

JEWELRY NEWS & VIEWS

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Auburn, New York

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IN THIS ISSUE:

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OUR NEW ARRIVALS!

JCK Las Vegas Jewelry Show is the leading jewelry event in North America open to all jewelry professionals. Each year, the jewelry industry gathers where the latest awe-inspiring domestic and international designers and most sought after trends are showcased. This year's event was Friday, June 3rd through Monday June 6th at the Mandalay Bay Resort & Casino. Bob Simmons owner of RJ Jewelers and his son Nate both attended this annual event to keep up with the latest new jewelry designs. One of their new arrivals from the show is the Levy Creations engagement rings. Levy Creations is one of the largest manufacturers of distinctive engagement and wedding sets in the country. Their designers are constantly working to bring you new and unique styles whose beauty and desirability are unsurpassed. High quality is also as important as style in any ring and attention to detail is paramount in bringing you a finely manufactured item. Finally the prices are always very competitive - style and quality should be your right as a customer, not an added cost.



These are 3 new engagement ring designs we have from the show ranging from \$4,995 to \$7,995 all set in 14kt white gold.



10 Things You Should Know About Shopping For An Engagement Ring

I don't think many people - men and women - quite understand the roller coaster of emotions a person goes through while shopping for and picking out an engagement ring. Despite the joy that comes with popping the question (*Will You Marry Me*) I had someone to tell me some real life secrets that nobody talks about surrounding the ring. Here are a few helpful hints.

1. *Listen intently anytime she/he talks about jewelry.*

Once you've made the decision to propose, conversations about jewelry will become instantly interesting. I'm talking about any hint you can get -- from whether she/he likes the vintage style of her/his friend's engagement ring to what she/he may or may not have so subtly pinned to her/his inspiration board. If you don't

have enough info, but you've both talked about marriage (*which hopefully you have*), you might even want to take a day to browse rings together. It doesn't mean you should walk into the nearest jewelry store, pick one out, swipe the credit card, and propose right there. And although it may sound a little unromantic, it'll definitely help ensure you end up giving her/him something she/he really likes.

2. *Asking for permission will feel awkward but worth it.* It doesn't matter if you've known your partner's parents for five months or five years, formally asking for their daughter's/son's hand in marriage isn't exactly comfortable. It's kind of like jumping off the high dive. You're pumped until you're at the edge of the board looking down into the pool. My advice? Just do it. Now is not the time to be secretive or discreet with her family. And if you're the traditional type, you'll agree that the act of asking shows respect and appreciation for the other person's family. They'll love you more for it.

3. *You'll want to talk to other guys/gals who've gone through it before.* This is just too big of a purchase not to get an opinion on. And even if you are a private person, ring shopping is the time to open your inner circle and invite in someone with experience. Ask previously engaged friends for great jeweler recommendations. You might even want to take that friend with you on your first ring shopping trip.

4. *You'll also feel the need to consult her/his friends.* Sure we get gift-giving right from time to time, but for the most part we rarely hit a home run. Now is the time to knock it out of the park. To be sure you score major points, confide in someone close to your partner to see if they can gather some feelers as to what she's/he's been thinking about, or if there was something she/he saw in a magazine that really caught her/his eye. You can also bring them with you to make the purchase, as a second opinion.

5. You might not want to buy her/him exactly what she/he wants.

When guys/gals shop for their love, they tend to think it's only the effort that counts. Not true. This is not a present where only credit counts. This is the time when you ditch your tastes or favorite stores, and think, "What would she/he really like?" You may love gold but she/he prefers platinum. You may like one cut, but she/he prefers another. It may be your wallet but remember it's her/his ring. You don't have to wear it for the rest of your life, she/he does. So always, always (*did I say always enough times?*) think about what she/he would buy, not what you like.

6. *All diamonds look the same at first.*

When you see you see your first diamond, you will probably be awestruck. It's shiny, sparkly and looks perfect. At this point, you might be tempted to whip out your wallet and call it a day. Don't do it. Diamonds are not all the same and the first price you're quoted won't always be the best price. Play

the field and shop around, ask lots of questions, take your time.

7. *Learning the 4Cs is like studying for an exam.*

If you've ever bought a car and thought it was stressful, multiply that by nine. Ring shopping is the World Champion of Stressful Moments in a man's/woman's life. But if done properly, it can also be one of the most memorable purchases you'll ever make. I'm talking specifically about learning the 4Cs - that is the diamond's cut, carat, clarity, and color. Put it this way: If you buy a ring without considering the 4Cs, it's like buying an expensive car because of the price, and then finding out it has a crappy engine, a rust-filled body. So take the time to study up before you shop.

8. *Going custom will sound complicated and expensive (but it's not).*

One thing you'll find out is that the diamond and the setting do not always have to come as one package. Yes, it's easier to buy a ring as you see it, but you can buy the setting and diamond separately, and then have the jeweler make your own custom ring. But don't let the word "custom" overwhelm you; this does not mean "expensive". What this means is you happen to like the stone on one ring, and the setting on another, and now you can make your perfect engagement ring. It never hurts to ask. I promise you, the jeweler will do whatever they can to make you happy. They can even custom make a ring you totally designed.

9. *Your budget will be tested.*

Let's face it: Regardless of your budget, buying an engagement ring is going to be expensive. You will not find a Groupon or Living Social deal for the perfect ring. Almost without fail, you'll say you are set on one price and then you'll feel pressured to go higher. Don't be afraid to tell the jeweler your limit and remain firm. If upping the carat count means you skipping out on a few month's rent, then it's time you put the breaks on. Believe it or not, when you go to buy an engagement ring, you are in the driver seat, and not the smiling person across the counter. It's your money, your time and your moment, so make the most of it by shopping around for your best option with a jeweler you trust.

10. *You'll be exhausted by the time it's time to plan the proposal.*

After it's all over - you did your homework, talked to her/his friends, shopped around and finally picked one out, you'll probably just going to want to get the ring out of your hands (*and on to hers/his*) as quickly as possible. You're not done yet though. Planning the proposal is just as important as buying the ring, so make it count. It doesn't have to be elaborate, or over the top, but it should go beyond a text saying, "Oh, by the way, I bought you an engagement ring." After all, you only get once chance to pull off an amazing proposal. So just like you did with the ring, come up with a plan that you know she/he will truly love.

Ruby's For The July Birthstone!

Like a perfect red rose, the Ruby's rich color speaks of love and passion. Called the "Rajnapura" or King of Gems by ancient Hindus, July's birthstone is among the most highly prized of gems throughout history. The Ruby was considered to have magical powers, and was worn by royalty as a talisman against evil. It was thought to grow darker when peril was imminent, and to return to its original color once danger was past - provided it was in the hands of its rightful owner!



Rubies were thought to represent heat and power. Ancient tribes used the gem as bullets for blowguns, and it was said that a pot of water would boil instantly if a Ruby was tossed into it. Ground to powder and placed on the tongue, this crystal was used as a cure for indigestion. The word Ruby comes from the Latin "ruber," meaning red. It is a variety of the mineral Corundum, and is found as crystals within metamorphic rock. Corundum is the second hardest mineral, after Diamond. It comes in a variety of colors, and is considered a Sapphire in any color except red, which is designated as a Ruby. Rubies range in hue from an orangey red to a purplish red, but the most prized gems are a true red in color. Large sized Rubies are very rare and valuable. The history of Ruby mining dates back more than 2,500 years ago. The most beautiful crystals are thought to be from Burma, but quality Rubies are also found in India, Sri Lanka, Australia, Kenya, Tanzania, Afghanistan, Pakistan, and the United States. It has been said that the Ruby's red glow comes from an internal flame that cannot be extinguished, making a gift of this stone symbolic of everlasting love. With its hardness and durability, it is a perfect engagement gem. And if worn on the left hand, ancient lore has it that the Ruby will bring good fortune to its wearer, too!

Peridot's The August Birthstone

If fire appears to leap from the vibrant green surface of the Peridot, this may be because this gem is formed as a result of volcanic activity. Many years ago, natives discovered Peridot crystals in the black sands of Hawaii, explaining their presence as tears shed by Pele, the volcano goddess. Throughout history, August's birthstone has been used as a means to connect with nature. Early Egyptian priests drank a stimulating beverage called Soma from cups made of Peridot, believing this practice to draw them closer to Isis, the goddess of nature. The name Peridot comes from the Arabic word "faridat," meaning gem. Ancient Egyptians called them the "gem of the sun," because of their dazzling brilliance when seen in the desert sun. It was believed that the Peridot glowed with light even as darkness fell, which is why miners were said to have scouted for these gems during the night, marking their location, and returning in the light of day to retrieve them. Perhaps this legendary mining method is the reason that the Peridot is sometimes called "evening emerald." Peridot is a mineral named Olivine, which is found in a variety of greens, ranging from light yellowish green to a dark olive. Early mining for this gem was done on Saint John's Island near Egypt around 1500 BC. The green crystal was considered protective against evil and when set in gold, especially helpful against night terrors. It was ground to powder and used as a remedy for asthma and as a cure for thirst brought on by fever. Today, Peridot is mined in Burma, Norway, Brazil, Australia, Hawaii, the Congo, and in Arizona. The force of nature is alive within a Peridot, making a gift of this gemstone symbolic of vitality. It signifies strength, both individual and within a relationship, as well as the promise of new growth in years ahead.



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Blue Sapphire Is September's Birthstone Gem

The striking deep blue of a quality sapphire is reminiscent of a cloudless night sky. Ancient civilizations believed that the world was set upon an enormous sapphire, which painted the sky blue with its reflection. This legend, as well as the belief that the ten commandments were inscribed upon tablets made of sapphire, gives September's birthstone a royal place among gemstones. Named after the Greek word "sapphirus", meaning blue, Sapphires have long been a favorite among priests and kings, who considered them symbolic of wisdom and purity. These gemstones are prominent among the British Crown Jewels, and Prince Charles chose this as the engagement stone for his fiancée, Princess Diana. In ancient times, Sapphires were thought to be protective against envy, and even against poisoning. Ground to a powder, the blue stone was believed to cure colic, rheumatism and mental illness, and to strengthen eyesight. Sapphire is a variety of the mineral corundum. Corundum is found in every color of the rainbow, with red being designated as ruby and all other hues Sapphire. These gemstones are found today in Sri Lanka, Kashmir, Myanmar, Thailand, Australia, Nigeria, Kenya, Tanzania, China, Madagascar, and the United States. Large specimens of Corundum crystals are rare, although the 563-carat Star of India can be seen in the American Museum of Natural History. This is the largest and most famous of star Sapphires, which are cut to reflect light from inclusions within the stone, revealing a bright six-legged star pattern. The Sapphire is second only to the Diamond in hardness, making it a durable gemstone for setting into jewelry and engagement rings.



Estate Jewelry Collection

RJ Jewelers Can Custom Design Your Rings & Jewelry

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



This ring was designed by our customer using her old diamonds and gold.

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.

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