

Winter Issue
2009

JEWELRY NEWS & VIEWS

presented by



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HOLLIDAY JEWELRY



Valentine's Day Preview

Gifts Of Love That Set The Heart Aflame

February 14th has been a special day for lovers since ancient Roman times. But the tradition of giving gifts of love on Valentine's Day only started in England in 1446. Later on, in 1537, St. Valentine's Day was actually made a national holiday by King Henry VIII.

Today, the most traditionally popular and romantic gift that shows the depth of your love is a piece of elegant and luxurious jewelry.

There is nothing like jewelry that conveys the sentiment of love so perfectly. It's the most lasting way to celebrate your feelings of love...it's always a pleasure to wear...and it says "I Love You" more clearly than any other gift. This Valentine's Day, the most popular kinds of jewelry gifts that come straight from the heart are diamond jewelry, pearl jewelry, and heart-shaped jewelry made of precious metal.

Sparkling Diamonds stand alone for their unparalleled beauty, brilliance, fire, and durability. And love-inspired diamond jewelry comes in dozens of glittering styles such as rings, pendants, bracelets, earrings, and pins that will delight the heart of your special valentine.

Lustrous Pearls are another traditional Valentine's Day favorite. Jewelry set with glowing white cultured pearls, colorful freshwater pearls, or dramatic Tahitian pearls are gifts that are always flattering and perfect for any occasion.

Gleaming Hearts are love's most popular and timeless icons. Whether created of yellow or white karat gold, platinum, or sterling silver, romantic heart-shaped jewelry is today's leading design for Valentine's Day gifts.

Come in soon and see our collection of exciting Valentine's Day jewelry that is sure to make your loved one's heart beat faster.

MASTER IJO JEWELER

BRILLIANCE YOU DESERVE®

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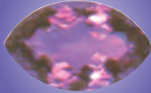


Birthstone Jewelry- The Most Welcome Birthday Gift Of All

Each person's birthday is a unique day that deserves to be remembered in a very unique way. Only birthstone jewelry meets that need so perfectly. Each precious birthstone is dedicated exclusively to those born in only one month of the year. And for centuries, these colorful gems were believed to reflect personal traits and bestow legendary powers on those born during that month. No wonder birthstone jewelry is so popular with both men and women. And it's surprisingly affordable, too. Come in soon and see our collection.

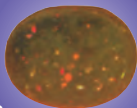
FEBRUARY ■ Amethyst

This beautiful purple/lavender form of precious quartz is surrounded by many ancient legends, such as being able to prevent intoxication. Amethyst is transparently clear and sparkling and has long been the symbol of sincerity for those born in February. It is both durable and quite inexpensive.



MARCH ■ Aquamarine/Bloodstone

Although very different, these two historic gems both promise courage to the March born. Blue-green aquamarine is as clear as sea water from which it gets its name and has long been prized by sailors. Dark green bloodstone is an opaque gem noted for the bright red flashes on its surface. It is usually cut in cabochon style and has been a favorite for men's rings since the Middle Ages.



APRIL ■ Diamond

As the world's hardest gemstone, pure white diamond has long symbolized innocence, invincibility, and marital happiness for those of April birth. Today, diamond's durability and bright inner fire have made it the world's most popular gem for engagement and wedding rings.



Sterling Silver Leads The Fashion Parade

The pure beauty of white metal has taken a strong position in all kinds of fashion jewelry this winter season. That's especially true of sterling silver. It's the most versatile of metals, enhancing the look of diamonds, colored gems and brilliant enamels.

And in today's economy, sterling silver is by far the most affordable of all precious metals, so it gives you a chance to experiment with the season's newest designs without breaking the bank. Some of the latest styles highlight texture and openwork designs that provide a lighter look while keeping metal weight in check.

Some of the leading design trends now being shown include classic and romantic styles for pendants, necklaces, rings, bracelets, earrings, and brooches, many of which feature intricate textures and fancy geometric touches.



The Jewelry Doctor

Care Tips To Protect Your Rubies

Brilliant red ruby is a form of the mineral corundum which makes very hard, sparkling, and durable gems. Only diamond is harder!

Even though rubies are tough, they can be damaged by hard knocks and by abrasion on facets and girdle. This is often caused by careless handling which can produce scratches and chips. But most damage to rubies is caused by

rubbing against diamonds. So always store them separately.

Also, because of their hardness, rubies can easily scratch softer gemstones, which is another reason for separate storage.

Because of the natural flaws in ruby, it is advisable to avoid ultrasonic cleaners. The best cleaning technique is to use a mild detergent in warm water and a soft brush...not a toothbrush.



Jewelry Classics

Miniature Fabergé-Style Eggs - A Traditional Treat And Treasure

These tiny treasures are sure to brighten-up any dull wintry day! Modeled after the famous jeweled eggs made by the renowned goldsmith Carl Fabergé for the Russian Czar and the Empress between 1885 and 1917, these miniature eggs have many of the same luxurious characteristics as the original Imperial Eggs.

They are hand-made by Russian craftsmen of sterling silver or 14K and 18K yellow gold. They are encrusted with brightly colored gems such as garnet, onyx, lapis, turquoise, amber, and rose quartz. They are decorated with beautiful filigree designs in 24K gold gilt and vivid multicolor baked enamels. Also, many eggs actually open to reveal an exquisite miniature surprise inside such as baskets of flowers, rabbits, angels, ladybugs, and many other objects.

Available at surprisingly modest cost, these colorful eggs can be worn as pendants, lockets, earrings, or on necklaces and bracelets. And there are dozens of beautiful designs to choose from.



Focus On Fashion



Stackable Rings And Bangles Have Plenty Of Fashion Flair

This season, versatile stackable jewelry gives you endless opportunities to mix and match different styles, textures, colors, and materials to create your own individual fashion look.

Stackable Rings offer you more brilliant options than ever. New styles feature white or yellow gold bands each set with a different color of gemstone. Also, many of the newest stackable rings offer carved and sculptured details with brilliant enamels for color. Other popular ring styles combine various shapes of diamonds and colored gems including square, marquise, oval, and round.

Stackable Bangles are now appearing in high-fashion combinations of both thick and thin bangles in a variety of styles, metals, and finishes ranging from highly polished to hammered and frosted. Today, diamond and colored gemstone pieces are being mixed with different textures in both gold and silver. Also, vividly colored enamels are being added to the mix to to produce a custom collection that is exclusively your own.



Calendar of Events **2009**



Free Roses for Valentine's Day

Receive roses for your lovely lady with every purchase. 3 Roses with purchase of \$99-\$298; 6 Roses with purchase of \$299-\$498; and 1 dozen roses with purchase of \$499 and over.

January Happenings

Happy New Year!! **Thursday, January 1**
Martin Luther King, Jr. Day **Monday, January 19**
National Hugging Day **Wednesday, January 21**

February Happenings

Ground Hog's Day **Monday, February 2**
Valentine's Day **Saturday, February 14**
President's Day Observed **Monday, February 16**
Ash Wednesday **Wednesday, February 25**

March Happenings

Daylight Savings Time Begins **Sunday, March 8**
Ides of March **Sunday, March 15**
St. Patrick's Day **Tuesday, March 17**
Spring Begins **Friday, March 20**

April 3-4

Annual Balloon Pop

Our store will be filled with balloons! All you do is buy a balloon, filled with a genuine gemstone worth \$15 - \$600... and POP it!! We want you to be a big winner. We will also have an expanded selection of mountings and will mount your gemstone at no charge.



Watch for specials on our newly updated website: www.hollidayjewelry.com