

Jewelry Calendar

Birthstone Jewelry: The Best Gift You Can Give

No other birthday gift compares to jewelry set with the precious gemstone traditionally awarded to each individual as their own unique and personal gem. For centuries, these important gems have been said to reflect personal qualities and give legendary powers to those born in one special month of the year. No wonder they're so highly prized by both men and women. Come in soon and see our broad selection of birthstone jewelry in styles to suit any budget.

NOVEMBER: Topaz / Citrine

These bright, sunny yellow gems traditionally represent a long and happy life for those born in November. Both topaz and citrine have a transparently clear, lovely lemon color with a sparkling and brilliant luster. But topaz also comes in golden yellow, peach, pink, and cognac colors.



DECEMBER: Turquoise / Blue Zircon / Tanzanite

Lucky and prosperous are the December born because prosperity is the reward traditionally promised to them. Also, they are lucky to have three beautiful blue gems for their birthstones. Smooth, opaque turquoise and sparkling blue zircon have been prized since biblical times. While purple-blue tanzanite is a new gem only discovered near Africa's Mt. Kilimanjaro in 1967.



JANUARY: Garnet

Fidelity and constancy are the personal traits symbolized by the sparkling garnet for those of January birth. This richly colored wine-red gem has been treasured since antiquity for its glittering sparkle and durability. But garnet is not only red. It comes in dozens of brilliant colors, everything except blue.



What's New, What's Hot

Hot Chocolate Colored Gems Add Cozy Warmth To Holiday Fashions



Nearly everyone loves chocolate, the worldwide confection that inspires passion bordering on obsession and addiction for chocoholics. And this holiday season, rich chocolate colored gems are not only the height of fashion, but are emerging as a major jewelry trend in a variety of shades, shapes, and gemstones.

The rich, dark color of chocolate gems lends a certain warmth to jewelry and has a basic match-with-anything quality that accounts for its high fashion appeal today.

Chocolate colored gems also mix beautifully with both yellow and white gold, icy-white platinum, and two-tone jewelry designs. And they complement virtually any skin and hair tone. In addition, you can choose from a tasty array of bright brown gems in a range of prices to suit any budget.

Tourmaline. Brilliant and sparkling transparent tourmaline comes in many sump-

tuous chocolate colors ranging from natural cocoa to deep, dark bittersweet, and lusciously smooth milk chocolate.

Topaz. Brown topaz is a durable, brilliant, and sparkling gem ranging in color from orangy-cocoa brown to a rich, reddish chocolate-chestnut color. It has a beautiful velvety texture and a high luster.

Diamond. Comes in all shades of natural chocolate brown colors from pale milk chocolate to double dark bittersweet. And it displays the uniquely brilliant inner fire that makes diamond so extra special.

Zircon. Chocolate brown zircon is a beautiful gem with great brightness, clarity, and color depth. Natural colors range from yellowish honey-brown to reddish-brown chocolate-cherry color.

Pearl. Chocolate color cultured pearls are everywhere these days. Colors range from deep, dark chocolate Tahitian pearls to smooth milk chocolate freshwater pearls. Sizes range from 6mm to 12mm.