

Winter Issue
2009

JEWELRY NEWS & VIEWS

presented by

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THE STORE INTEGRITY BUILT



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Master IJO Jewelers

Valentine's Day Preview

Gifts Of Love That Set The Heart Aflame

February 14th has been a special day for lovers since ancient Roman times. But the tradition of giving gifts of love on Valentine's Day only started in England in 1446. Later on, in 1537, St. Valentine's Day was actually made a national holiday by King Henry VIII.

Today, the most traditionally popular and romantic gift that shows the depth of your love is a piece of elegant and luxurious jewelry.

There is nothing like jewelry that conveys the sentiment of love so perfectly. It's the most lasting way to celebrate your feelings of love...it's always a pleasure to wear...and it says "I Love You" more clearly than any other gift. This Valentine's Day, the most popular kinds of jewelry gifts that come straight from the heart are diamond jewelry, pearl jewelry, and heart-shaped jewelry made of precious metal.

Sparkling Diamonds stand alone for their unparalleled beauty, brilliance, fire, and durability. And love-inspired diamond jewelry comes in dozens of glittering styles such as rings, pendants, bracelets, earrings, and pins that will delight the heart of your special valentine.

Lustrous Pearls are another traditional Valentine's Day favorite. Jewelry set with glowing white cultured pearls, colorful freshwater pearls, or dramatic Tahitian pearls are gifts that are always flattering and perfect for any occasion.

Gleaming Hearts are love's most popular and timeless icons. Whether created of yellow or white karat gold, platinum, or sterling silver, romantic heart-shaped jewelry is today's leading design for Valentine's Day gifts.

Come in soon and see our collection of exciting Valentine's Day jewelry that is sure to make your loved one's heart beat faster.

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