store turquoise away from harder gems that can scratch it.



## 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.

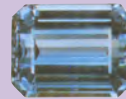
### FEBRUARY • Amethyst

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 sea water 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.



## Jewelry Style Leaders For 2011 - Long Necklaces And Wide Cuffs

This season, dramatic is the word that best describes the newest extra-long necklaces and high-powered cuff bracelets. Both styles add a look of excitement to anything you wear. And they both come in a wide variety of elegant materials at surprisingly affordable prices.

**Long Necklaces.** Long, single strand necklaces from 30 inches, 45 inches, or even 120 inches are much in demand today because of their great versatility. They can be worn singly, or wrapped several times around the neck to create a group of different lengths, or knotted in the center to produce a fashionable lariat-style necklace.

Necklace materials include ropes of cul-

tured and freshwater pearls, strands of precious gemstone beads in vivid colors, paired with gold or silver balls, arranged in different combinations or set in stations on matching chains of various designs.

**Wide Cuffs.** Available this season in a remarkable selection of eye-catching styles, wide cuffs are a fashion favorite in both sterling silver and yellow gold. These include three dimensional detailing, open work and filigree designs, engraving, and textured finishes such as hammered, polished, satin, or frosted.

You can also choose elegant styles incorporating brightly colored gems, sparkling diamonds, or brilliant enamels plus blackened or oxidized metals.

To buy with  
**CONFIDENCE**

look no further  
than your local  
"Master IJO Jeweler"

  
HOLLIDAY JEWELRY

TRUST. INTEGRITY. HONESTY. EXPERTISE.

*"The Hallmark of a Master IJO Jeweler"*

*Calendar  
of Events*

**3 DAYS!**

**March 31 - April 2, 2011**

**BALLOON  
POP**

Win a  
Genuine  
Gemstone!

Inside each Balloon we have stuffed  
a genuine gemstone worth at  
least \$15!

Our store will be  
filled with balloons!

All you do is **\$5**...and **POP it!!!**

Ask about our \$20 Balloons!

Rubies, Opals, Tanzanite, Sapphires, Emeralds, Amethysts, Peridot,  
Citrines, Garnets and much, much more. Included in the balloons will  
be a variety of other fascinating gemstones worth from \$75 to \$250  
and of course the grand prize hidden in 1 balloon will be a diamond  
worth at least \$400.



Simon G.



TACORI

FOREVER<sup>10</sup>  
THE WORLD'S MOST BRILLIANT DIAMOND



PANDORA

Watch for specials online at: [www.hollidayjewelry.com](http://www.hollidayjewelry.com)

