

FACETS OF JEWELS BY DESIGN

Celebrating our 25th year of fine jewellery design

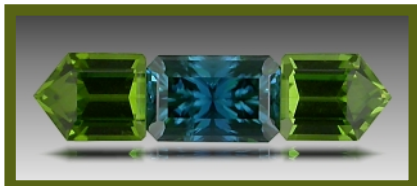
a periodic newsletter for clients of Llyn L. Strelau JEWELS BY DESIGN Ltd.



Stephen M. Avery

For Stephen M. Avery, gem cutting means getting to the heart of a gem's quality and enhancing it with perfect facet alignment and optics that showcase the best possible colour, shape and brilliance. It's not an easy job!

Stephen Avery was born in Central California and spent a good deal of his childhood in Yosemite National Park, where his appreciation for natural beauty grew. In 1973, while still a teenager, he enrolled in a diamond cutting school, graduating as the youngest person in the school's history.



Colour suite with peridot and blue zircon

He worked as a diamond cutter for a lapidary firm in Colorado, but became bored by the lack of

variety. After a day spent cutting rough sapphires, his love affair with coloured gemstones began. Avery perfected his skills for several years, acquired the tools he needed and opened his own business in 1980 with a \$40 parcel of rough citrine.



Nigerian mint tourmaline in cushion and cut-corner square

Along with his development as a cutter, Avery established suppliers for high quality rough gem material and avenues to market his finished stones.

Primarily self-taught, Stephen says: "I spent the first 15 years of my career learning the rules of gem cutting and the last 15 years breaking all of them!"

Avery began cutting tanzanite and other African gems which lead to specializing in stones from East Africa, often travelling there in order to purchase directly from the source

Continued overleaf.



Rubellite and indicolite tourmaline tri-shield colour suite

Please join Jewels by Design for a special reception in celebration of our 25th Anniversary

Thursday September 24, 2009

6:00 – 9:00 pm

wine and hors d'oeuvres

A special exhibition and sale of superb coloured gemstones by the internationally acclaimed lapidary artist

Stephen Avery

continuing

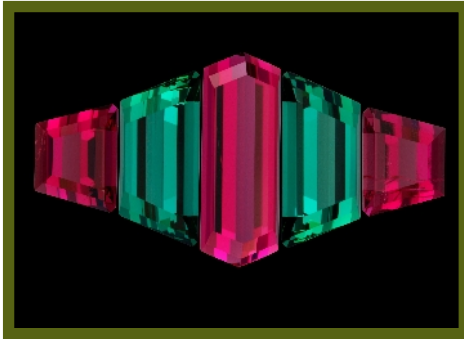
10:00 am – 5.30 pm

Friday & Saturday

September 25 & 26

STEPHEN AVERY - GEM ARTIST

Stephen Avery con't ...



“the Nancye Suite”
rubellite and green tourmalines

Stephen does a superb job of cutting traditional shapes such as emerald cuts cushions, and trillions which he elevates to the highest level of precision.



“Mood Indigo” a neckpiece inspired by a mirror image pair of Avery’s Tulip Cuts” faceted in rare indicolite tourmaline accented with a south sea pearl and diamond.
An AGTA Spectrum competition winner for Llyn & Stephen.

His true talent however, is released by the design and perfection of innovative new cuts. These include his diamondback and triangular-opposed-bar cuts (or tri-ops). Avery compares the diamondback cut to the geometry of a rattlesnake’s back. Tri-ops, meanwhile, have curves inspired by the fins of a manta ray. He discovered this cut while working with a standard trillion shape. “I was almost done and noticed an inclusion in one corner,” he says. “I rolled down that corner and then rolled down the other two, and a new gem cut was born.” These and his other groundbreaking cuts have earned Avery seven Cutting Edge Awards in the highly respected American Gem



One of Stephen’s latest designs: “Eclipse” in golden beryl

Trade Association Spectrum competition. Finished jewellery using his trademark gemstones have garnered a further twelve Spectrum awards for some of the top jewellery designers in North America. Llyn Strelau has won two of these and has designed many pieces inspired by Stephen’s gems.



Rubellite tourmaline and spessartite garnet earrings with freshwater pearls and fancy coloured diamonds.

Avery doesn’t bother to trademark his unique cutting styles – he simply continues to innovate and create new designs, thus staying ahead of his fellow lapidaries. “Anyway, I don’t have time to police it. I get recognition from competitions and customers. That’s all I need.” Stephen could certainly mass



Earrings with colour suite of tsavorite garnet and blue zircon tri-shields accented with diamonds.

produce his designs but he prefers to remain hands-on. He limits production to an average 35-45 gems a month while still making time to market his collection and to search for new rough gem material.

Currently Stephen Avery’s favourite materials include rubellite and indicolite tourmaline and spessartite garnet from Nigeria, aquamarine from Mozambique, tourmaline and pink spinel from Afghanistan, and tsavorite garnet from Kenya.

In collaboration with his talented artist-wife Trudy the Averys are well-known for creating colour combinations using this extensive palate of gem colours. These signature combinations play with the perfect balance of both contrast and harmony of colour and provide the jewellery designer exciting inspiration for new creations!



“Foglia autunnale” ring with Malaya garnet and green tourmaline with fancy colour diamonds

