

Jewelry NEWS & VIEWS

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IT'S TIME TO PLAY!



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Did You Know?

Silver has remained a superstar year after year not only because of its affordability, it is also an extremely workable metal, meaning it gives jewelers and designers greater artistic freedom.

With proper care, silver jewelry will last a lifetime. To minimize damage, store separately, and just as with karat gold jewelry avoid contact with household chemicals. Never wear silver jewelry when swimming in chlorinated water, the chlorine is damaging to both gold and silver.

August Birthstones Peridot and Sardonyx.

Courage and happiness are the attributes bestowed upon those of August birth by these gemstones. Beautiful, transparent, olive-green peridot has been a popular gem with women for over 3,000 years, while the opaque, reddish-brown sardonyx has long been a favorite for men's signet rings.

MASTER **IJO** JEWELER
 BRILLIANCE YOU DESERVE®

Designs For Every Style, Taste And Mood

For many, jewelry is an important staple in life. Trends may come and go, but the one constant is the never-ending love of fine jewelry. Whether your personality is chic, edgy, simplistic, or traditional, we have something special for everyone's style, taste, mood, and budget.

This season, there are no boundaries, no set standard for mixing metals. White with colored diamonds or pearls, and gemstone combinations of subdued or bold colors are all plentiful and ready to play. Mix it up with thick chains and thin strands. Add an edge with a big, bold solo earring. Entertain multiple looks by adding charms to your huggie hoops. And forget sticking with all gold or silver; there is an explosion of color in this season's styles. Mishmash your gemstones and metals, the more hodgepodge, the easier it will be to pair with your wardrobe.

Yearning for something to brighten the daily dol-drum? It's time to visit and let us safely lead you through a treasure trove of designs that will make you happy inside.



BIRTHSTONES OF THE MONTH:

Peridot



Sardonyx



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