

Jewelry

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FOCUS ON FASHION

Go BIG, Go BOLD

Did You Know?

No matter what the month, silver jewelry is always in season. Silver has been through a series of renaissances throughout jewelry history. In Victorian times, it was more valuable than platinum. Today, it's a flexible staple, appearing frequently in both everyday designs and staggering statement pieces. Silver's ease and versatility ensure that it will never be irrelevant. Silver's bright white color is thoroughly modern, and with new and exciting collections introduced season to season, it is always on trend.

July Birthstone

Ruby. Ruby is the most valuable variety of the corundum mineral species. Throughout history, the brilliant red ruby has been a powerful talisman, symbolizing passion and strength. Today, the desire for ruby makes it an ideal romantic gift.

This looks to be the season of splendor and more is better when it comes to jewelry accessories. Pile it up and layer it on! Big, bold, gold statement designs are a must have for 2019. Gold in gleaming yellow, icy white and today's popular rose is not just warm, it's hot!

Chains and links of exaggerated shapes, sizes and glamorous finishes will emphasize and complete any outfit. Even the everlasting trendy hoop earring is taking on a bulkier shape, making them an impossible-to-miss accessory.

Let your imagination soar. Treasures from the sea and sky are a popular theme. Shells, starfish, birds, feathers, and celestial jewelry is here to pay homage to nature and make dreams come true.

This season, there is something for everyone. There's no reason not to rock what you wear!



MASTER IJO JEWELER
 BRILLIANCE YOU DESERVE®

BIRTHSTONE OF THE MONTH:

Ruby



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