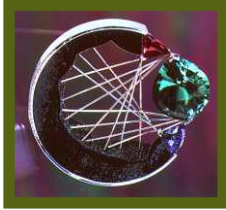


FACETS OF JEWELS BY DESIGN



Celebrating our 20th year of fine jewellery design

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



Opening Night
Black Onyx, Tourmaline
Rhodolite Garnet & Tanzanite

Colour, liberally and creatively used in cosmetics, decorating, advertising and fashion, is a key element in our lives.

At Jewels by Design, our special focus is the creation of jewellery using the full palate of coloured gemstones. This newsletter shares thoughts on colour psychology, dramatically illustrated by our gemstone colour wheel inside.



Rainbow Tails: Earrings
Mabe Pearls and
multi-coloured gemstones

them (a purple passion?) or a strong aversion. Violet symbolizes spirituality and links with our deeper feelings. Purple reflects royalty and wealth and is sensuous and showy.

Our job is to help you select jewelry that will reflect your personal spectrum. We hope you enjoy our exciting color wheel and come in to Jewels by Design to view the many colour options. We look forward to sharing our love of colour

with you as we design your next piece of jewellery.

EVENT CALENDAR

JUNE

For June we are celebrating colour in our displays and with our featured guest from one of Canada's noted suppliers, who brings a cascade of fine Emeralds and Rubies, brilliantly cut Garnets and Tourmalines, Sapphires of all colours and a selection of collectors' gemstones.

Please visit the shop on Friday, June 4 between 10:30 and 5:30 and see this spectacular collection.

JULY & AUGUST

We are looking forward to a busy summer creating new pieces for inventory, client commissions and spectacular designs for international competition. We remain open during regular business hours 10:30 - 5:30 Monday through Saturday.

Many of our clients enjoy sharing their favourite jewellery shop with visitors. Do come by, we would love to see you.

CASCADE OF COLOUR

RED has the greatest emotional impact: love, courage, patriotism and joy. People who prefer red direct their interests outward, but are not always fiery. Those who love red are in the thick of things, outgoing, vigorous, aggressive and impetuous. When red changes to pink its qualities soften.

YELLOW reflects the life-sustaining sun, intellect and enlightenment. It is an uplifting colour and a preference for it implies introspection and a logical mind. Lovers of yellow think things through with great care and conviction and are attracted to contemporary, challenging concepts.



Brooch with Red Spinel, Blue & Yellow Sapphire

GREEN combines happy yellow and tranquil blue. It is the colour of foliage and the coming of spring. Green symbolizes hope and emotional balance. It is associated with stability and security. A love of green usually depicts an educated, civilized person who makes a good neighbour, homebuilder and patron of the arts.

BLUE is the cool and soothing peacemaker, representing the spirit and giving a sense of oneness. The colour of deliberation, introspection and responsibility it has the highest appeal and blue lovers tend to be sensitive, rational, conscientious, make lots of money and get things done.

VIOLET and PURPLE mix red and blue – poles apart physically, emotionally and symbolically. Since the brain is uncertain whether it is responding to red or blue, they are "pendulum" colours. You either have a positive love for

JUNE GEM LORE: *Margarita* is Latin for Pearl. This popular feminine name has variations like Margaret, Peggy, Marjorie, Margot, Maggie, Gretchen, Gretel and Rita. Birthstone or not, you may be glad to find that you are one of Pearl's namesakes! There are Pearls to flatter everyone.



Gorgeous strand of natural multi-colour Chinese Freshwater Pearls.

BLACK & WHITE

add a dramatic role to our cavalcade of colour. Both are used as a colour with black being the absence or total absorption of light and white consisting of maximum or total reflection of light. Black

and white are chosen to set off other colours, as they enhance and extend all colours without stealing the scene. In our wardrobe they can each have either supporting roles or star power.



Druzy Black Onyx carved by Steve Walters

BLACK is dramatic, authoritative and mysterious. Today black is the 'uniform' for executives of both sexes. It is easily worn by those with darker colouring or with the translucent skin of natural red heads. Blondes and brunettes can wear black away from their face or with colour to brighten skin tones when in black silhouette.

Celebrations beckon black. This determines the sophistication of 'black tie' events and explains a black dress suit or 'little black dress' being a wardrobe *must*. Today black is used for wedding parties, even for the bride.

It is satisfying to design black gemstone jewellery. Some gems available in black and featured in Jewels by Design creations include Black Diamonds, Jade, Onyx, Pearl, Jet, Star Sapphire, Agate, Granite, and Hematite. These stones may have matte, textured or mirror polished finishes sometimes in combination. They are perfect for daytime and for the desired nuance of a special evening.



Carved Black Onyx and Diamond convertible earring jackets with White Akoya Pearls

WHITE suggests purity, innocence, freshness, clarity and elegance. We all have a palette of white that is flattering to us. White has the most variation in its tones and shades and can be as soft as snow, as brilliant as daylight, as crisp as lace, as lush as Devonshire cream. White radiates back the full colour spectrum giving us energy, optimism, a new start.



Carved Druzy Agate Leaf Brooch

When used tone-on-tone white is sophisticated, especially in jewellery designed with a complement of

white hues and textures. Some designs use gems with tiny druzy crystals that glitter like a dusting of sugar. Others contrast the brilliant glitter of Diamonds with the softer glow of white Pearls or Moonstone.

Other white or clear gems available at Jewels by Design include Agate, Jade, Rock Crystal & Fossil Ivory.



Moonstone Pendant in 2-Tone Gold with Diamond



THE JEWEL FOR JULY

"Rubies are Red..." as all other colours of corundum are called Sapphires. In the Orient they were thought to contain the 'spark of life' like a drop of heart's blood. They were believed to be self-luminous, being so bright they could illuminate a room at night. Ruby's virtues included the ability to resist poison and sadness, restrain lust, drive away frightful dreams, keep the body safe and signify imminent mischance by appearing to darken in colour.



Three superb Rubies showing the colour range 0.50 carat - 2.0 carats



Fine Peridot in a variety of shapes 2.0 - 6.0 carats

AUGUST GEMSTONE:

Peridot has long been regarded as the symbol of the sun. In color it ranges from olive to lime, the finest having a cheerful 'Granny Smith' apple hue. Many with this August birthstone have only

known the olive-drab versions but once they see the beauty of the finest gems they can be proud to call Peridot their own.



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