

JEWELRY NEWS & VIEWS

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Auburn, New York

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Summer 2014, 7th Issue

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SIDEWALK
SALE**
Fri. & Sat.
July 11th & 12th

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20% to 50% Off!**

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Perfect Wedding Gifts
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July's Birthstone Is Ruby

There's no better way to demonstrate your love than by giving a ruby in celebration of a July birthday. Rubies arouse the senses, stir the imagination, and are said to guarantee health, wisdom, wealth and success in love. Ruby is a variety of the gem species *corundum*. It is harder than any natural gemstone except diamond, which means a ruby is durable enough for everyday wear. Fine-quality ruby is extremely rare, and the color of the gem is most important to its value. The most prized color is a medium or medium dark vivid red or slightly purplish red. If the gem is too light or has too much purple or orange, it will be called a fancy-color sapphire.



**All Birthstone Jewelry
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Rare Ruby Ring Estate Jewelry



In our stock of Estate Jewellery at RJ Jewelers is a very unique Cabachon Ruby Ring. Diamonds 3.83tw. 18kt white gold setting. Price: \$7,995

Peridot Is The Birthstone For August

Peridot is said to host magical powers and healing properties to protect against nightmares and to bring the wearer power, influence, and a wonderful year. As peridot is a gemstone that forms deep inside the Earth and brought to the surface by volcanoes, in Hawaii, peridot symbolizes the tears of Pele, the goddess of fire and volcanoes. Today, most of the peridot supply comes from Arizona; other sources are China, Myanmar, and Pakistan. This gemstone comes in several color variations ranging from yellowish green to brown, but most consumers are attracted to the bright lime greens and olive greens. Peridot, in smaller sizes, often is used in beaded necklaces and bracelets.



September's Birthstone Is Sapphire

Sapphire, the September birthstone, has been popular since the Middle Ages and, according to folklore, will protect your loved ones from envy and harm. Medieval clergy wore sapphires to symbolize heaven, while commoners thought the gem attracted heavenly blessings. Blue sapphires range from very light to very dark greenish or violetish blue, as well as various shades of pure blue. The most prized colors are a medium to medium dark blue or slightly violetish blue. Sapphire is a variety of the gem species *corundum* and occurs in all colors of the rainbow. Pink, purple, green, orange, or yellow corundum are known by their color (pink sapphire, green sapphire). Ruby is the red variety of corundum.



Caring for Your Pearls

Even cultured pearls with thicker coatings are more fragile than most other gemstones, so you must handle them carefully to keep them in the best condition. Your pearls will stay cleaner if you put them on after you've applied your makeup and perfume. Be sure to take off your pearl rings before you apply hand and body creams. Wipe your pearls with a soft, lint-free cloth as soon as you take them off. The cloth can be dampened with water or it can be dry. If damp, allow the pearls to air dry before putting them away. Dirty pearls can be cleaned with a mild soap and water solution (try Ivory flakes). Never clean your pearls with solutions that contain ammonia or harsh detergents. Don't put pearl jewelry in an ultrasonic cleaner. Don't use abrasive cleaners or rub pearls with abrasive cloth. Both can wear away the nacre coating, leaving you with a plain looking bead.

Storing Pearls

Don't store your pearls with other jewelry, because they can be scratched easily when metal or gemstones rub against them. Find a special slot in your jewelry box for the pearls, or keep them in a soft bag made from chambray or another non-abrasive material.



The Hot New Trends in Engagement Rings

If celeb engagement rings are any indication, a simple diamond and platinum setting isn't the norm anymore. We asked McQueenJewelry CEO Yosi Elison what's huge right now. The theme? Bigger - and different - is definitely better. Hey, it's good to know...just in case.



Forget Traditional

We're all different, so why shouldn't our engagement rings show off our individuality? "Women want unique now. There was a huge surge in halo, cushion-cut diamond settings the last few years and bride after bride had a similar looking ring," Elison said. "The newest crop of brides-to-be want a ring that showcases their individual personality; they're shying away from 'traditional.'"

Different Shapes

Brides are now shifting away from traditional round cut diamonds in favor of eye catching shapes like marquise, pear, cushion, and emerald cut diamonds. A double halo look two tiers of smaller diamonds is also getting more popular. It gives the appearance of a bigger stone for a (sometimes) smaller price.

Vintage Is Back

Vintage-inspired ring sales have increased bigtime, thanks to shows like Downton Abbey. The designs are delicate, incredibly feminine while still being sophisticated - like lace dripping in diamonds. The show's U.S. return in 2013 made the vintage style even more popular.

Lots of Color

Call it the Duchess effect: Many future brides are opting for emerald- and yellow-colored stones over the typical white diamond. Think Kate Middleton's sapphire stone and Kelly Clarkson's huge yellow rock - that's the new look.

Mixed Metals

Platinum has been the go-to setting for engagement rings for years, but expect to see different types of metals in the future. Brides are rocking white, rose and yellow gold rings, among other precious metals.

Bigger Is Better

Jewelers are also receiving more requests for super-sized diamonds thanks to the huge rocks celebs like Jennifer Aniston and Angelina Jolie are wearing. Got a guy on a budget? A smaller rock with better quality color and clarity will sparkle more than a massive (yet affordable) one with more flaws.

5 Ways To Protect Your Jewelry While Traveling This Summer

Weekend getaways, jaunts to the beach, and full-fledged vacations are perks that pretty much come with the territory during the summer months, so it's no wonder that summer fashion tips - i.e., what to wear, what to pack, what to buy - are at the forefront of our minds right now.

One thing, though, that's not quite as readily on our radar is the idea of jewelry and how the summer months might affect our pieces. Namely, how we can protect our beloved rings, jewelry, necklaces, and earrings from the season's elements, and how we can keep them secure while jetting off somewhere sun-filled.

According to the experts at The International Gemological Institute (IGI) the world's largest independent laboratory for testing and evaluating gemstones and fine jewelry, our jewelry can take a serious bruising when exposed to quotidian summer activities such as lounging in the sand, applying suntan lotion, and traveling. Whether your summer plans include a weekend trip or a week abroad, we caught up with Jerry Ehrenwald, president and CEO of IGI, to get 5 easy tips on how to make sure your jewelry is taken care of.

1. Sunbathe sans sparklers. Sunscreen can coat gemstones, which reduces refractive and reflective light. Essentially, this means your stones won't be as brilliant or bling-y. To avoid this, leave your fine pieces at home if you're heading to the beach or the pool for the day, and be sure clean them regularly all summer.

2. Organization is key when traveling. When jumbled together, your jewelry doesn't always get along. For example, a diamond can scratch a pearl, and a bracelet can get caught on a necklace, so always pack pieces in individual soft cloth pouches or lined jewelry boxes to prevent scratching, dulling, and the dreaded tangling of chains.

3. Keep it safe. When selecting a hotel, be sure that safe deposit boxes are available. Never leave fine jewelry unattended in a hotel room, a rental car, or on a lounge chair, even if you're just popping over to the bar for a mojito.

4. Shopping for something new? Do your research. Oftentimes, vacation destinations are also prime shopping destinations, so if you get the urge to commemorate your trip with a new fine jewelry purchase (as opposed to a couple of locally-made friendship bracelets, which are a must!), make sure you're buying from a jeweler that's been in business for several years. When in doubt, check a retailer's reputation and rating with the Better Business Bureau (www.bbbonline.org) and also learn the store's return policy. Most reputable jewelers have at least a 30-day money back guarantee wherever you are.

5. Before you go away, be sure your jewelry is adequately insured. If you decide to bring an especially valuable piece on vacation, perhaps your engagement ring, a pricey watch, or a family heirloom, you might want to consider consulting an insurance agent to obtain an independent appraisal report to ensure a fair replacement if the article is lost, stolen or damaged.

Custom Jewelry Design & Repairs

Unlike many jewelry stores that belong to a chain, our customer service, custom design and jewelry repair service is on-site and beyond compare. Our staff consists of a GIA graduate gemologist and an on-site goldsmith. Estate jewelry can be re-worked and/or re-designed, stone by stone, all metals recycled, or a fresh new custom design can be created. All work is overseen personally by Bob Simmons, owner of RJ Jewelers. Each creation begins with a sketch. If you have a design you would like to see created, you can bring in your own sketch or the friendly design team at RJ Jewelers will be happy to draw one for you. From there the design is carved into wax by hand, and then the final product is produced. RJ Jewelers works with silver, gold and platinum, and with an array of precious and semi-precious stones to create marvelous works of art for you to enjoy. All of the metals and stones you seek can be found right within our store but we also specialize in heirloom jewelry repair and re-creation. If you desire, we will incorporate original metals and stones from your heirlooms, because we understand the sentimentality that accompanies each individual piece of jewelry. To discover what RJ Jewelers can do for you, stop in today. We are always happy to show customers photographs of the customized pieces we have created.



Stephen Gonzales, RJ Jewelers Goldsmith



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