

Jewelry NEWS & VIEWS

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DIAMOND UPDATE

Did You Know?

Another lucky visitor to the Crater of Diamonds State Park in Murfreesboro, AR scored the souvenir of a lifetime! This March, a 14 year old discovered the 7.44 carat diamond just minutes into his search. Park officials said an increase in rainfall that week created ideal diamond searching conditions.

The "Superman's Diamond" is the 7th largest diamond found at this park since 1972, and is said to be about the size of a pinto bean with a dark brown color. Its young owner says he plans to keep it as a souvenir.

April Birthstone

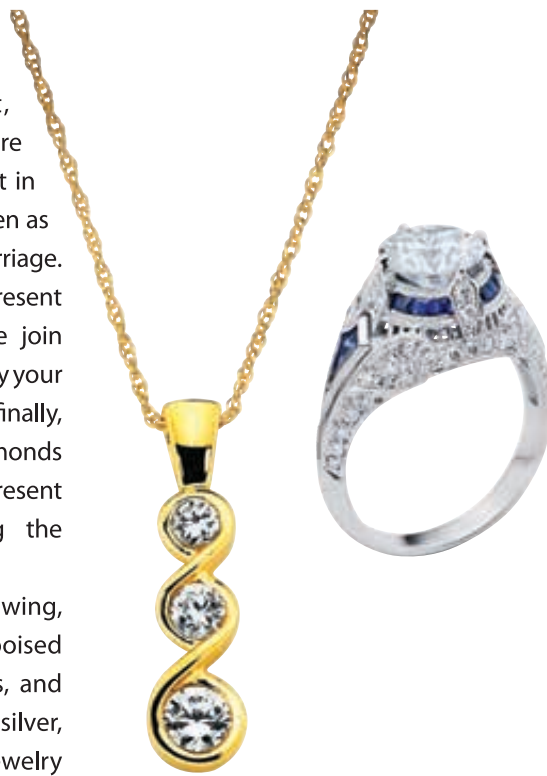
Diamond. This pure white gem is synonymous with love and innocence. Since ancient times, diamonds symbolized invincibility for those born in April because of their hardness and durability.

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Yesterday, Today, Tomorrow...Forever

Whether it's one, two, or three diamonds, it's all about scintillation, movement, romance, and a couple's journey. Solitaire diamonds create a stunning focal point in any diamond fashion. They are also given as the traditional symbolic promise of marriage. Popular twin diamond designs represent the feeling when friendship and love join together, the love you share with not only your best friend but your one true love. And finally, the sentimental trio of sparkling diamonds remains a glowing tribute to the past, present and future...beautifully representing the most significant stages in life.

Some of today's diamond designs swing, sway and flutter, while others remain poised in classic solitaire pendants, ear studs, and glistening rings. Mounted in sterling silver, karat gold or platinum, all diamond jewelry creates a lasting memory.



BIRTHSTONE OF THE MONTH:

Diamond



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