

Jewelry NEWS & VIEWS

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**VALENTINE'S DAY
 GIFT IDEAS**

Meaningful And Memorable



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Did You Know?

In the 19th century a ring made of colorful gemstones, known as the "Dearest" ring, was given as a display of love or sentiment. The first letter of each gemstone spelled out the word 'Dearest': Diamond, Emerald, Amethyst, Ruby, Emerald, Sapphire and Topaz. Today, you could be imaginative and create a ring representing the name of your loved one, for example, Emma: Emerald, Morganite, Moonstone, Amethyst.

February Birthstone

Amethyst. Considered the finest variety of quartz, amethyst has been cherished by royalty throughout history because of its rich purple color. Ancient Greeks and Romans believed amethyst could prevent the wearer from becoming intoxicated, make evil thoughts disappear, and increase one's intelligence.

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Express yourself! Falling in the middle of a chilly month, February 14th is a day dedicated to warming hearts around the country. Also known as Valentine's Day, this is the day each year family, friends, sweethearts, lovers, co-workers, neighbors and casual acquaintances will utter warm-hearted sentiments, acknowledge tender feelings, convey devotion and outwardly bring a smile to someone's face.

Like millions of people, you can send a special email, thoughtful card, share a meal or indulge in a box of chocolates, but for those desiring a more personal gift, consider a dainty friendship or charm bracelet, thoughtfully customized for the recipient. Even today's men would enjoy a gift of cuff links, mascu-

line style rings or a timeless watch.

If you want to express a deeper sentiment, the popular heart shape has spoken the language of love for centuries. Today you can choose from dozens of beautiful heart designs...traditional or non-traditional, colorful or classic, sentimental or fun.

And of course, the ULTIMATE symbol of love is diamonds. Given from the heart and worn with love in all shapes, sizes and colors, these precious gems continue to thrive year after year, just as your love for each other.

However you decide to convey your sentiments, giving a thoughtful gift of Valentine's Day jewelry is a lasting way to celebrate your feelings. You can never go wrong with a gift of jewelry.

BIRTHSTONE OF THE MONTH:

Amethyst



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