

JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

Auburn, New York

Winter/Spring 2017

RJ JEWELERS
DIAMONDS ♦ GOLD ♦ GIFTWARE

32nd Anniversary Sale!



March 27th - April 30th

**Mother's Day Is Sunday,
May 14th This Year**

For custom designed family gemstone jewelry visit RJ Jewelers soon. Custom orders need to be placed at least 2 weeks prior to Mother's Day.

Create a unique family treasure that includes the birthstones of your family members. This personalized and sentimental gift will be treasured always. Stop in to RJ Jewelers soon to place your custom design order in time for Mother's Day!

Our Biggest Sales Event Of The Year!

It's that time of year again to announce our Anniversary. We are celebrating our 32nd year in business in Auburn, New York. We love Auburn and appreciate all the customers and friends we have acquired over the years. For the past 32 years RJ Jewelers has grown with your support to become a well respected area business and jewelry store. In addition to offering the widest selection of retail jewelry items, engagement rings, wedding bands, watches, and giftware, we also do all our own on-site jewelry repairs. Our RJ Jewelers GIA graduate Gemologist is always available to guide and educate customers about metals, diamonds and colored stone grades and values. Our professional goldsmith and jewelry experts are always on hand to clean, inspect and repair your jewelry, even while you wait. Plus RJ Jewelers always offers free cleaning and inspection services to anyone that visits our store. During our 32nd Anniversary Sale we will be marking down jewelry items throughout the store. Just look for the sale tags in every case for discounts of **20% to 50% Off**. We are also offering a special Watch Battery Coupon for only \$3.99 which expires on April 30th. To receive our coupons and newsletters please sign up with your email on our website at www.RJJewelersAuburnNY.com



3 Engagement Ring Trends That Will Be Huge In 2017

Are we saying "so long" to halo engagement rings, at last? The most popular setting for the past five or six years (by our best guess, anyway) seems to be making room for new trends - specifically, the three below, which we are predicting will be the most popular engagement ring trends in the year ahead.

Look, we love an engagement ring with a halo setting, and they're still utterly timeless, but this year center stones might shine without a dozen or so tiny diamonds circling around them. The newest takes on "classic"



*Tapered Baguette
Engagement Ring*

are understated and refined; even if they're brand-new, they look like they could've belonged to your grandma.

continued on page 2...

The Season's Must-Have Jewelry Trends

SUMMER JEWELRY TRENDS

After seasons of larger-than-life statement baubles, stars are downsizing for summer, with pretty rose gold things, layers of thin rings, and skinny cuffs. Though tiny in size, these accessories make just as much of an imp-

TREND #1: ARM CUFFS

Clinch a couple higher up on your forearm or let them dangle off your wrists.



Lafonn
EVERLASTING DESIRE™

TREND #2: EAR CUFFS

Fake multiple piercings like Diane Kruger with an ear cuff - or two, or three - to channel your inner rockstar.



OFFICINA BERNARDI
JEWELRY



TREND #3: MIDI RINGS

Stack multiple sets of these teensy bands on the same finger for an effortlessly cool look.



TREND #4: ROSE GOLD

Hot this year are engagement rings, necklaces, bangle bracelets and earrings in Rose Gold. You can find beautiful pieces everywhere.



Brides who do want lots and lots of diamonds might opt for a more modern placement: Instead of taking the form of a halo, smaller diamonds are moving to the sides of the setting, ensuring that there's sparkle every time you move your hand.

These rings seem simple at first glance but there's more to them than meets the eye. Look below to see how the prongs of the top ring, above, are twisted, so they land where 12, 3, 6, and 9 would fall on a clock*. (Traditional four-prong settings have prongs at around 1, 5, 7, and 11.) A little more obvious: The diamonds on the band of the second ring are twisted around the band, instead of sitting in straight rows.



Roped Diamond Engagement Ring



SOLITAIRE Diamond

April's Birthstone "DIAMONDS"

Diamonds are a thing of beauty and the ultimate gift for a loved one. Thought to be one of the hardest substances on the globe, diamonds date back billions of years. The diamond is the traditional birthstone of April and holds significant meaning for those born in that month, thought to provide the wearer with better relationships and an increase in inner strength. Wearing diamonds is purported to bring other benefits such as balance, clarity and abundance. It's also symbolic of eternal love, and those fortunate to call April the month of their birth will enjoy the following history behind this rare gem. Adopted from the Greek work "adamas," meaning invincible, diamonds come in a wide range of colors such as



Let the Sun Shine!



black, blue, green, pink, red, purple, orange and yellow. The color is dependent upon the type of impurities that are present in the stone. Yellow stones have minuscule traces of nitrogen while blue ones contain boron.

May's Birthstone Is "GO GREEN" EMERALDS

Traditionally associated with the attributes of fertility, love and rebirth, the Emerald was dedicated by the Ancient Romans to Venus, the goddess of love and beauty. The striking magnificent lush shade was one of Cleopatra's favorite gems. Today, emerald meaning represents wisdom, growth and patience. By weight, the emerald is the most valuable gemstone today.



June's Birthstones Are ALEXANDRITE & PEARL

A relatively modern gem, Alexandrite, was first discovered in Russia in 1831 during the reign of its namesake, Czar Alexander II, and is an extremely rare chrysoberyl with chameleon-like qualities. Its color is a lovely green in both day-light and fluorescent light; it changes color to a purplish red in incandescent light. Due to its rarity, some jewelers stock synthetic versions of this enchanting gemstone. (Synthetic gemstones are man-made alternatives to the natural material, possessing the same physical, optical, and chemical properties as the natural gemstone.)



Pearls are unique as they are the only gems from living sea creatures and require no faceting or polishing to reveal their natural beauty. In the early 1900s, the first successful commercial culturing of round saltwater pearls began. Since the 1920s, cultured pearls have almost completely replaced natural pearls in the market.



20% Off
Selected Pearls

21st Annual Citizen People's Choice Awards

**Thank You for Voting Us
#1 Best Jewelry Store!**

**32nd Anniversary
Sale!**

RJ JEWELERS
www.RJJewelersAuburnNY.com

**up to
50% Off!**

RJ JEWELERS
315-252-7954

Watch Battery Coupon

Coupon required for Watch Battery Special.
Coupon expires April 30th 2017, limited to
5 watches per person, excludes lifetime battery.

\$399 + Tax

217 Grant Ave. ♦ Auburn Plaza ♦ Auburn

32nd Anniversary Sale!



***Our 32nd Anniversary Celebration
offers storewide markdowns
up to 50% Off!***

***Diamond Engagement Rings,
Wedding & Anniversary Bands,
Designer Jewelry from:
LeVian, SimonG, Lafonn, and
Officina Bernardi.***

***Sale prices on Estate and Antique
Jewelry, & Crystal Waterford Gifts***

Need An Engagement Ring?

you can have a

1 Carat Diamond Ring
for under



Visit
RJ Jewelers
Today!

***Our easy financing options offer you
interest rates as low as 9.9%
with low monthly payments.***

**Citizen & Bulova & BERING
Watches Make Great Gifts!
All Watches Are Now 20% Off!**



Citizen Eco-Drive It starts with a simple, yet revolutionary concept: a watch that never needs a battery. Citizen Eco-Drive technology harnesses the power of light from any natural light or artificial light source-and converts it into energy. Check out our selection.

Caravelle New York presents the newest, freshest styles, defining life in a city of limitless possibility. Designed by Bulova in the heart of Manhattan, Caravelle New York offers the latest colors and trends each season, all with the best quality at attainable prices.

BERING is our newest line of men's and ladies watches.

BERING

WHEN THE PURE, COOL BEAUTY OF THE ARCTIC IS BLENDED WITH THE SIMPLE ELEGANCE OF DANISH DESIGN, A NEW ERA DAWNS: IT'S BERING TIME.



**RJ Jewelers Has
Expert On-Site Jewelry Repairs**

With proper care and maintenance, your fine jewelry will reward you with a lifetime of enjoyment and luxury.

RJ Jewelers offers a full range of on-site professional jewelry repair, refinishing and refurbishment services that make it easy for you to recapture the pleasure your jewelry was meant to bring. Our full suite of jewelry repair services includes ring sizing, mountings, stone replacement, re-tipping prongs, jewelry cleaning & polishing, necklace repair, bracelet repair, clasp replacement, refurbishment & custom jewelry designs.



Probably the best thing you can do is preventative care. Schedule a cleaning for your jewelry every year. During the cleaning, we check for signs of wear, such as loose stone mountings or bent clasps, and fix them before they become a serious problem.

Stop in to RJ Jewelers anytime for your Free Jewelry Cleaning & Inspection!



RJ Jewelers makes original creative custom designs for clients all across the country. Do you have old or un-worn jewelry sitting in the bottom of your jewelry box, bring them in and consider creating a piece of fine jewelry you'll want to wear. You can see some of our unique custom designed pieces on our website at: www.RJewelersAuburnNY.com

**217 Grant Avenue
Auburn Plaza**

www.RJewelersAuburnNY.com



DIAMONDS ♦ GOLD ♦ WATCHES ♦ GIFTWARE

315-252-7954

Store Hours:
Mon. - Fri. 10am to 5:30pm,
Sat. 10am to 5pm,
Closed Sundays

Watch Battery Coupon



Only \$3.99 + Tax

You must present this coupon for special battery price of \$3.99 plus tax. Offer is limited to five watches per coupon and per person. Coupon valid through April 30th 2017. Offer excludes our lifetime Battery.