

Focus On Fashion

Convertible Jewelry - Easy Way To Double Your Jewelry Wardrobe

Versatility is one of the key words appearing this season in jewelry fashion and design. Today, you'll find that more and more multi-functional jewelry is now available that offers you two or more different looks without adding a penny of extra cost.

Jewelry offering you this valuable option has both fashion appeal and economic appeal. Many new necklace styles can double as bracelets, some necklaces are even magnetic allowing you to go from long to short. Brooches can be transformed into pendants by simply attaching them to a chain.

Other popular easy-to-convert styles include reversible jewelry with different colors of gold or different colored gems on opposite sides. Also, diamond or pearl stud earrings with removable drops are classic convertibles.



Diamond Notebook

What You Should Know About Ideal Cut Diamonds

An ideal cut is a technical term used to describe a properly and perfectly cut diamond that is neither too shallow or too deep. The ideal cut, also known as the American brilliant cut, is fashioned to proportions and precise facet angles which yield the maximum amount of brilliance, scintillation, and fire.



The facets in an ideal cut brilliant diamond act like mirrors to reflect and bounce back light through the top or table of the diamond.

The proportions and facet angles for the ideal cut were calculated mathematically by Marcel Tolkowsky in 1919 and are still the standard today.

A typical ideal cut has 58 facets, and round is the most popular shape. But the same cut can be adapted to other shapes such as oval, marquise, pear, heart, and cushion. All these shapes have the magnificent brilliance that ideal cut diamonds are famous for.

Jewelry Calendar

Birthstone Jewelry - A Welcome Gift For That Special Day

No other gift is as special or personal as a gift of jewelry set with the gemstone dedicated to each person's unique date of birth. For hundreds of years these precious gems were thought to bestow special powers and reflect unique personality traits for both men and women born in a particular month of the year. Today's birthstone jewelry comes in a wide range of exciting and fashionable styles.

FEBRUARY - Amethyst



With its wine-like purple color, amethyst was once believed to have magical powers to prevent intoxication. It's also the traditional symbol for sincerity for those born in February. Amethyst is the most precious form of the mineral quartz. It's a hard, durable gem that comes in lovely colors ranging from pale lilac to a rich velvety purple.

MARCH - Aquamarine/Bloodstone

Derived from the Latin term for seawater (aqua marina) blue-green aquamarine sparkles like the sea. A member of the beryl family, it is transparently clear and durable. Dark green bloodstone is an ancient opaque gem named for the vivid red flecks brightening its surface. It has been a favorite for men's rings since



medieval times. Both gems represent courage for those of March birth.

APRIL - Diamond

The crystal clear, pure white diamond has long symbolized innocence for the April born. Prized for thousands of years by kings, queens, and emperors, diamond is also the hardest substance on earth. And because of its incredible durability and brilliant inner fire, it has also become the most popular symbol for eternal love and marital happiness worldwide.

