

Jewelry NEWS & VIEWS

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Did You Know?

As long as there have been people, there's been a love for gold. From Pharaohs to Wall Street, gold has played an important role in structure and protecting wealth.

Twenty-four karat gold is pure elemental gold, 18 karat gold is 75% pure gold, 14 karat gold is 58.5% pure gold, and 10 karat gold is 41.7% pure gold.

A single ounce of gold can be stretched into a gold thread 5 miles long. Gold threads can even be used as embroidery thread.

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.

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WHAT'S NEW,
 WHAT'S HOT

Diamonds: The Perfect Gift



Diamonds are the most precious and valuable of all gems. Rare, incredibly brilliant, they have a unique inner fire, rainbow sparkle, and they are available in a range of sizes, weights, and grades. From small micro-pavé settings to dramatic solitaires, diamonds offer a gift, or self-purchase, to suit any budget.

Pure white diamonds remain by far the most popular, but thanks to modern technology, colored diamonds are more plentiful and available than they once were. When it comes to shape, the round brilliant-cut remains the all-time favorite, although princess and cushion cuts are fast growing in popularity.

The shape of a diamond is a personal

choice. Keep in mind, it is the cut grade that defines how well a diamond's facets interact with light. Diamonds are renowned for their brilliance and sparkle. It takes precise artistry and workmanship to fashion a stone so its proportions, symmetry, and polish deliver the magnificent return of light.

Diamonds are available in many affordable prices and mountings from platinum, karat gold, or sterling silver, to contemporary metals such as titanium, tungsten, or stainless steel. The gift of diamond jewelry is a perfect token of affection, a fitting symbol to celebrate the holidays, or commemorate any special occasion. Stop in soon and see our exciting collection.

BIRTHSTONES OF THE MONTH:

Turquoise



Zircon



Tanzanite



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