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TRENDS TO WATCH

Heirloom Designs Are Always In Style



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Did You Know?

All antique jewelry is considered vintage, yet not all vintage jewelry is considered antique. And, not all old jewelry is considered antique or vintage. According to the U.S. Customs Service, the term antique applies to items at least 100 years old and retaining at least 50% of their original character. Items over 50 years old but less than 100 years old can be referred to as vintage.

March Birthstones

Aquamarine. The name derived from Latin means "sea-water." A member of the beryl gem family, transparent, beautiful, blue aquamarine offers a tribute to the sea, capturing both its essence and spirit.

Bloodstone. Actually not red at all, it is an opaque, deep, rich green with vivid bright red flecks and has been a favorite of men for centuries.

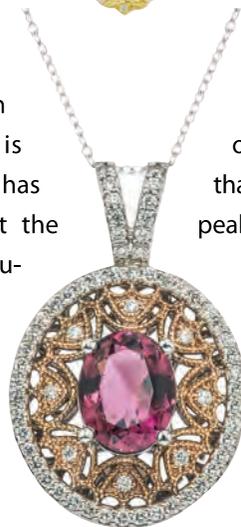
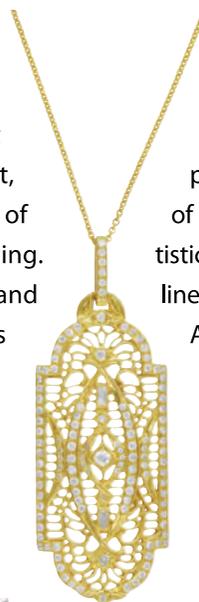
Heirloom-inspired jewelry designs are always favorites, always popular. They have a unique, timeless, yet traditional beauty that is elegant, feminine, and will never go out of style or cease to be eye-catching. Characteristically made to withstand time and resist corrosion, today's heirloom-styled jewelry is constructed with quality materials such as karat gold, sterling silver and platinum.

True heirloom jewelry, dating from 1837 to 1940, is recognized as family jewelry that has been passed down throughout the generations. Today's most popular heirloom-inspired jewelry designs include the Victorian, Edwardian, Art Nouveau, and Art Deco styles from those periods.

Updated designs feature ro-

mantic and intricate light and lacy openwork, flowing curves, and abstract patterns with crisp linear lines. Circular brooches and pendants are a good representation of the Victorian and Edwardian era. Artistic, dramatic curves, elongated flowing lines, and nature motifs are typical of the Art Nouveau style and elements of Art Deco designs include white metals with symmetrical geometric and abstract shapes, embellished with bright colored gemstones. It was during the height of the Roaring 20's that bold cocktail rings were at the peak of popularity.

To get the vintage look you love, there are many present-day heirloom-inspired designs to choose from. Drawing on the past is a fun way to add a personal and refreshing touch to your jewelry wardrobe.



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BIRTHSTONES OF THE MONTH:

Aquamarine



Bloodstone



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