

JEWELRY NEWS & VIEWS

RJ JEWELERS

DIAMONDS ♦ GOLD ♦ GIFTWARE

Auburn Plaza

Fall/Winter 2017, 18th

WIN A Pair Of Diamond Stud Earring @ RJ Jewelers

RJ JEWELERS is doing it again for this upcoming holiday season. We are giving away another pair of Diamond Stud Earrings with a retail value of \$1,000! The last pair we gave away was for our Mother's Day Celebration this year. Our customers and friends entered the drawing by filling out an entry form in our store or by going online and joining our email list at www.RJewelersAuburnNY.com. Your emails are secure with us and we only email you our two newsletters a year along with "New Arrival Collections" and special

sales promotions. The Winner of our Mother's Day Diamond Stud Earrings Giveaway in May was Jason Kufs from Auburn, NY. Congratulations Jason! Everyone can enter our Holiday Giveaway. You do not have to be a customer to enter. We do appreciate having your emails so we can keep you informed of our specials and new collections. The Holiday Giveaway



Drawing winner will be randomly selected from our email list on Saturday, December 23rd. RJ Jewelers has been in business for 32 years and our customers are very important to us because they are our friends and family. Our customers can trust us with their jewelry purchases, custom designs and jewelry repairs. And we always offer free jewelry cleanings & inspections.

HOLIDAY Giveaway

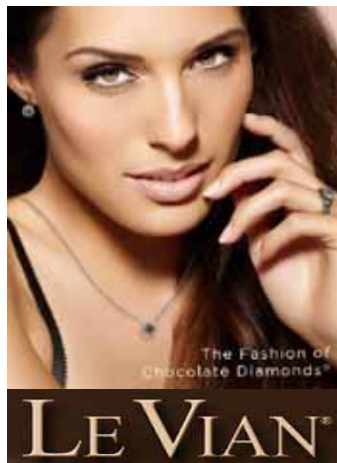
*RJ Jewelers
is giving away
a pair of 1/2 ct tw*

**Diamond
Stud Earrings!**

a \$1,000 value!

Enter drawing by filling out an entry form in-store or
join our website email list.
The winner will be randomly selected from our customer
email list and notified by email on Saturday December 23rd.
www.RJewelersAuburnNY.com

RJ Jewelers & LeVian Jewelry Trends For 2018



Le Vian® has traditionally been recognized for finding and selecting rare, high quality, natural gems and diamonds for its collectors. Le Vian® obtained a registered trademark of Chocolate Diamonds®, so consumers would be assured that these branded diamonds are of the highest quality, meeting specific standards of what it takes to be a Chocolate Diamond®.

RJ Jewelers invites you to stop in and try on some of our 2017 Le Vian collections. In 2018 the Bridal Trend Of The Year from Le Vian is colored diamonds. The millennial woman of today wants to define her individuality by seeking color gems and color diamonds as her engagement ring. As no one colors your world like LeVian™, they have given themselves permission to rein-



vent the most important category in fine jewelry in color with precious engagement gems like Costa Smeralda Emeralds, Passion Ruby and Cornflower Ceylon Sapphire and natural color diamonds like Sunny Yellow Diamonds and Strawberry Diamonds. Another popular trend this year is stacking rings, bracelets as well as the layering of necklaces and earrings. Mix & match stacks of multi-colored gems and diamond rings and bracelets to create your own individual style. Layer on necklaces in differing lengths and textures for a look that is uniquely you. Your earrings can also create a layered effect on your earlobes. This popular trend is about making the jewelry an extension of you.

NOVEMBER BIRTHSTONES

Citrine
&
Topaz 20% Off!

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 & BULOVA Watches 20% Off!



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

Holiday Gifts
designer watches
by
BERING

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STUNNING ENGAGEMENT RINGS by Levy Creations

Based in Chicago, Levy Creations is one of the largest manufacturers of distinctive engagement and wedding sets in the country. From design to manufacturing, Levy Creations one of the few companies to create nearly all products from start to finish in one facility. Their designers are constantly working to create new and unique styles of unsurpassed beauty and desirability. High quality and workmanship is prevalent in all of Levy Creations' diamond rings, pendants and earrings. RJ Jewelers offers a wonderful collection of Levy Creations. If you are thinking of proposing this Holiday Season, then you must stop in and talk to our staff about purchasing a diamond engagement ring. Our staff will take the time to educate you all about diamonds and their quality and values. If your anniversary is in the near future you may want to add a diamond anniversary band to her wedding rings. Stacking anniversary bands and birthstone bands are very popular today. RJ Jewelers offers easy financing options. We have interest rates as low as 9.99% with low monthly payments. We also have offer a 12 months interest free option. See store for details.



Levy Stackable Anniversary Band and Twisted Eternity Band with Round Brilliant Engagement Ring



Levy Creation Round Brilliant Engagement Ring with 1.04ct center diamond with .85tw side diamonds.

Need An Engagement Ring?

you can have a
1 Carat Diamond Engagement Ring
for under
\$100 a month!

see store for details...

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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.





OFFICINA BERNARDI Takes Stacking Jewelry To A Whole New Style

In 2007 Carlo and Francesco Bernardi launched the cutting-edge jewelry brand Officina Bernardi. They brought together experts in design, engineering, marketing and communication to develop a refined and globally appealing Italian manufacturing process. Officina Bernardi jewelry is made from start to finish in Chrysos' premises. Industrial innovation, Italian vision, elegant designs, and a deep relation with the local tradition are the brand fundamentals. Officina Bernardi started its distribution in the US market in 2007, one of the leading markets for Chrysos spa, with immediate success. Today the brand is sold in the US in more than 800 boutiques, independent jewelry stores, and luxury department stores and here at RJ Jewelers. After the US success, Officina Bernardi focused on the European market, Italy in particular. In Italy, the brand is now sold by a selected group of jewelry shops and directly managed by the head office. A large stock of finished jewelry, fast deliveries in Italy and the USA, and a productive supply chain that is continually developing new products are the key factors of the brand's success. The symbol of the Officina Bernardi brand identity is a small gold and silver bead, representative of the moon, manufactured with exclusive technologies and high-precision methods developed by Chrysos. Its special moon diamond cutting technique has a unique, changing and infinitive brightness with refractions, enhanced by a hand finishing process. The Moon bead is the essence of Officina Bernardi jewelry and the brand's unique brightness. Stop by RJ Jewelers this holiday season and see why this jewelry collection is so popular and a great gift for Christmas.

December Birthstone Jewelry

Blue Topaz	Turquoise	Tanzanite
315-252-7954		20% Off!
RJ JEWELERS		This Month

Waterford Gifts for Christmas, the Office and Weddings!



WATERFORD
CRYSTAL



Lafonn
EVERLASTING DESIRE™

Lafonn is an arbiter of exquisite jewelry. Expertly crafted in sterling silver bonded with platinum, yellow, or rose-gold, and handset with the world's finest simulated diamonds, genuine gemstones, and lab created gemstones, every Lafonn piece is coveted for its exceptional brilliance and fire. On Sale now at RJ Jewelers!

Holiday Gifts

designer jewelry by Lafonn

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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



BEFORE

AFTER

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

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

Holiday Gifts
Engagement Rings
by
COAST Diamonds

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Our easy financing options offer you interest rates as low as 9.99% with low monthly payments. Ask about our 12 Month Interest Free option!

Holiday Gifts
bangle bracelets
by
Rembrandt Charms

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