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Jewelry with a Past - and a Future



Whether your jewelry is current, antique, old or used, it can still be fashionable today. Jewelry with a past – aka, estate jewelry – is not just about being antique, old, and used. It's about the past and the present coming together in a unique fashion statement.

It can begin with Grandma's old ring or an idea in your head – your future jewelry may yet to be created. Maybe you've seen something you liked – only wished it were just a bit different.

Maybe you'd prefer something that only you have - a custom designed and manufactured style which reflects your taste and the jeweler's talent.

Designer jewelry may be an entire line of jewelry which is created by one artist and marketed in a jewelry store. Custom designed jewelry is that one-of-a-kind piece which cannot be duplicated for anyone else. Not every jeweler has equal ability to sketch these ideas for you – or a craftsman who can manufacture a custom piece – but speaking with a jeweler who has a custom design service is the best place to get started. The future is now!!

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It Takes All Types

Watches have progressed from strictly mechanical to the accuracy of quartz and beyond. They've gone from winding to battery replacement to solar power to tiny rechargeable power! With all the various options, which is the best to choose? And, really, do you need a watch today? Your cell phone has a "clock". Your car has a clock – even your microwave has a time-keeping device. Everywhere you look – unless, of course, you're looking!!



Automatic, self-winding watches are often most popular (for the mechanical). They require no winding – unless you're a complete couch potato. Quartz watches are driven by the vibration of a quartz crystal. They can have a dial with hands, or provide a digital read-out. You don't even need to know how to "tell time" anymore!

In the beginning, quartz watches required a battery. Now there are Autoquartz models which run with the movement of the arm. The motion of the wrist actually fuels a short-term battery – which could last up to 100 days – if the watch isn't being worn.

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What's your type? Visit your American Gem Society jeweler and find the watch that "sets" your style.

Beauty Tips on Diamonds



You may have heard of the 4Cs of diamond grading – cut, color, clarity, and carat. We put Cut first for a reason. This is the single most important C when it comes to beauty AND value. You may think big is better – but size doesn't make the diamond the brightest or the best value. Today, it's all about spending your money wisely – and retaining the bragging rights to beauty!!

Color, clarity, and carat weight are all rarity factors – the more rare, the more money. Cut quality is a BEAUTY factor.

It used to be that proportions were the way to judge a diamond's cut. Well, not anymore. Today the buzz is all about Performance. It's sexier – like a high performance automobile! And it requires a good look at the diamond rather than reading the statistics on a Diamond "Cert".

With everything to consider, how much \$\$ does it take to get a diamond of your dreams? Well, depends on what you're dreaming of! Got big ideas? You may have to sacrifice on performance. Dreaming of high performance? You'll need to test drive the color and clarity.

Avoid stores that promote having it all – and for the least amount of \$\$.

Learn about the value behind the \$-tag. Visit an American Gem Society jeweler and get all the right tips...

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June Is Busting Out All Over

June babies are special – they have three choices for their birthstone – alexandrite, moonstone, or pearl.

Alexandrite was named after the (future) Russian tsar, Alexander II. Legend says the gem was found on his 16th birthday. And it is kinda cool – this gem exhibits both colors of the Russian empire – red and green! Yes, this gem changes color! Green by day; red by night! Different types of light excite different elements in the gem – fluorescent light (like the sun) excites it to green (kinda bluish green); incandescent light (like in a traditional bulb) excites it to red (purplish or raspberry red)!

You could rack up some frequent flyer miles if you decide to go looking for moonstones at their sources. Sri Lanka, Brazil, Australia, Myanmar and Madagascar – even the good old US of A. And, as their popularity waxes and wanes, you may be challenged to find them at your local jewelry store – at least in any quantity. But they can be worth the search.

Moonstones are known for the phenomenon, adularescence. [ad jur lar ES sense] This great word describes a look that can only be experienced. As you move the gem, a billowy light dances across the top – much like moonlight on water. Treasure the classic colorless gem with a blue adularescence.

What is it about pearls that appeal to so many people? Could it be because it's pulled out of the sea rather than pulled out of the ground? Could it be because of its luster – a shine which seems to come from within the soul of the pearl rather than just from a surface reflection? Could it be because when you put on a strand of pearls, it makes you feel regal? Classy? Special?

There are many types of pearls from both fresh and salt water. Although the first pearl found was a natural pearl, today, those rare gems are more likely found in auctions. Today, techniques have developed to produce cultured pearls in many shapes, sizes, colors, and qualities.

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Visit your American Gem Society jeweler today and see what June is all about!