

Jewelry NEWS & VIEWS

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**WHAT'S NEW FOR
 MOTHER'S DAY**

Gifts For Moms Of All Ages



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Did You Know?

For thousands of years, the lustrous white pearl has been cherished as a symbol of love and purity. Pearl is the only organic gem that naturally comes into the world from a living host. As stated by the International Gem Society, "Pearls are gems but not stones." Much like mother and child, the creation of a pearl is a natural wonder of nurturing beauty and love, making it the perfect gift for Mother's Day.

May Birthstone

Emerald. It is emerald's appearance and color that make this gemstone instantly recognized. A variety of the beryl species, this famous green gem has long been associated with eternal spring, new life, and healing.



On Mother's Day, flowers, chocolates and breakfast in bed are a splendid way to start mom's day off with a smile. Adding an unexpected piece of fashionable jewelry will touch her heart for years to come.

Glittering white diamonds and lustrous white pearls remain a classic Mother's Day delight. Uniting the two together in sterling silver, karat gold or platinum will capture the unique beauty of both. While white on white is stunning, adding a touch of pastel freshwater or deep, rich colored Tahitian pearls will contrast beautifully with the radiant sparkle of white diamonds.

Colorful enamel jewelry designs also spring into the mix just around Mother's Day. The wearing of vibrant, cheerful colors

announces a change of season. Out with the dark and heavy and in with whimsical and light colors. Cheerful enamel designs celebrate warm and sunny days to come.

Thoughtful, personalized, and sentimental gifts are readily available to express thanks and celebrate your mother, grandmother, mother-to-be or a special woman in your life. Customized gifts of mother's rings, chic mommy pendants, engraved photo lockets, and individual charms, representing the spirit of family or personal interests, are always a perfect gift to enchant mothers of all ages.

This year more than ever, you have an impressive array of affordable keepsake styles to commemorate the special mother in your life.

MASTER IJO JEWELER
 BRILLIANCE YOU DESERVE®

BIRTHSTONE OF THE MONTH:

Emerald



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