



Fine jewelers since 1905

207 Swansea Mall Drive, Suite 160
Swansea, Massachusetts 02777

ANNOUNCING OUR NEW HOURS

Beginning April 9, 2007,
we will be open Thursday evenings
for your convenience.

TUESDAY	10:00AM - 5:30PM
WEDNESDAY	10:00AM - 5:30PM
THURSDAY	10:00AM - 8:00PM
FRIDAY	10:00AM - 5:30PM
SATURDAY	10:00AM - 5:00PM
CLOSED SUNDAY AND MONDAY	

PRESORTED
STANDARD
U.S. POSTAGE PAID
SWANSEA, MA
PERMIT NO. 44

RETURN SERVICE REQUESTED

Potpourri

SPRING 2007 NEWSLETTER

ISSUE ONE

Welcome to our first issue...



Pierre and Nancy Plante

show them off, so be sure to take a look at them the next time you come in.

Pierre has continued to obtain the most beautiful natural sapphires direct from our representatives from Sri Lanka, Bethany and Deepal, and you can select a piece of jewelry made with the sapphires, or choose from an array of loose gemstones and have a piece made up just for you. A loose natural sapphire - or a special garnet or spinel - makes a unique gift, and the recipient can be involved in designing a one-of-a-kind pendant or ring.

The latest addition to Tom Kruskal's hand sculptured collection of jewelry is his TLC Spiral Collection featuring 14K gold and diamonds. Tom Kruskal fans will want to try on the free-flowing designs inspired by nature. Each of these special pieces is hallmarked and numbered by Tom.

If you are a diamond lover, you must see our new grouping of 14K white jewelry featuring blue diamonds! These will start a conversation wherever you go.

Spring is finally here, and pearls of all colors will be the perfect accessory to wear with your lighter wardrobe. Freshwater pearls in all sizes and shades of pink; Tahitian and South Sea pearls for drama; and a bouquet of natural colored pearls in peach, gold and lavender are making a refreshing new color palette. Of course there's also clas-

sic white, in strands, or accented with diamonds. For a bride, vintage-look earrings with pear-shaped pearl drops or a pearl pendant with the newest tiny diamonds set in white gold, can be worn long after the wedding gown is packed away.

Arthur Plante started this business with his workshop, and we are continuing this tradition by offering on-premises jewelry repair and custom work of the highest quality. Customers love the quick turnaround time and the opportunity to speak directly to Mike, our newest jeweler (See page 2).

As always, we love to hear from you! If we can help with anything at all - from appraisals to selecting the perfect gift - please contact us.

Potpourri

SPRING 2007 NEWSLETTER

IT'S TIME FOR...

A Spring Fling!

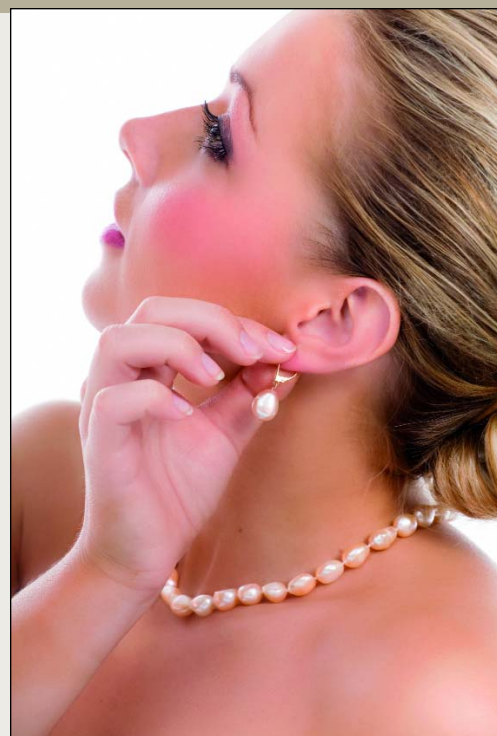
Some of our finest jewelry will change hands... or wrists, or necks, or ears.

You'll find an exciting selection of hundreds of fine jewelry items that, frankly, need a new home. Sure, we've enjoyed having them here at Plante Jewelers, but it's time these pieces had a chance to be out in the world. Seen at parties. Ogled and admired by others.

We want the best for these beautiful bracelets, rings, pendants, earrings, necklaces and watches, so we're offering them at

25% to 50% off our regular selling price.

Come in and see this special collection. Perhaps you'll see something you liked last time you were here. Maybe this time it will go home...with you!



CONTACT US ANY TIME



Fine jewelers since 1905

207 Swansea Mall Drive, Suite 160
Swansea Crossing Plaza
Swansea, Massachusetts 02777
Phone: 508-673-0561
Toll Free: 877-754-0800
Fax: 508-673-0119
Email: info@plantejewelers.com
www.plantejewelers.com

Do you know someone special who'd like to receive our newsletter? Send us their name and address and we'll add them to our mailing list.



AT YOUR SERVICE

- CLEANING
- REFINISHING
- RHODIUM FINISHING
- JEWELRY REPAIR RESTORATIONS
- LASER WELDING CASTING
- PEARL AND BEAD RESTRINGING
- DIAMOND AND GEMSTONE RECUTTING
- CUSTOM DESIGN CAD/CAM DESIGN
- REDESIGNING APPRAISALS
- MACHINE ENGRAVING
- HAND ENGRAVING
- WATCH REPAIR

DIAMOND WORKSHOP

HAVE FUN LEARNING HOW TO CHOOSE A DIAMOND

Are you thinking about buying a diamond? Pierre suggests "opening your eyes to the world of diamonds" through your own personal Diamond Workshop. It's a relaxed, fascinating hands-on way to approach this important choice. There's never any obligation. You can call, or email pplante@plantejewelers.com to arrange a time that is convenient for you.

INTRODUCING...A GEM!

Mike Arsenault

Mike has been with us since July, and customers have been delighted with his designs and beautiful jewelry work, done quickly and on the premises. Mike studied at the Geological Institute of America in California. He is a Graduate Jeweler and Gemologist, and has been working in the jewelry industry since 1996. Mike loves to design jewelry for customers. Bring in your items to be restyled and see what ideas Mike has to help you realize the jewelry of your dreams. Congratulations to Mike and his wife Hollie! They recently welcomed their first child, little Mikie.



A SOLID STRATEGY

Have It Appraised!

Do you need your jewelry appraised, or your appraisal updated? We can provide you with the documentation you need. Jeff Averbook, our special appraiser with over 27 years of experience, will be here on Saturdays at least once a month. Jeff appraises jewelry, pearls, fine watches, pocket watches, silverware and silver serving pieces. The document, which is accepted by all insurance companies, includes photography of your jewelry. Prices start at \$75.00. Call Dorothy at 508-673-0561 to set up an appointment. You can also email us at info@plantejewelers.com

Watch This!

When does a watch become a compass? An altimeter? A barometer? ...we could go on, but why not just come in and play with the newest Tissot Touch Watches? One customer was heard to murmur, "Sweet!" as he slowly rotated in the middle of the sales floor, his eyes riveted to the Touch watch, which he had just converted to a compass. This watch is a great graduation or Father's Day gift!



AN INTERVIEW WITH DONNA DRESSLER

And the Bead Goes On ...in very new and artful ways

Donna Dressler brought her colorful, fashionable designs to show our customers in January. Her sterling silver, semi precious gemstone jewelry is sold at the finest stores - Neiman Marcus, Bloomingdale's, and now Plante Jewelers! We carry a selection of Donna's jewelry, and she will be coming back this spring for a fun day of showing us all how to layer necklaces and combine colors. One outstanding piece is her 100-inch bead necklace - to twist, to tie, to double or triple - come in and try it on!

How did you get involved in the jewelry business?

My family has owned and operated a jewelry manufacturing company for over 50 years so I guess you can say that it's in my blood, and I love jewelry! During the busy jewelry season, when I was small, I would string beads at the kitchen table with my grandmother. Then when I was older I worked in the factory and the office after school and learned the jewelry business from the ground up. I became very interested in working with my dad in sales. Communicating with the customers started my career in design. I took several classes at Rhode Island School of Design and knew I found my true passion. I started working with QVC who had celebrities that needed designers to help them launch their jewelry collections, and called on me to work with their famous TV personalities! I also had the great fortune to work with fashion jewelry designers on their seasonal collections. I saw how exciting it was for them to have their jewelry in magazines, stores and on TV. Each and every celebrity gave me their full support and encouragement to succeed when I decided to launch my Donna Dressler Design collection.

What inspires your designs?

Mother Nature and the beauty of the semi precious stones inspire me to create a truly unique and wonderful piece of art. The beautiful colors and organic shapes of the beads are a big factor in my designs. I work with a color fashion trend company which enables me to keep up with the future styles for each season.

What is your current favorite piece?

That is a hard question because I love so many pieces. I think it depends on what I am wearing that day and what works best with the outfit I am wearing. I am designing a beautiful Sterling Silver Byzantine Collection with semi precious stones which is very well received. You can start out with your basic Byzantine



necklace or bracelet and add a gemstone charm to change the look and color. It is catching on like fire!

What is it like to work with the customers directly?

Working with the customers is such great fun! I love to see and hear how they love the jewelry and it allows me to get feedback on a design and color. Many times my next design comes from the customers' request! Clip earrings, for instance: I did not have any in the collection and women were always asking, "Do you have clip earrings that are not the old fashioned button look?" So guess what, I now have fashionable clip earrings that dangle in sterling silver with semi precious stones. I love to see the face of a customer when I tell them, "Yes, I do."

Is there anything else you'd like to say to your customers?

Yes, I would like every woman who wears my designs to feel the special beauty and love that I have put into each piece.