

# JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

Auburn, New York

Spring / Summer 2018

RJ JEWELERS  
DIAMONDS ♦ GOLD ♦ GIFTWARE

## 33<sup>rd</sup> Anniversary Sale!

March 26th - April 30th

**Mother's Day Is Sunday,  
May 13th 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 Sale. This year we are celebrating our 33rd year in the jewelry business. We love Auburn and appreciate all the customers and friends we have acquired over the years. For the past 33 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 33rd 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**. Don't forget to visit our website and sign up for our bi-annual newsletter and to be eligible for our jewelry giveaways: [www.RJJewelersAuburnNY.com](http://www.RJJewelersAuburnNY.com) Phone: (315)252-7954



**Enter To Win.**

### 14k White Gold Pavé Diamond Heart Ring Giveaway!

Last year in celebration of Mother's Day RJ Jewelers had a drawing and gave away a pair of Diamond Stud Earrings. This year RJ Jewelers will be having another drawing for Mother's Day but this time it will be a Pavé Diamond Heart Ring with .22tw diamonds set in 14k white gold. To participate in our drawing giveaway you can fill out an entry form at the store or enter your email address to our email list on our website. If you are already on our email list you are automatically entered for the drawing. *Happy Mother's Day!*



# Must-Have Lafonn Jewelry Trends For 2018

Lafonn, the jewelry brand known for Luxury Within Reach, announces The Milano Collection, featuring luxurious, hand-twisted sterling silver coil crafted into contemporary jewelry designs.

The collection name and designs draw inspiration from Milan, the fashion and design capital of the world that has inspired artists for hundreds of years. The combination of artisanal hand-twisted silver coil, polished 18K Gold, and sparkling simulated diamonds creates a contemporary, yet sophisticated look that is infinitely wearable by women of all ages.

Romantically chic. This adjustable textured Milano bangle bracelet effortlessly incorporates classic charm and hottest trends. This open cuff crossover bangle bracelet is set with Lafonn's signature Lassaie simulated diamonds in sterling silver bonded with platinum and gold-plated sterling silver.



22nd Annual Citizen People's Choice Awards

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

**RJ JEWELERS**

www.RJJewelersAuburnNY.com  
315-252-7954

*Celebrating our 33rd Year Anniversary!*

217 Grant Ave. ♦ Auburn Plaza ♦ Auburn

## A few pieces from our Estate & Antique Jewelry at RJ Jewelers



Emerald & Diamond Fashion Ring in 14k Yellow Gold. E=.50tw, D=.15tw. EST01127. \$895



Star Pearl Stud Earrings set in 14k White Gold with original box. #EST01182. \$195



Ruby & Diamond Fashion Ring in 14k Yellow Gold. R=.50tw, D=.24tw. EST01099. \$795



Sapphire & Diamond Fashion Necklace in 14k Yellow Gold. S=.85ct, D=.30tw. EST01072. \$995

### OFFICINA BERNARDI JEWELRY

Visit our store today and see the new arrivals from Officina Bernardi Italy. We have Sterling Silver Bracelets starting at \$60. Designer fashioned necklaces and earrings are also available at great prices.



### Coast DIAMOND

#### HALO EFFECT

Give your center diamond a sparkly boost with this ultra-glam setting of round or micro pave diamonds by Coast Diamonds.

**All Birthstone Jewelry Is On Sale  
During Their Month for 20% Off!**

**Diamonds**  
April's birthstone diamonds are a thing of beauty, the ultimate gift for a loved one.



*and a girl's best friend*

**This Month 20% Off!**

**RJ JEWELERS**  
217 Grant Avenue, Auburn Plaza



***Our 33rd Anniversary Celebration offers storewide markdowns from 20% to 50% Off! Diamond Engagement Rings, Wedding & Anniversary Bands!***

**Caring For Pearls**

Pearls are an organic gem and they require specific care that will protect them for a very long time. They can be harmed by contact with many chemicals found in household cleaners, perfumes, cosmetics and hair care products of all kinds. Never use toothbrushes, scouring pads or any type of abrasive material to clean your Pearls.

Never use any "magic eraser" or other commercial cleaning pad, even those 'safe for non-stick' or otherwise presented as "gentle".

Never clean your pearls with anything containing chlorine bleach, vinegar or ammonia (including Windex). All will harm pearls. Avoid anything other than water and mild soap.

Never expose your Pearls to dish or laundry detergents, bleaches, powdered cleansers, or baking soda.

Never use any type of ultrasonic cleaner.

Never steam clean your Pearls.

Never use tarnish remover or any type of jewelry cleaner advertised on TV as a miracle cleaner.

Never store your pearls in any type of plastic bag. Plastic can emit a chemical that will cause the surface of the Pearl to deteriorate.

Never leave your pearls around a direct source of heat such as a fireplace mantle, on top of a television set, or stove.

Never store your Pearls in a very dry room or in a safe deposit box for a long time. Your Pearls need a little moisture like your skin so that they will not dry out!

*Always remember that your Pearls should be the LAST THING YOU PUT ON when dressing and the FIRST THING YOU TAKE OFF when you get home.*




**20% Off  
Selected Pearls**

## All About Wedding Bands

Although the engagement ring usually takes center stage, finding the right wedding band is equally as important. Depending on your preferences, your band can either highlight your existing sparkler or be a statement-making piece of its own.

### Metal Bands

A classic metal band with no gemstones, is usually crafted from platinum, 18k, 14k white, yellow or rose gold. Alternative metals include titanium and stainless steel. Classic metal bands match with any style engagement ring and can be layered with other bands. Best for: The super active bride who doesn't want to take off her wedding band and doesn't want to worry about diamond or prong damage.

### Pavé Bands

An encrusted band where the diamonds are set into the metal. Matches with: Engagement rings that have a pavé band or a cushion cut solitaire with a pavé halo setting. Best for: The bride who likes the sparkle of a diamond band without the look of prongs.

### Eternity Bands

A specific type of band, characterized by identically sized diamonds that go around the entire ring as a symbol of eternity. Two common styles of eternity bands are shared prong setting and channel setting. In a shared prong set band, the two stones that sit next to each other share a prong and from the side, the prongs form the shape of the letter 'u.' The diamond is exposed from the top and the sides which gives this style a lot of sparkle. In a channel set eternity band, the diamonds lay side by side within a metal channel, which make up the sides of the ring. Matches with: A shared prong set eternity band pairs best with classic engagement rings and adds extra shine to the look. A channel set eternity band has a more modern feel and pairs best with channel set engagement rings. Best for: With so many options, the eternity band truly has something for everyone. It's also a particularly good choice for brides who want to wear their wedding band alone without their engagement ring.

### Anniversary Bands

Similar to an eternity band but the diamonds go halfway around the ring. Matches with: Any type of engagement ring - the trick is to make sure the settings are the same to give the set a cohesive feel. Best for: Brides who like the timeless look of an eternity band, but don't want to bulkiness of having diamonds between their fingers and on the inside of the hand.

## 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](http://www.RJewelersAuburnNY.com)

## Citizen & Bulova Watches Are Now 20% Off!



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

## Need An Engagement Ring?

you can have a

**1 Carat Diamond Ring**

for under

**\$100**  
a month!



Visit  
**RJ Jewelers**  
Today!

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