

JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

RJ JEWELERS
DIAMONDS ♦ GOLD ♦ GIFTWARE

Auburn Plaza

315-252-7954

Fall 2016, 16th Issue

LOVE STORY CONTEST WINNERS!



**November & December
Birthstone Jewelry
20% Off!**



New Watch Collection by BERING



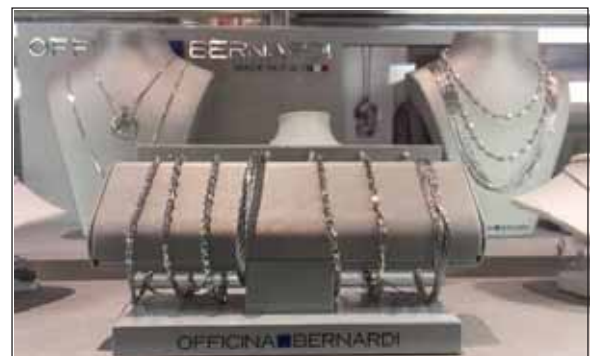
New Arrivals & New Technology In Silver Jewelry Collection Debuts At RJ Jewelry

The Officina Bernardi jewels are real made-in-italy creations, in each of their parts where technology and luxury are harmonized together. Italian jewelry design house Officina Bernardi takes the finest sterling silver and through its exclusive patented diamond cut technique creates a unique finish. This gives each piece an extraordinary sparkle; a glittering appearance that reflects and glistens like a diamond. In order to guarantee high levels of manufacturing, the manufacturer Chrysos has its mechanical department, to design and assemble the machines used to make the Officina Bernardi gold and silver beads, their special cutting, brightness and reflection. All manufacturing departments work with cutting-edge technologies and procedures, to be worldwide and fairly competitive. Research & Innovation, two fundamental elements for Chrysos, are constantly developed in a specific department. The analysis of the galvanic treatments is particularly important. In 2012 the galvanic department was enlarged. Today skilled technicians work in it, together with external partners who are world renowned experts. Every year a substantial amount of money is used to purchase or maintain machines, as quality needs a constant development and improvement, in accordance with the Officina Bernardi's philosophy. The Officina Bernardi Jewels represent a unique mix between technology and jewellery art. This is also their secret and potential. Several stages of the manufacturing process, not only design and finishing, requires skilled people and experts.



*Visit us today to
see this new
Sterling Silver
Collection
by*

OFFICINA ■ BERNARDI
JEWELRY



NOVEMBER BIRTHSTONES



Warm and regal, the bright citrine and the warm topaz are the birthstones for those born in November. Celebrate with jewelry featuring these beautiful yellow & gold gemstones, which is said to be comforting, energizing and life-giving.

RJ JEWELERS

217 Grant Avenue, Auburn Plaza, 315-252-7954

Mens & Ladies CITIZEN Watches 20% Off!



CITIZEN
Eco-Drive

*Need a gift?
Choose RJ Jewelers
Gift Cards
for the Holidays!*



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Auburn-Area Businesses' Love Story Contest Leads to Act of Altruism

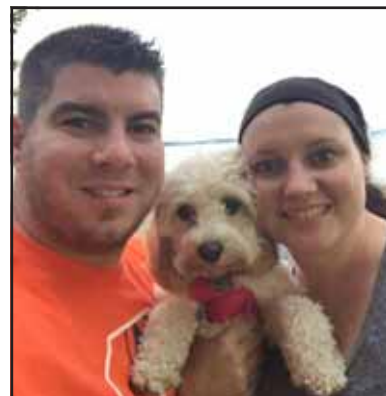
Auburn-area businesses RJ Jewelers and Oak & Vine at Springside recently held a Love Story Contest, which sought 200-word stories from entrants about the subject of love. The contest ran from August through the end of September.

The first-place winner was Justin Sheer, of Liverpool, who wrote about proposing to his girlfriend by way of their dog. The second-place winner was Kathleen Sherman, of Auburn, who wrote about her and her husband's 28th wedding anniversary this October.

Sheer won a \$500 gift card to RJ Jewelers, and Sherman won a \$100 gift card to Oak & Vine. But after reading Sheer's story, Sherman gave her card to Sheer and his fiancée, who will be married in February.

"I enjoyed their love story and we would like them to be able to enjoy a romantic dinner as 'pre-newlyweds' at the beautiful Oak & Vine," Sherman wrote. "We remember how difficult it was while saving for a wedding and future."

To read the Love Story Contest winners' stories, visit rjjewelersauburnny.com/events.html.



Watch Batteries are \$12.50 +Tax
Lifetime Watch Batteries \$17.50 +Tax

New Mens Collection By I.B. Goodman

I.B. Goodman is an American fine jewelry manufacturing company, family owned and operated and serving the jewelry trade since 1937. Creating fine Mens jewelry is their passion. Their legendary men's rings and accessories for every occasion and their classic and innovative bridal designs for the 'big day' are all meticulously handcrafted from the finest materials and available through luxury retail establishments worldwide like RJ Jewelers here in Auburn New York.



Wearing Jewelry

Jewelry is a beautiful and often sentimental accessory. We know that sometimes it is difficult to part with your treasure but there are certain times, in order to preserve its look, it should be removed to avoid any damage or unnecessary wear and tear.

Remove Jewelry during Manual Tasks - This will prevent physical damage or harsh exposure to household cleaning solutions.

Put Jewelry on After Applying Makeup or Hairspray - Avoid wearing jewelry during your morning routine. Cosmetics, hairspray, lotion and perfumes contain material that can damage or dirty your jewelry unnecessarily.

Do Not Wear Jewelry While Swimming or in Spas - Chlorinated water can react with metals found in jewelry which can cause changes in color or expedited tarnishing.

Remove Jewelry before Playing Contact Sports - Wearing your jewelry during sports can damage the jewelry itself as well as the wearer. Remove all jewelry before engaging in competition.

Cleaning Jewelry

For those that wear jewelry regularly, keeping their jewelry clean and looking good requires regular effort. Here are some general guidelines that may help:

Use Jewelry Polishing Cloths for Best Results - Polish silver or gold with a jewelry polishing cloth for best results.

Clean Your Jewelry With Care - It is important to be delicate with your jewelry at all time but especially when cleaning. Because it is such a hands-on process, pay close attention and care. There are commercial products that can be purchased or if you have a trusted jeweler in the neighborhood, it may be best to bring it there. RJ Jewelers cleans your jewelry at no charge.

Use Warm Water to Clean Jewelry - Using warm water is the best bet when cleaning your own jewelry.

Magnetic products require proper care in order to maintain the magnets in good condition. Magnetic products should be removed before showering, bathing, hand washing or swimming. Chlorinated, salt or treated water may oxidize or corrode the magnets. Do not use jewelry cleaner with any magnetic products. To clean magnetic jewelry, wipe with soft damp cloth using a mild soap. Rinse and dry the jewelry thoroughly before wearing.

Inspect Your Jewelry Regularly - It is a good idea to inspect your own jewelry for any damage. If it is a favorite piece and worn often, you should consider bringing it in to a trusted jeweler every six months for inspection.

Lafonn
EVERLASTING DESIRE™



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WAXING POETIC®

 **Holiday Gifts**
bangle bracelets
by
Rembrandt Charms



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December Birthstone Jewelry



Blue Topaz Turquoise Tanzanite





315-252-7954
RJ JEWELERS

20% Off!
 **This Month**





Store Hours:
Monday thru Friday 10am to 5:30pm
Saturday 10am to 5pm
Closed Sundays
www.RJJewelersAuburnNY.com

Coast
DIAMOND



RJ Jewelers 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 Free Cleaning for your jewelry every year. During the cleaning of your jewelry we check for signs of wear, such as loose stone mountings or bent clasps, and fix them before they become a serious problem.



Stephen Gonzales

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

Custom Designs For Our Customers

RJ Jewelers makes original creative custom designs for clients all across the country. Often, depending on the intricacy and level of detail of the custom piece, a three dimensional model is made for the client's approval before the final piece is created. The piece is then hand made by either traditional fabrication techniques or the lost wax casting method. Finally, the piece is hand finished and presented to the client as a unique and one of a kind piece of art. You can see some of our unique custom designed pieces on our website at: www.RJJewelersAuburnNY.com



Custom designed necklace using a customers Trillion Cut Diamonds, Tourquoise and set in 14kt Gold crafted by RJ Jewelers goldsmith Stephen Gonzales.



Our Easy Financing Options offer you interest rates as low as 11.99% with low monthly payments.

Store Hours:
***Monday thru Friday 10 to 5:30
Saturday 10 to 5, Closed Sundays***

