

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.



The components of an *interCHANGE*® clasp

Jewels by Design is featuring our popular *interCHANGE*® clasp system during our 20th anniversary event this month. Let me illustrate how this simple device works and why it is such a valuable addition to every woman's jewellery wardrobe.

Traditional clasps for chains and Pearls are designed to be worn at the back of the neck. If they are decorative it seems to be a pity to hide them there. Enhancers, made to clip over a chain or the front of a strand of Pearls, can damage them or weaken the silk cord.



Brilliant Blue Zircon in White gold

The best features of a clasp combined with an enhancer gives you the Jewels by Design *interCHANGE*® system. Precision-made bayonet components hidden inside the clasp allow it to be attached easily and securely to close a chain or Pearl necklace. This clasp may be ornate or plain and is usually displayed at the front. It can be interchanged with other clasps and worn on any neckwear that is similarly fitted.

Begin the creation of your *interCHANGE*® jewellery wardrobe with a strand of Pearls or a neck chain - one you own already or with a new acquisition. Most chain styles will accommodate our clasp. Choose a yellow or white gold chain or perhaps a casual and contemporary steel or leather neckpiece.



One Chain - two clasps

MARCH BIRTHSTONES: Aquamarine and Bloodstone are the two choices for those born in March. Varying in colour from deep blue to blue-green, Aquamarines have been used since Roman times. They were believed to have healing powers, to be an antidote against poison and to be the 'magic mirror' for fortune tellers. Bloodstone, a form of green quartz with red flecks, is popular in men's jewellery and for carving.



A selection of bead-style clasps

Next add an *interCHANGE*® clasp that will tie everything together. The basic clasp could be a simple bead, handsome enough to be a showpiece yet modest enough to be left concealed, showing the simple elegance of the chain alone. This same clasp will close your Pearl strand. Pearls of sufficient size (10 mm or larger), can conceal a bayonet clasp. This Pearl becomes an invisible clasp to wear in your strand or try it with your gold chain to give you a perfect casual look.

EVENT CALENDAR

MARCH

interCHANGE®

We invite you to visit Jewels by Design this month to explore our *interCHANGE*® clasp system. Bring items from your jewellery box and let us show you how to build versatility into your collection with *interCHANGE*®. Call ahead to arrange a personal consultation. Appointments are available Monday-Saturday, 10:30-5:30 and evenings by special arrangement. You are welcome to bring friends to share in exploring the possibilities.

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.

MAY

From Los Angeles we present one of our top Pearl suppliers. See a wide selection of South Sea Pearls in every shade of black, gold and white. In addition he will have a collection of fine Columbian Emeralds and natural fancy yellow colour Diamonds to spark your interest.

clasp system

interCHANGE

MARCH: *interCHANGE*® clasp system

Over a period of time you will build up a collection of additional *interCHANGE*® clasps, chains or Pearls to complement your wardrobe and lifestyle. New additions can range from a larger cultured Pearl in a contrasting colour to your strand to a dramatic Black Onyx carving accented with Diamonds. Perhaps choose a major coloured gem to complement your favourite colour or evoke history with an ancient Roman coin. It is often possible to convert existing pins and pendants to *interCHANGE*® allowing you to continue to wear your treasured pieces in new ways.



Dramatic Red
Tourmaline and Diamond
clasp



Princess-cut
Diamond solitaire

One of the most popular clasps is the classic solitaire Diamond. For many women this is their everyday signature piece of jewellery. We are able to adapt your own Diamond pendant as an *interCHANGE*® clasp or you may choose from our selection of Diamonds. We can also incorporate a second hidden lock that will let you add a variety of additional

drop pendants for yet more options.

Pearl strands and chains can have additional clasps inserted which will allow you to adjust their length. This gives you the choice of wearing your *interCHANGE*® pendant long or short to suit the neckline of your clothing.

The *interCHANGE*® system is the ideal way to get maximum use from your jewellery collection. It lets two or three components take you through those days when you have to go straight from the office to a dinner or an evening social function. *interCHANGE*® really shines when you are traveling as well. With your basic chain, a strand of Pearls and one or two decorative clasps you have a combination to suit any occasion.



Pearl strand + chain
+ stunning clasp + *interCHANGE*®
= four options!



Pave Diamond Ball
Single Black Pearl
Modern Ammolite Clasp

We have found that while *interCHANGE*® appeals to our female clients the mechanical and practical aspects are equally fascinating to the significant others in their lives. The flexibility of the system makes sense. Come Christmas, anniversary or birthday there is a perfect piece to add to your collection. Jewels by Design keeps a regular stock of both basic and elaborate *interCHANGE*®

items. Of course we can design a special piece to suit any occasion. We invite you to visit the shop and let us show you how it will work for you.

Llyn wins 2004 SPECTRUM AWARD!

FROM OUR HOUSE



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.

We are pleased to announce that Llyn Strelau was awarded a 2004 Spectrum Award by the American Gem Trade Association for his *interCHANGE*® clasp. It features an incredible matched pair of Indicolite Tourmalines cut by the award-winning gem cutter, Stephen Avery of Colorado. These gems weigh 7.68 carats in total. While the design of the cutting looks simple it is a technical *tour de force* with the two edge facets cut as continuous compound faces. Llyn used this feature to inspire the elegant sweep of the two matte-finished platinum ribbons. Punctuating the junction of the two Tourmalines is a 0.10 carat pear shaped white Diamond that, in turn, serves to suspend a natural colour South Sea Pearl. The overtone of this Pearl is an exact echo of the turquoise-indigo colour found in the Tourmalines creating perfect harmony. In this photo the *interCHANGE*® clasp is shown on a sleek stainless steel Cocoon® neckpiece made of hundreds of threadlike strands of steel wrapped around a flexible core. Similar neckpieces are available in several sizes and in yellow and white gold as well as steel.

Visit the AGTA website to view all of this year's winners.
<http://www.agta.org/consumer/spectrum/2004winners.htm>