

JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

Auburn, New York

Spring 2016, 14th Issue

RJ JEWELERS
DIAMONDS ♦ GOLD ♦ GIFTWARE

31st Anniversary Sale!



Our Biggest Sales Event Of The Year!

We are so excited to announce our 31 Year Anniversary to our cherished customers and Upstate New York. For the past 31 years RJ Jewelers has grown with Auburn 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. 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 31st Anniversary Sale in April 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 hope you get a chance to stop in, see us and browse.

217 Grant Avenue

Auburn Plaza ♦ Auburn, NY 13021

Store: 315-252-7954

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Anniversary Band Trend Looks Great Stacked!



One popular option for wearing anniversary bands is to stack it with the wedding band and engagement ring. This gives the finger a fuller appearance and is sure to get attention from friends. This is perfect for anyone with a smaller engagement ring, as it will make the ring look larger. Here you'll see examples of what stacking rings can look like. As you can see, it is very important to have rings that compliment each other if you wish to pull off this look. That way, adding an eternity ring will create an all-around gorgeous look. For those who



don't want to overcrowd one finger, putting the anniversary band on the right hand is another great place to wear one. This will spread your rings out and isolate their beauty. Some women with large engagement rings will even wear their wedding band

and anniversary bands together on the right hand. These options are great for women whose rings don't match well with each other or who have a big ring that can be shown off alone. If the ring fingers are already filled up with other rings, an anniversary band can be worn on any finger and swapped around from day to day. This gives the wearer more freedom to adjust the ring based on the occasion. This style is perfect for someone who likes to wear a lot of jewelry and is constantly changing their look. One warning before you commit to this, make sure the ring is the right size for whatever fingers it will be worn on.



**Free Jewelry Cleaning & Inspections
for all your fine jewelry!**



The 4 Hottest Trends in Engagement Rings Right Now!

TREND 1: Cushion-Shaped Halo Ring With a Round Diamond

"A twist on the halo engagement ring trend! Lots of women are seeking an increasingly popular cushion-shaped ring, but set with a round-cut center diamond for maximum brilliance. This style provides the best of both worlds: An on-trend overall look with a classic-shaped stone."



TREND 2: Vintage-Inspired Details

"Popular for a while now, the vintage-inspired trend shows no signs of slowing down. And why should it? The rings are intricate, exquisite, and provide the wearer a look of just having stepped out of a classic movie."



TREND 3: Fancy Color Diamonds

"Anomalies of nature, only one in every 10,000 diamonds possess natural color, including shades of yellow, red, blue, and brown. Referred to as a 'fancy' diamonds, they are popular with women who are looking for something even more rare and distinctive."



TREND 4: Eternity Band Engagement Rings

"An important trend is individual expression and this doesn't necessarily mean big or flashy. Many women favor a diamond eternity band as an engagement ring, which provides a 'subtle stunning' look and symbolizes the eternal nature of marriage."



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.



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!



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 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.



31st Anniversary Sale!

-30%



LE VIAN



Our 31st Anniversary Sale starts April 4th with storewide markdowns in every case. Diamond Engagement Rings, Wedding & Anniversary Bands, Designer Jewelry from LeVian and SimonG, Pearls, Birthstone Jewelry, Estate and Antique Jewelry, Watches and Waterford Gifts! Look for the Red Sale Tags!



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



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.



**CARAVELLE
BY
BULOVA**



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.



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

Need An Engagement Ring?

you can have a
1 Carat Diamond Ring

for under

\$100
a month!



Visit
RJ Jewelers
Today!

RJ JEWELERS
DIAMONDS ♦ GOLD ♦ GIFTWARE

217 Grant Avenue

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. 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

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



Store Hours:

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

Auburn Plaza