

FACETS OF JEWELS BY DESIGN

Celebrating our 20th year of fine jewellery design

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



A superb specimen Ammonite showing brilliant colour

Ammonites are a prolific group of now extinct squid-like organisms that lived in the world's oceans during the Jurassic and Cretaceous periods (65 to 300 million years ago). While fossil ammonites are found throughout the world, only in the *Bearspaw Formation* of southern Alberta did the

transformation from shell to gem occur. Empty shells were encased in a rich mineral mud-pack which sealed it from the effects of water and oxygen. Squeezed and compacted, the shell re-mineralized and was transformed to produce the new gem with its iridescent and fiery colour: the splendid modern gem Ammolite.

Ammolite was recognized as gem in 1981 and a mineral rather than a fossil in 1998, thus relieving the production restrictions that are given fossil collection. Surface collection accounts for 5-7% of production, with the remainder currently done by an 'open-pit' process. The colour and quality of Ammolite varies, the shells that were more deeply buried producing the most varied and vivid colours and the most stable gemstones.



Striking division of colour

Selection of Ammolite is fascinating, but quite complex. Three factors are important in grading: colour range and display, intensity of iridescence, and pattern. Similar to the Opal, Ammolite has a number of manufacturing techniques that strengthen the stone without

interfering with the gem quality. It may be solid or stabilized, a doublet or triplet. Your jeweller can show you

AMETHYST LORE: The mauve to rich purple birth stone for February was said to prevent drunkenness - or at least the more unpleasant effects of over-indulgence! Under extreme heat its colour changes to brownish yellow, red or, rarely, green. The Amethyst augurs benefits such as sharpened intellect, protection against bad dreams, and victory in battle.



these variations and explain which one is best for your intended purpose.

Having been assured of quality, the next challenge is selecting a stone that fits your personal taste and style. Some like the explosion of fire, while others prefer gems that look like stained glass windows. Stones may show the entire colour spectrum or be predominantly in one colour family. Many sizes, cut in conventional or freeform shapes are available for your selection.



Landscape captured in Ammolite

EVENT CALENDAR

FEBRUARY

Ammolite: Alberta's Gemstone

See slides, artifacts, samples & gemstones with
Rene M. Vandervelde

Thursday Feb. 26 @ 7:00 pm sharp.

Space is limited. Please call us at 228-0644 to reserve a seat. A second evening will be added to accommodate everyone.

There will be a draw for a Door Prize!

MARCH

interCHANGE[®] clasp:

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

APRIL

Antique Diamonds and Period Jewellery

Meet our special guest, Michael Goldstein from New York City, a respected authority on antique Diamonds. Michael will explore the history of Diamond cutting and we will have a chance to view and purchase items from his exciting collection of antique and period jewellery and Diamonds.

AMMOLITE - ALBERTA'S GEMSTONE

FEBRUARY Ammolite: Alberta's Gemstone

How does a mineral deposit found only in the dusty hills of Alberta become an internationally recognized gemstone? Have this and your other questions answered by our special guest when you attend the second in our series of **20th Anniversary Celebrations on February 26.**



We are very pleased to feature a presentation by Rene Vandervelde, president and chairman of Korite International and of Canada Fossils and a primary developer of the production and marketing of Ammolite.

Korite International represents about 90% of production of Ammolite. All of their higher grade supply is manufactured into jewelry-ready stones in their modern

facilities in Calgary. To maintain the value and integrity of Ammolite, Korite sells only finished gems and jewelry, never rough material. Korite produces over 55,000 finished stones annually.

Korite International actively markets this fine gem at home and abroad. Ammolite has been embraced equally by Canadians and by many visitors to Canada for its beauty and as a fond souvenir of our country.

Rene was born in Holland and worked in western Europe before emigrating to Canada in 1958. He is a gentleman of old world charm with ancient and modern interests. Call to reserve your place for his presentation consisting of slides and artifacts, gemstones cut and uncut and be prepared to enjoy an evening with a charming and engaging personality.



left to right: **Ring** with pierced gold reflecting the original spiral shape of an Ammonite to provide protection for fragile natural Ammolite, **Pendant** titled: *Under the Rainbow*, full-spectrum Ammolite accented with diamonds and a rainbow of coloured gemstones, **interCHANGE**® clasp set with Ammolite, Diamonds and a Sapphire, **Brooch** with curled gold plates holding a fiery scarlet Ammolite and frosted with tiny Diamonds.

Llyn and the staff of Jewels by Design have had many years of experience working with Ammolite. It is important to consider the special properties of Ammolite when choosing a stone for a piece of jewellery. Due to its directionality, the position of the gem when it is worn affects the presentation of the iridescence. This means some stones will be suitable for pendants and pins while others will be best as rings or bracelets. Solid stones (both natural and stabilized material) are relatively soft and fragile as well as being subject to damage by any acidic substance. This includes perspiration, some perfumes, cosmetics, cleaning products and household items like vinegar. If you wish to have a ring, an Ammolite triplet with its protective spinel cap is a better choice.

Full bezel settings offer the most protection to an Ammolite stone and provide an attractive frame for the stone's beauty. Ammolite may stand alone or be accented by diamonds and/or a careful selection of other coloured gemstones to bring out the exuberant tones of the Ammolite. Both yellow and white gold or platinum can be used, to suit your preference and the individual Ammolite.

At Jewels By Design we are happy to show you our exquisite selection of Ammolite jewellery or help you choose an unset gemstone to inspire your custom design.

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.



Three top quality Ammolite exhibiting the range of colour and pattern and shape available in our stock.

FROM OUR HOUSE

