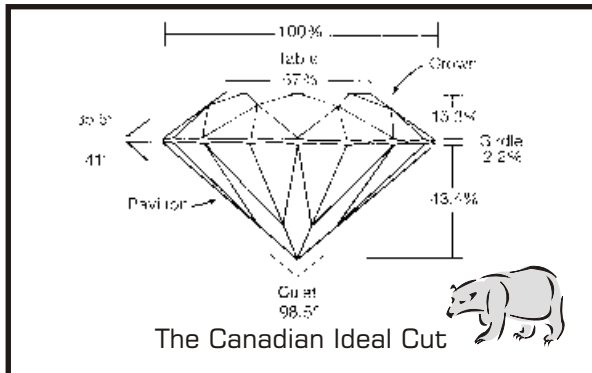


— THE POLAR BEARS ARE COMING SOUTH! —

After a long wait and lots of hype, the first full production of home-grown Canadian mined and cut diamonds will soon be here. These diamonds will have the polar bear logo laser engraved on each stone to guarantee their provenance.

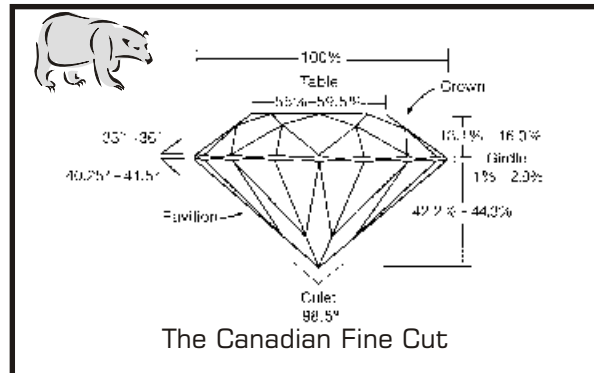
Sirius Diamonds Ltd, is one of our diamond suppliers based in Vancouver and Victoria. In a recent press release, Sirius announced an agreement with Broken Hill Proprietors Diamonds to buy and cut a portion of the production from the Ekati Mine in the Lac de Gras region of the North West Territories. The Ekati Mine is the first Canadian mine to go into production. Once all of the mines are operating, Canada could be the largest diamond producer in the world.



Initially, Sirius will buy approximately two thousand carats of rough diamonds every 5 weeks and will cut some of the stones in their Victoria facility. In the spring of 1999, the cutting factory will relocate to Yellowknife, where their laser equipped production floor will use highly automated techniques to produce diamonds cut in their trade-mark *Canadian Ideal* cut. They will also cut both the *Hearts and Arrows* cut (a symmetrical cut for a round diamond in which the crown and pavilion of the stone are perfectly aligned) and stones meeting the American Gem Society's 'Excellent' proportion grade. The proportions of a diamond are absolutely the most important factor in contributing to the beauty of a gem. This attention to detail of the cut will

rank these Canadian diamonds among the finest in the world.

Every 'Made in Canada' diamond weighing more than 1/3 of a carat will come with a



Certificate of Origin. This document will detail the weight of the rough diamond from which it was cut as well as the season that it was mined. The certificate will also record the finished weight, colour, clarity and proportions of the diamond. These features are guaranteed to agree with an examination by the Gemological Institute of America's laboratory. As a further benefit, each diamond above 0.40 ct will be 'Gemprinted', a laser fingerprint unique to every diamond and the information is held in an international registry. This positive identification of each diamond provides an increased chance of recovery of lost or stolen property. Over twenty-seven North American insurance companies offer a 10% savings on premiums for registered diamonds.

The same laser technique that inscribes the polar bear logo can also be used to engrave the girdle of the diamond with the stone's weight, an identification code or even a private message to make the stone completely personal.

Jewels By Design will stock Canadian "Polar Bear" diamonds as soon as they are available. We are planning a special event this spring to launch the collection. Watch for more information.



~ DEADLINE FOR SPECIAL ORDERS FOR TUCSON! ~

Contact the shop at 228-0644 before FEBRUARY 1st to discuss your requests for Llyn to search out at the annual Gem Show

—TUCSON 1999—

It is Tucson time again! Llyn leaves February 2 for his annual trip to the Tucson Gem and Mineral Fair. The Gem Show could appropriately be described as a Mecca for jewellers from all over the world; a bustling bazaar where the unusual, unique, the rare and priceless are presented along with the affordable yet beautiful. Every year the regular dealers exhibit their best, and new suppliers appear, bringing with them an exciting array of treasures. One comes to expect the innovative and fascinating at this show: new gemstone materials like Mandarin Orange Garnet from Africa, and velvety blue sapphires from Madagascar, or a talented new cutter with an original approach to releasing the hidden beauty of a crystal. One of our suppliers promises a series of druzy agate in earth shades all cut as botanically correct autumn leaves. Imagine the necklace or brooch incorporating several of these!

Llyn is pleased to add your requests for that special something to his shopping list. Having your specific items to look for helps to provide focus in the otherwise overwhelming selection that is on display. The gem of your hearts desire will be available in Tucson! Please give us a call at the shop to discuss your needs. .

—PLATINUM—

If you like the colour of white metal for your jewellery, no other metal is more precious, more lasting or more appealing than platinum. Its rich white lustre and understated elegance are beyond compare.

Legendary jewellers such as Cartier, Faberge and Tiffany created their timeless designs in platinum. Many of the world's famous diamonds, like the Hope and the Koh-I-Noor, are secured by the permanence of platinum.

Platinum reached its first peak of popularity in the early 1900's when it provided the perfect foil for the cool sophisticated colours of fashion in the Edwardian era. During World War II, platinum was declared a strategic metal and its use in non-military applications, including jewellery, was disallowed. As a substitute, white gold alloys were developed. Today, platinum again charms and enchants a new generation of jewellery lovers.

Platinum is pure. Most platinum jewellery uses 95% platinum alloyed with 5% cobalt or iridium to increase hardness. By contrast, most gold jewellery uses only 75% pure gold. Platinum is hypoallergenic and easily tolerated by people who have allergic reactions to the nickel or other base metals in white gold.

Platinum is strong. It is the heaviest of all the jewellery metals, being nearly 40% more dense than 18 Karat gold. Platinum's

resistance to deformation makes it one of the world's strongest jewellery metals with the ability to hold precious gemstones securely. Even after many years, platinum will not wear away or wear down.

Platinum is rare. Ten tons of ore must be mined to produce a single ounce of platinum. It takes five months to process platinum ore into pure platinum. Only then can it be turned into a piece of fine jewellery.

Platinum is versatile. It goes from day to night with subtle elegance and sophistication. You have the choice of the cool look of platinum alone or the dramatic contrast of platinum combined with rich yellow, pink or green gold. We have also mixed platinum with the extra-terrestrial patina of meteorite or black anodised niobium for a very contemporary effect.

You can clean your platinum jewellery just as you would any fine pieces. Like any other jewellery metal it can scratch so you should store your jewellery with care, not allowing them to touch each other.

Requests for platinum jewellery have increased dramatically during the past few years. Some jewellery designs would be almost impossible to execute without the use of platinum. Come in to the shop and see the difference that platinum can make.