

presented by



Ray Holliday
Master IJO Jeweler



HOLLIDAY JEWELRY

Mother's Day Preview

Gifts Sure To Make Mom's Eyes Sparkle

No other gift shows your mom so much love and admiration as a sparkling white diamond. It is the one gift that is guaranteed to make her eyes sparkle and her smile light up the room.

This year, more than ever, you have an impressive number of amazingly beautiful diamonds to choose from. Diamonds with extra facets, diamonds with increased sparkle, diamonds with greater fire, and diamonds in an exciting variety of beautiful shapes that create dozens of unique and elegant jewelry classics.

Today's most popular diamond cuts such as emerald, marquise, princess, oval, heart and round shapes become even more spectacular when surrounded by a scintillating pavé border of small white diamonds.

Whether it's a pair of dazzling stud earrings, a sparkling solitaire diamond pendant, an eye-catching tennis bracelet or a stylish fashion ring, beautiful diamond jewelry is the perfect gift to enchant any mom. You will be surprised at how many diamond designs are available to suit any budget.



MASTER  JEWELER

BRILLIANCE YOU DESERVE®

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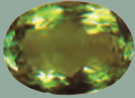
Jewelry Calendar

Birthstone Jewelry: The Best Happy Birthday Gift Of All

Precious birthstone gems have a long history of identifying personal virtues and character traits of those born in one particular month of the year. That's why beautiful birthstone jewelry is a gift prized above all others. In addition, it's always attractive, never goes out of style, and is surprisingly affordable, too. Come in soon and see our wide selection of designs for both men and women.

MAY – Emerald

Love and success are the traditional gifts promised to those born in May by the beautiful grass-green emerald. Personally treasured in ancient times by both Queen Cleopatra and Alexander The Great, no other gem can match emerald's fresh, velvety, springtime color.



JUNE – Pearl/Alexandrite

Romance and a happy marriage are promises offered by the pure white pearl to those of June birth. Because of its glowing luster, pearl has long been known as "The Queen of Gems." June's alternate gemstone, sparkling alexandrite, is famous for its color change ability. It looks green by day and red by night. It is said to bring good luck and is named for Russia's Czar Alexander II.



JULY – Ruby

Passion and power are the legendary personal properties thought to be bestowed on those of July birth by the vivid and fiery-red ruby. Prized for centuries as "The King of Gems" this bright, glittering form of the mineral corundum is hard and durable. Only diamond is harder.



Trends To Watch

Bold Circle Jewelry: It's Hot For Spring

In the world of Jewelry, the circle has long been the symbol for eternity, especially in the form of wedding and engagement rings where it represents eternal love. But this season, glamorous new circle designs in both larger size hoop earrings and stylish pendants are soaring in must-have popularity.

Today's stunning new styles of **hoop earrings** are an unbeatable combination of the classic and trendy. Among the leaders are large two-inch inside-outside diamond hoops in 14K white gold set with sparkling white diamonds on both inner and outer surfaces.

Other fashion-forward hoop designs include braided and bamboo textured styles set with dia-



monds in either yellow or white karat gold as well as a spray of colorful gemstones set inside the circle of the hoop.

A wide variety of **circular pendants** are also available in stylish designs using colored gems centered inside the circle or a series of smaller circles within a large circle of pavé diamonds. Other imaginative designs display a series of circles composed of a range of brightly colored gems or a solitaire pearl centered inside a pavé diamond circle.

Large **circular medallions** are another exciting variation of the gold or silver circle pendant. Many popular versions fill the circle with openwork details, different colors of gold, pavé diamonds or brightly colored gems.

Famous Diamonds of the World

The Dresden Green - World's Largest Green Diamond

This beautiful apple green, pear-shaped diamond is named after the capital of Saxony, Germany and has a historical record dating to 1722 when it was found in Golconda, India. Its unique green color is due to natural exposure to radioactive materials.

The Dresden Green is to green diamonds what the Hope diamond is to blue diamonds. Both are large, rare, natural colored diamonds of similar weight. The Dresden Green weighs 40.70 carats and the Hope weighs 45.52 carats. Both were originally set in badges for the ancient Order of the Golden Fleece. The Dresden Green in 1742 by Friedrich Augustus

II ruler of Saxony and the Hope in 1748 by King Louis XV of France.

In 1768, the Dresden Green was removed from the Golden Fleece badge and set into a hat ornament. It remains in this setting to this day and has been on display in the Dresden Palace Green Vaults for over 200 years. These three treasury rooms were called the Green Vaults simply because the walls were painted green.

In 1945, the Dresden Green diamond and other treasures of the Green Vaults were removed to the Soviet Union. In 1958, the jewels were returned to Dresden and placed in two of the original Green Vaults where they are on display today.





Jewelry Close-Ups

Latest Trends In Pearl Jewelry

This season, colorful new styles of fashion pearl jewelry are making news everywhere. The newest designs feature beautiful multi-color pearl combinations, interesting shapes such as baroques and keshis, large, glowing Tahitians and South Sea pearls and a rainbow of pastel freshwater pearls. There are also new blends of pearls and links of gold and silver, as well as pearls mixed with diamonds and colored gemstones of all kinds.

With so many shapes, sizes, colors, and varieties available, pearls are adding tremendous excitement to all types of high-fashion jewelry including necklaces, bracelets, rings, brooches, earrings, and pendants. Here is a

quick review of some of the more unusual and attractive types now available.

Keshi Pearls is a term derived from the Japanese word for “poppy seed” and traditionally describes small akoya seed pearls. Colors range from white to cream and gold. Shapes include baroque, rice, oval, flat, and semi-round.

Petal or Coin Pearls are baroque freshwater pearls from China. They are thick, silvery, disk-like pearls which are also called keshi but are not the traditional kind. They have a beautiful luster and come in white, champagne, silver, peach, and pink.

Blue Eyris Pearls are rare, natural color, brilliant blue iridescent abalone mabe and

blister pearls found only in New Zealand. They are gathered by free diving and take 18 months to two years to create each pearl. Sizes range from 7mm to 15mm.

Tahitian Pearls are dramatic, high-gloss saltwater pearls noted for their distinctive iridescent dark colors such as black, grey, green, purple, peacock blue, pistachio, eggplant, and bronze. They come in large sizes up to 18mm.

South Sea Pearls are large, rare, and lustrous saltwater pearls available in glowing white or glamorous golden colors. They range in size from 9mm to 16mm. South Sea Pearls are cultured in the Pacific Ocean in an area from Australia to French Polynesia.

Focus On Fashion

Colorful Charms - Perfect Way To Personalize Jewelry

Regardless of whether it's a bracelet, necklace, earrings, pin, pendant, or ring, there is nothing like today's beautifully designed charms to give your jewelry a personal look that tells the story of your life.

Far from being the limited plain metal charm-bracelet styles of yesteryear, 21st century charms are fabulous ornaments crafted in karat gold, sterling silver, colorful jewel-like enamels, and set with diamonds, pearls, and all manner of glittering colored gemstones including personal birthstones.

And because of their individuality and personal meaning, charms have a unique



appeal for people of all ages. They represent life's milestones, personal interests, or special occasions that have sentimental importance such as an engagement, wedding, birthday, anniversary, vacation, hobby, or personal achievement.

Other charm themes that are always popular include music, gardening, professional activities, sailing, pets, nature, sea life, and sports as well as religious and patriotic designs.

Adding charms to your favorite jewelry is an easy and relatively inexpensive way to add a distinctive custom look that is highly personal, too.

"Special Event"
May 8th, 9th & 10th

Mother and Child[®]
 By Janel Russell

A celebration of life. A symbol of love.

One of the strongest bonds in nature –the love between a Mother and her Children– is reflected beautifully in this collection.



In addition to our exclusive selections we will present the Entire Collection for a special 3 day event: May 8th, 9th and 10th. Don't miss this opportunity to see this awesome line of jewelry!



**What's New,
 What's Hot**



**Gold Goes Glamorous In
 A Variety Of Rich Colors**

Colorful gold is one of the most important jewelry trends today. You will be surprised at how many attractive colors there are besides basic white and yellow. Even classic yellow gold now comes in light, medium, and dark yellow varieties.

Among the most popular colors are lovely peach, the luscious blush color of pink and rose gold and the fresh look of green gold. If you are really adventurous, you can also choose bright red, blue, purple and chocolate.

This season, many designers are offer-

ing colored gold earrings, pendants, necklaces, rings, brooches and bracelets in a variety of two and three-tone combinations. All are available in a number of finishes including a soft matte which intensifies color because it absorbs light rather than reflecting it.

Reversible jewelry styles are also popular this spring with one gold color on one side and another color on the reverse. The warm look of colored gold combines beautifully with pastel gemstones, pearls and is especially attractive with white diamonds.

**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.