

Jewelry NEWS & VIEWS

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HOLIDAY HIGHLIGHTS

Did You Know?

Clear white diamonds are world famous for their brilliant sparkle and fire. But surprisingly enough, diamonds also come in a rainbow of vivid, flashing colors that add a magic look to holiday jewelry. Colored diamonds, called "fancies," are available in an array of exciting colors and look especially breathtaking when set as a center stone and flanked by sparkling white diamonds.

Spectacular colored diamond jewelry is sure to make an impression that will be remembered always!

December Birthstones

Turquoise and Zircon are both prized since Biblical times for their beauty and promise of prosperity. **Tanzanite**, a glittering purple-blue gem is one of the newest birthstones and has quickly become one of the world's most popular gems.

MASTER **IJO** JEWELER
 BRILLIANCE YOU DESERVE®

Glamorous Gold & Dazzling Diamonds

Glittering yellow, white, and rose gold jewelry has always been a prized gift, especially for the holidays. Classic, yet trendy, and always appreciated, karat gold remains a favorite today! Add a dash



of dazzling diamonds and treat yourself or someone special to the gift of a lifetime.

Diamonds are the most precious and valuable of all gems, and are available in a wide range of sizes, weights, and



grades, offering a gift to suit any budget. From small micro-pavé settings to dramatic solitaire gems mounted in glamorous gold, diamonds will re-

main the focus of attention. Yellow, white or rose gold? Each is beautiful, precious and popular. Karat gold is the ideal metal to work with, allowing

many textures and finishes, and it does not rust, tarnish, or corrode, and with basic care "glows" for years to come.

Yellow is timeless, and is considered by many to be the



customary metal for all jewelry styles. White is a perfect partner for fancy colored diamonds and gems. Rose blends perfectly with flesh tones and adds a stunning accent to yellow and white designs.

Whichever color, cost, or design, it is the magic of gold and diamonds that makes a treasured gift to be enjoyed for years to come.



BIRTHSTONES OF THE MONTH:

- Turquoise
- Zircon
- Tanzanite

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9521 Westheimer ■ (713) 784-1000
 www.HoustonJewelry.com

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