

# Jewelry NEWS & VIEWS

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## Did You Know?

In Beyoncé's most recent video, "Lemonade," the stylish powerhouse was wearing many trending fashion pieces. In her ode to female strength, Queen Bey was adorned from head to toe wearing large gold hoops, a diamond-cuff earring, a single hand piece, cigar band ring, and body chain. Her stylist, who is a self-proclaimed jewelry freak, noted she's obsessed with too much. And, when it comes to jewelry, who isn't?

### July Birthstone

**Ruby.** Since ancient times, ruby has been considered the "king of precious stones." A hard, durable gem, ruby is believed to represent health, wealth, wisdom, and success in love. Many are drawn to its vivid, fire-red color, a symbol of passion, making ruby an ideal romantic gift.

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WHAT'S NEW,  
WHAT'S HOT

## Big Looks In Gold For Less \$

**S**unny yellow gold is by far the world's most popular metal for all kinds of jewelry. And this season, jewelry designers are doing their best to make this cheerful metal much more affordable while retaining its class: beauty and style.

Newest designs are now lighter in weight and feature more lacy cut-outs, open work, and filigree which uses less precious metal and helps keep prices down. Lightweight hollow and puffed gold pieces are also available which are made by the electroform process rather than by solid metal casting.

These elegant and airy designs for necklaces, bracelets, pendants, earrings, and high-fashion rings are not only strong and durable, but are dramatic-looking and easy-wearing too. There are also a variety of surface textures that give these designs an attractive and eye-catching look. In addition to a bright, highly polished, mirror finish, these include hammered, matte, satin, frosted, brushed, burnished, and sand-blasted treatments.



BIRTHSTONE OF THE MONTH:

Ruby



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