



**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

**Who's that man behind the microscope?**

It's Kevin Leach, our newest gemologist! Kevin has been at Plante Jewelers for a year. He earned his Graduate Gemologist and Graduate Jeweler degrees from the Gemological Institute of America (GIA) in California. Kevin is fascinated by the geology of colored gemstones. He loves "their colors and the interesting inclusions within them - like a little universe of its own inside the stones."

If you have a question about a gemstone, or would like to see Kevin about a special project, come in, or call him at 508-673-0561.



**Do you have a Mystery Gemstone?**

Bring it in and let Kevin work his scientific powers to determine what kind of gem it is! Fees begin at \$15.00. You can have your gemstone appraised by making an appointment on one of our Appraisal Days.

See below for more information.

**Appraisal Days**

Jeff Averbook, our appraiser, will be here in our store on one Saturday of every month. Jeff creates professional appraisal documents that include a photograph of each piece. The documents are accepted by all insurance companies. Fees begin at \$75.00.

We can provide you with an estimate of the fee, before the work is done. An appointment is necessary. Please call or email Dorothy to learn about the next scheduled Appraisal Day.

**Learn how to choose a diamond at your own personal Diamond Workshop**



Diamonds are beautiful - and choosing one should be a pleasure! Pierre, believing that knowledge will help you make the right choice, has developed a way to teach you how to look at diamonds and choose the most beautiful diamond that's just right for you. It's fun, it's relaxed and there's never any obligation.

Call Pierre at 508-673-0561, or email him at [pplante@plante-jewelers.com](mailto:pplante@plante-jewelers.com), to set up a personal appointment at your convenience.

**Q.** My knuckles are very large, and when I get my rings on, the rings twist and move loosely.

**A.** There are several solutions for the problem of fitting rings when you have large knuckles. We will take into consideration such factors as the style of your rings, and whether you have swelling and size changes during the day, to figure out the best answer for your needs. Installing sizing beads, or an internal spring, inside the ring shank can help minimize turning. If there is a great difference in size between your knuckle and the base of your finger, we can use special shanks that actually open to allow you to put the ring on, then close to fit your finger.

*Do you have a question for the jeweler? Send or email it for our next newsletter!*

**Bring in your GOLD**

Now's the time to look through your jewelry box for items that you no longer wear, that are outdated, unfixable, or just plain unlovable. The rising price of precious metals makes this a good time to cash in your old gold and platinum. We'll evaluate your jewelry, make you an offer, and pay you by check. (You'll need to provide a photo ID.) You can also turn your old jewelry into new, by applying your payment to a new purchase or remount. Ask us about the possibilities!

**A Colorful Choice**



Did you ever wish you could wear a different ring every day? Now you can - with interchangeable jewelry from Goldman-Kolber. Exciting rings in yellow or white gold, some with diamonds, all with beautiful detail. Add a colorful bezel with a gemstone to match your outfit. Changing clothes? Change to a new gemstone! Interchangeable bracelets, pendants, and earrings are also in the collection. Bezels come in a dizzying array of colors, shapes, and facet styles. This is a great idea for your Wish List!

**Treats & Treasures: Our new Estate Jewelry Collection**

Kevin has been hard at work refurbishing and displaying our collection of Estate Jewelry. If you haven't seen it yet, you're in for a treat! Estate jewelry is jewelry that has been previously owned. It may be old, or not very old. Our Estate Jewelry Case is filled with one-of-a-kind treasures, from a large cameo of a horse-drawn chariot, to a tassel-style bracelet made of exquisitely detailed gold work, to a gentleman's intaglio ring. Our ever-changing selection includes pearls, diamonds, jade, and other gemstones like emeralds and sapphires. Gold charms with the interesting detail of bygone days; funky crystal earrings; and classic gold locket, will captivate your imagination!

Cameos are one of the most popular categories of estate jewelry. They are carved from seashells or stone. The layers of shell are cut away, leaving an image in relief. The different layers of the shell are shaded in varying tones that define the design. Shell cameos range in color from white or off-white to pink, coral, red, and brown tones. Black agate gives a beautiful blue and white effect, reminiscent of Wedgewood. Cameos are commonly styled as brooches and pendants, but may also be mounted as rings, earrings, and even bracelets.

How can you wear estate jewelry? Vintage brooches are fun to pin on a hat or belt. Some can also be worn as pendants. Try different chains, or a rubber or leather cord; even a



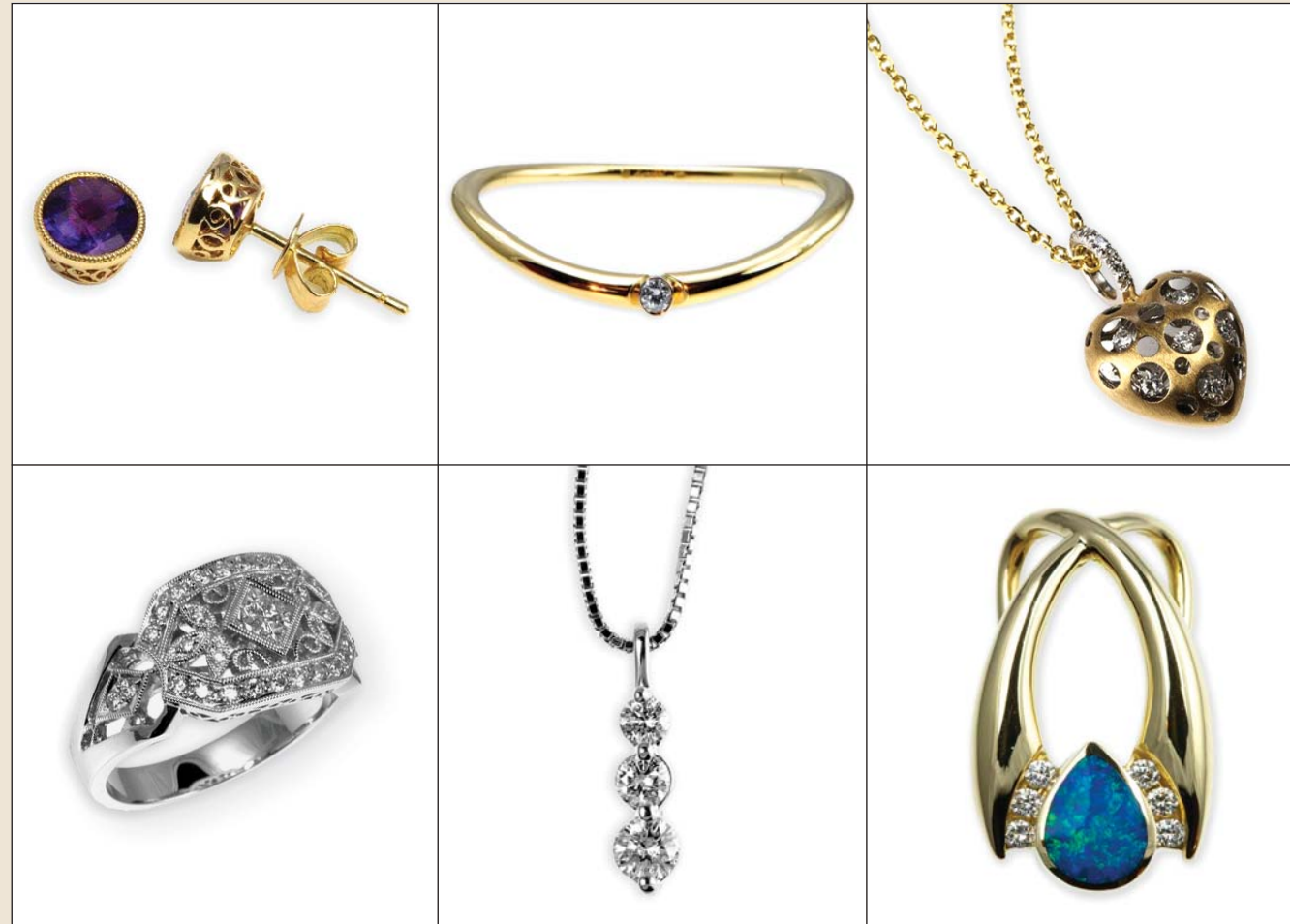
satin ribbon. A distinctive ring can make a statement all by itself, when it's retro in style. Wear it on your first finger to show it off. Complement a dressy black outfit with a delicate white gold and diamond wristwatch. A sterling and marcasite brooch can decorate your evening handbag.

Since our collection of estate jewelry is always changing, you'll want to stop by often. Warning: repeated exposure to the Plante Jewelers Estate Jewelry Case can be addicting!



Some of Our Favorite Pieces are now at Your Favorite Prices!

Pierre's been wielding his little red pen, marking down a selection of jewelry from all around the store. These are excellent values so don't hesitate! They will stay at the marked-down price until they are sold. Visit the store to see the full selection.



- Amethyst stud earrings in 14K yellow gold with openwork detail. Were \$175.00; **NOW \$131.25**
- Spectacular 18K yellow gold bracelet with a .38ct diamond and a hidden clasp. Was \$3995.00; **NOW \$1997.50**
- Beautifully textured 18K gold heart with diamonds. Was \$1125.00; **NOW \$843.75** Chain sold separately.
- Everybody's favorite - exquisitely detailed ring in 18K white gold with princess-cut and round diamonds. Was \$2195.00; **NOW \$1646.25**
- Past, present, and future diamond pendant, 14K white gold with an 18" chain. Was \$1125.00; **NOW \$843.75**
- Big bold black opal slide by John Bagley, with diamonds in 14K yellow gold. Was \$2495.00; **NOW \$1671.65**

*These special prices do not include adjustments, such as sizing. Our usual rates will apply. Returns of marked-down items will be made for store credit only.*

Fine jewelers since 1905

207 Swansea Mall Drive, Suite 160  
Swansea, Massachusetts 02777

Tuesday, Wednesday, Friday: 10:00 to 5:30  
Thursday: 10:00 to 8:00  
Saturday: 10:00 to 5:00  
Closed Sunday & Monday

NOTE: We will be closed Tuesday and Wednesday, October 14 and 15.

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Potpourri

SUMMER 2008 NEWSLETTER

### A Charming Tradition

Great news for all our charm aficionados: Rembrandt Quality Charms has created more than 400 new charms! Some of the brand-new designs are: Mini Cooper, photo charms, pizza slice, tiara, corkscrew, quilt, laptop computer, golf cart, backpack, and travel charms. Charm bracelets are always in fashion, and lately they are enjoying a resurgence of popularity. Charms are available in hundreds of styles.

We stock a wonderful selection, and we can special order quickly - usually in just 2 or 3 days. Engraving your charm an make it an even more personal gift. Charms are especially appropriate for milestone occasions, like graduation, First Communion, and Bat Mitzvah.

We also have a few gold charms in our estate jewelry case for anyone who likes a vintage look.

Potpourri

SUMMER 2008 NEWSLETTER

ISSUE THREE

### OCEAN BLUE

Blue as the ocean or the summer sky, these natural, untreated sapphires from Sri Lanka make a colorful conversation piece. Only about 5% of the sapphires found in the world are beautiful enough to be simply polished and have jewelry designed around them.

We are proud to offer these rare and precious gemstones to our customers. Choose from our selection of loose gemstones, or from unusual jewelry we have created.

- 14K white and yellow gold ring : \$2995.00
- 14K white gold earrings with Russian cut diamonds: \$2850.00
- 14K white gold pendant with Russian cut diamonds: \$2895.00.
- The chain, \$140.00.

Everybody's happy - summer is here at last! Color is blooming at Plante's. Peridot and blue topaz, the pastel tones of freshwater pearls, and colorful beads all add to the fresh feeling of sunshine and ocean breezes. Sterling silver jewelry is always a favorite with warm-weather clothing. Try a charm bracelet (see page 6) to add a fun touch to your outfit. Or, really punch up the color palette with interchangeable jewelry from Goldman-Kolber (page 3)! This is a great time for projects - so how about a special, Plante-made piece of jewelry? You can start with a sketch or idea, or maybe you'd like to restyle a piece of jewelry you already own. If you have items you no longer enjoy or have inherited, consider using the gemstones in a fashionable piece you'll love wearing.

Our customers can't get enough of our stunningly sparkling EightStar Diamonds! Mike made a very special diamond dangle pendant for a custom-cut EightStar Diamond, and we've been working on several engagement and anniversary rings featuring these wonderful gemstones. One customer recently had two diamonds custom-cut by EightStar for his wife's ring! Visit our diamond counter to see for yourself, what the buzz is about.

Don't forget your sunglasses...

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

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Saturday: 10:00 to 5:00 • Closed Sunday & Monday

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