

Jewelry NEWS & VIEWS

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HOLIDAY HIGHLIGHTS

Did You Know?

When selecting a gift of jewelry, you should consider the recipient's style. Is it big, bold, petite, or simplistic? Do they favor gold or sterling, a favorite gem color, specific earring style, pendants, or chains? Taking a peek into their jewelry box can help you buy the correct ring size and provide helpful hints. Lastly, always check to see if their favorite jeweler has a running Wish List on file.

December Birthstones Turquoise and Zircon are both prized since Biblical times for their beauty and promise of prosperity. **Tanzanite**, a glittering purple-blue gem named in honor of Tanzania, where it was discovered in 1967, is today one of the world's most popular gems.

Gold and Diamonds: Perfect Holiday Duo

Classic or trendy jewelry designs in yellow, white, or rose karat gold are always a perfect gift for any jewelry lover. Add in a dash of dazzling diamonds and get the party started!

Diamonds, one of the most precious gems, are available in various sizes, weights, grades, and colors fit for all budgets. Gold does not rust, tarnish, or corrode, and with basic care, will shine for years to come. Yellow gold is a popular classic. White gold perfectly partners with colored diamonds. And rose gold blends well with flesh tones and accentuates any yellow or white gold design.

A gift of gold and diamonds will be cherished for years to come. Let us help you make a perfect choice.



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BIRTHSTONES OF THE MONTH:



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