



FACETS

OF JEWELS BY DESIGN

a periodic newsletter for clients of Llyn L. Strelau JEWELS BY DESIGN Ltd.

JBD 20TH ANNIVERSARY

It is the beginning of a brand new year and the beginning of a year-long celebration of the 20th anniversary of Jewels By Design.

Llyn L. Strelau Jewels By Design Limited was created in 1984. I was able to take advantage of the opportunity to purchase the company from my employers of five years when they relocated to the USA.

After three years we moved from the obscurity of the industrial southeast to my first location on 17th Avenue, next to June Dyson's antique store. This was my first experience in renovating and designing a retail space. The grand opening of this gallery was wonderful, even if the contractors did leave ten minutes after the first guests arrived!

The loss of both of my parents that spring added a poignant note to these opening celebrations. They had supported my original purchase of the business, putting away their doubts about jewellery as my life pursuit. Still, I could feel their approval at the launch of this new stage in my career.

By 1990 we were able to move further west to the heart of Uptown 17 at 8th Street. After another interior renovation the old two-storey became our happy home for the next 11 years.

In June 2000 I was able to purchase our distinctive Arts & Crafts bungalow in Calgary's downtown Westside. This was my most successful and final (I hope) renovation and interior design project.

GARNET LORE: The traditional birth stone for the month of January is the Garnet. It is the symbol of faith, truth, grace, constancy and fidelity. Legend says a garnet protects a house from lightning, dispels sadness and gloom, and, like ruby, warns of impending danger by losing its colour. Ancient dream interpreters said that dreaming of garnet foretold the accumulation of great riches!



Although it took several steps to get to our current location I feel that Jewels By Design truly is 'Home @ Last' here on 5th Avenue. The overwhelmingly positive response from many clients has reinforced this sentiment.

The staff of Jewels By Design invite you to participate in an exciting series of events to celebrate our 20th anniversary. These events are being presented on a regular basis throughout 2004. We have confirmed guest speakers from Canada, Europe and the United States; trunk shows of fine gemstones and pearls, a blow-out gala anniversary bash in November and even Jewels By Design's first Stampede party!

Some of these events will be 'Open House' style. Some will be limited by available space. Look for details in future newsletters.



Abalone, black South Sea, Fresh Water and Mexican Pearls.

EVENT CALENDAR

January

TUCSON INSPIRATION Open House

Wednesday & Thursday, January 28 & 29

From 10:30 am - 7:00 pm

or by arrangement with Llyn. Phone 228-0644 or

email: designer@jewelsbydesign.com

Mark your calendar, come and bring a friend!

February

AMMOLITE: Alberta's own Gemstone.

A presentation by Rene Vandervelde of Korite Minerals. Watch for details in February Newsletter.

March

BAYONETS 'R' US!

We feature our versatile hidden clasp system for pearls, chains and pendants.



JANUARY: Tucson Inspiration



View of dealers' booths on show floor at Gem Fair



Mountains of pearls and beads

Each year over the past 20 years I have made my annual pilgrimage to the Gem and Mineral Fair in Tucson, Arizona. Often I bring back special requests for my clients, chosen for them from the huge selection offered by the thousands of dealers that exhibit each year.



Sapphires, emeralds and rubies on display

Our website: www.jewelsbydesign.com is frequently updated for your enjoyment and shopping convenience. Current and back issues of this newsletter **FACETS** are on our website. Please send us your email address. We will direct publications to you via the Internet or send you a reminder to check the website.



On January 28 & 29 we are having a 'Preview of the Tucson Gem Fair' at Jewels By Design. We will feature an exhibition and sale of a wide variety of the beautiful, fascinating, sometimes bizarre or curious, but always magnificently varied treasures. These have been purchased at previous Gem Fairs. We have sorted through all of the wonderful things in our inventory, some of them squirreled away deep in the vault, to let our clients see for themselves the mind boggling array of items available in Tucson.

Come to the 'Tucson Inspiration' event and be:

Inspired to choose from the many unique items selected for the shop and currently available. *Perhaps you will find that perfect gem, mineral or fossil to inspire your next Jewels By Design creation.*

Inspired to focus on what you would like us to search out for you. After seeing something in our inventory that is close to your vision, *Llyn can use this as a reference and be your personal shopper in Tucson.*

Inspired to visit with us and become familiar with what we can do for your special celebration. *You will know what you are looking for when you see it: come and educate your shopper's eye.*

With the exchange rate so favorable, this is an especially good time to be inspired by the great prices and unique choices of a Tucson purchase.

Please call or come in before I leave on February 3rd to discuss your 'Tucson Inspiration'!

A small selection from our Tucson Treasure Trove



Horse head intaglio carved in Rock Crystal.



clockwise from top:
Faceted Citrine (T. Munsteiner - Germany),
carved druzy Black Onyx (S. Walters USA),
black Jadeite, gold-plated Magnetite inclusions,
carved Black Onyx (H. Grimm- Germ any),
24 K gold-deposit on druzy Aga te.



clock-wise from top:
Patterned Agate, Lapis Lazuli,
Cobalto-dolomite, specular Hematite,
chatoyant Malachite,
druzy Pyrite, Ulvarovite Garnet.