

# JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

Auburn, New York

RJ JEWELERS  
DIAMONDS ♦ GOLD ♦ GIFTWARE

Spring 2015, 10th Issue

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*Anniversary Sale Issue!*

**Voted #1 Best  
Jewelry Store  
18 Years In a Row!**

RJ JEWELERS  
**30<sup>th</sup>  
Anniversary  
Sale!**



**Jewelry Clearance  
up to  
60% Off!**

**Your Birthstones  
April, May & June!**

**Mother's Day Rings  
& Jewelry**

**Jewelry Trend Alert:  
Mixing Metal Colors**

**Citizen & Bulova  
Graduation Gifts**

*Visit RJ Jewelers Today!*



217 Grant Avenue  
Auburn Plaza ♦ Auburn, NY 13021  
Store: 315-252-7954  
www.RJJewelersAuburnNY.com

## Celebrate With Us During Our 30th Year Anniversary

Our family owned and operated jewelry business has grown over the past 30 years to become one of the most respected jewelry stores in Upstate New York. We contribute our success to customer satisfaction and the personal attention we give to every customer. In addition to offering a wide 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 Gemologists are 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. This sets RJ Jewelers apart from most jewelry stores that have to ship out jewelry for these services. Plus RJ Jewelers always offers free cleaning and inspection services to anyone that visits our store. During our 30th Year Anniversary in April we will be having a HUGE Clearance Sale with cases of jewelry and diamonds discounted up to 60% Off. We hope you get a chance to stop in and see us.

### A 30th YEAR ANNIVERSARY... What does it represent?

30 years have come and gone but your love still burns brightly. Chances are the kids are all grown up and you might be grandparents. The memories that you have shared are priceless. Our 30 Year Anniversary means so much to us and our customers. We want to thank you all for help making RJ Jewelers the fine jewelry store it is today. Here are some 30 year anniversary facts:

The traditional anniversary gift is PEARL. The modern gift today is DIAMONDS. The Flower is the LILY. The popular songs 30 years ago were: "Y.M.C.A." by the Village People and "I WILL SURVIVE" by Gloria Gaynor.

The price of Gasoline 30 years ago in 1985 was \$0.98 a gallon!!!

**TRADITIONAL GIFT:** The traditional gift given for the 30th wedding anniversary is pearl. Some gift ideas are: earrings, necklace, bracelet, cuff links or a religious rosary. It is important to know that pearls are a very sensitive gem. They need to be taken care of and restrung every couple of years. They can be irritated by common things such as makeup and perfume.

**MODERN GIFT:** A more modern gift for the 30th wedding anniversary is a diamond. Of course diamonds are the most well known and sought after gem. Diamonds are most commonly associated with earrings, necklaces, rings, bracelets, cufflinks, etc. As opposed to pearls, diamonds are the hardest most durable gem there is. Unlike pearls, they do not need such meticulous care. They just need to be cleaned and polished periodically.

**GEMSTONE:** Pearl is the gemstone that represents the 30th wedding anniversary.

sary. Pearls are unique to other gems in that they are created inside of certain species. Oysters, mollusks and clams all produce pearls. There are two types of pearls, natural and cultured. A natural pearl is the rarest of pearls. It is formed when an irritant makes its way into one of these species. It then begins to secrete what is commonly known as “mother of pearl” to produce the smooth, final product. A cultured pearl is the more common pearl found in jewelry. A cultured pearl is formed when a human purposely places an irritant in one of the above species with the intent of “growing” a pearl. Pearls have long been a valued commodity and are a perfect gift to give on the 30th wedding anniversary.

## Engagement Ring Trends: Vintage Styles

If you have looked at engagement rings recently, or have had friends get engaged in the last few years, you have most likely noticed a popular trend taking center stage – vintage halo engagement ring styles. With its bold, dazzling look, and timelessly inspired details, this classic engagement ring style is a true beauty that has proven to be one of the most popular ring styles in years. So, why has this vintage ring style taken over as a fashionable, bestselling style for women everywhere? First, the halo design by nature, with a smaller circle of diamonds surrounding the large center stone, creates a big, bold look that immediately makes your engagement ring appear even larger than it is. The extra diamonds on this ring style also creates maximum brilliance, resulting in a radiant sparkle that can be seen across any room. However, some people fear that this style is just “trendy” and therefore will be out of style in five, 10 or even 20 years. This is actually the complete opposite - while yes, this ring is extremely fashion-forward at the moment, its vintage look gives it timeless, elegant appeal that will be a look you will love forever. So, is this beautiful, vintage halo engagement ring style right for you? Like any ring style, this design is not for everyone...but if you are searching for a stunning, stylish engagement ring that is sure to turn heads, a halo style might just be perfect for you.



**30th Anniversary Clearance 60% Off!**

**Diamond Necklace**  
Reg. \$2,995  
Now \$995

**Diamond Ring** Reg. \$2,995  
Now \$1,295

**Diamond Ring** Reg. \$2,995  
Now \$1,295

**Diamond Pearl Necklace**  
Reg. \$2,495  
Now \$995

## 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 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.

### 30% Off Selected Pearl Jewelry!



**GALATEA**

When an oyster swallows a grain of sand it feels the discomfort, so it begins to ease the pain by applying a coat of nacre (pearl). It is during this healing process that it creates a beautiful pearl. It is rather ironic to think that something so beautiful can be created out of so much discomfort. This is like life itself. It is easy to love in good times, but it takes courage to love through the discomfort of our lives. The diamond represents the grain of sand and the pearl evokes an aura of courage, love, and healing that is embedded deep within the soul. It is this unique transformation that has given birth to "Diamond in a Pearl," the symbol of love.



## Mother's Day Rings & Jewelry

DESIGN YOUR FAMILY & MOTHER'S JEWELRY  
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



*30th Anniversary Sale!*  
**Jewelry Clearance**  
*up to*  
**60% Off!**



## Jewelry Trend Alert: Mixing Metal Colors

We've talked for months about the growing popularity of rose and yellow gold jewelry styles...and now this trend is going one step further. So, for all the women that love the bold look of colored metals, but can't choose a favorite, you are in luck. Gone are the days that it is considered taboo to mix and match different metal colors. And mixing metal colors in jewelry is now one of the season's biggest trends! Not sure where to start? This great trend can give your wardrobe an instant update using jewelry that you may have never considered wearing together. A yellow gold necklace can be layered with a rose or white gold necklace without clashing, as long as the styles of the pieces complement each other. Or try stacking yellow, rose and white gold rings together or layering costume jewelry with diamond jewelry. You can't go wrong!

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



**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 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. 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. RJ Jewelers also displays and sells handmade jewelry by local designers such as Stephen Gonzales and Terry Grosser. You can see some of our unique custom designed pieces on our website at: [www.RJewelersAuburnNY.com](http://www.RJewelersAuburnNY.com)

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Auburn Plaza**

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DIAMONDS ♦ GOLD ♦ WATCHES ♦ GIFTWARE

**315-252-7954**

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

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Jewelry Cleaning  
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*Our on-site experts will ensure your jewelry stays beautiful and secure.*

 **FREE**  
Gift Wrapping!  
**Fill out our Gift Registry!**

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On-Site Repairs**

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Excludes battery replacement costs.  
Not valid with any other offer.  
Offer good through 2015. One per customer.*

**10% Off!**  
*Receive a 10% Off Discount  
with this coupon on any regular  
priced jewelry, watch or gift  
purchase at RJ Jewelers through  
December 31st 2015!*

**We Buy Gold, Silver  
& Diamond Jewelry!**  
**Easy Financing Available!**