

Jewelry NEWS & VIEWS

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VALENTINE'S DAY PREVIEW



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Did You Know?

Recently, the 1970's era has flooded fashion and award shows across the globe. Soft silhouettes, pastels, fringe, flora, fauna and reptile motifs were spotted mingling with yellow gold and white diamonds. At this year's Golden Globe Awards, top jewelry trends included diamond fringe earrings, open, lacey diamond bib style necklaces, and the star of the show, was the diamond studded snake necklace seen slithering around Naomi Watts' neck.

FEBRUARY BIRTHSTONE

Amethyst

For those born in February, sincerity is the personal trait usually associated with this beautiful form of precious quartz. Sparkling and transparent amethyst can range from pale lilac to deep purple.

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Love is in the Air

Not only is Valentine's Day a day for sweethearts, but it is a day filled with sentiment and feelings for anyone sharing a special bond. On February 14th lovers, friends, and family will take time to celebrate someone special



in their lives typically by sending love notes and exchanging tokens of affection.

Year after year, whether diamonds, gold, silver, or gemstones, the gift of fine jewelry has remained the most traditional and symbolic offering to convey sentiment, the depth of your feelings, and lasting love.

At the top of the list of gift ideas is the ever-popular heart-shaped design. The heart, believed to be the seat of emotion, has



long since been established as the symbol for love and romance. This season's popular designs are

created with mixed metals such as yellow, white, and rose gold, as well as sterling silver with gleaming gold accents.



Whatever the metal, nothing says "I Love You" like a diamond does! Sparkling diamonds stand alone for their beauty, brilliance, fire, and durability. Given from the heart and worn with love, diamonds will thrive year after year, just like your love.



Other traditional favorites include precious pearls and colored gemstones. And don't forget, Valentine's Day jewelry is no longer exclusive to women. Today's men are conveying their sense of style with staples like signet rings, manly metal bracelets, stylish tie bars and cufflinks.

Visit us today. We have a plethora of Valentine's Day gift ideas for you to select from.



BIRTHSTONE OF THE MONTH:

Amethyst



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