

# GEM NEWS...

May/June 2009

## Trends

Pearls are **SUPER HOT** right now. It's about time! With so many colors and sizes, it's exciting to see how designers are using these organic gemstones to create masterpieces. Whether you are sporting a single 8mm strand, long opera length multiple strands, earrings or a ring accented with diamonds, you'll be wearing a *timeless* piece of jewelry. Pearls are a fashion must-have for all women.

The new Chinese freshwater pearls I mentioned in my past Gem News publication, are out in full force. The colors are just stunning, mirror like luster, thick nacles and some impressive big round sizes. Now I'm not talking about the *rice* or *keshi* pearls, not assembled (mabe) or baroque pearls, I'm talking about perfectly round to slightly off-round, gorgeous pearls. The prices for these lovely's are all over the place. Commercial grade/quality 10-11mm strands will run you about \$600-\$2,100 all the way up to the very fine grade/quality pearls which can run up as high as \$15,000. I've recently purchased a lovely 17" strand (9-10mm very good grade/quality) and I have to tell you, they are stunning. I get compliments on them everywhere I go. They are fun yet elegant, colorful and still subdued... I wear them with my jeans all the time. The colors are perfect for spring/summer and if I'm traveling, they'll go along since they can go with so many different outfits. If you've always considered purchasing a strand of pearls, I would highly suggest you look into the Chinese freshwater pearls for quality, beauty and prices you just can't beat.

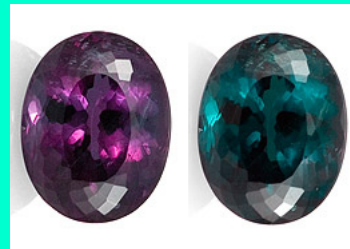


*Natural Chinese Freshwater Pearls  
(all with 14k YG clasps:  
Left - 8.5-9.5mm, round to near  
round AAA+  
Center - 8-9mm, off round apricot/  
green 16" AAA  
Right - Baroque metallic pink, green  
& golden. AA*

*(Continued on page 6)*

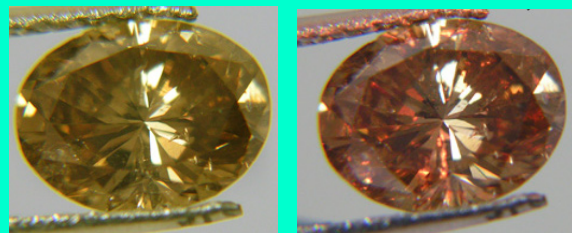
## Color Change Gemstones & Diamonds

Many consumers have heard about the famous Russian Alexandrite. Under one lighting source a fine stone is a deep green, change the lighting and it becomes a fiery red. Alexandrite is extremely rare with the finest of qualities (including degree of color change) makes this one for the collectors.



*Very good quality  
Alexandrite showing vivid  
color change  
under different lighting.*

Did you know diamonds can also change color? We call this the Chameleon diamond. A natural green diamond in it's normal state, becomes a bright olive or yellow when heated slightly. The diamond returns to it's natural green state once it's cooled off. Green diamonds are extremely rare by themselves, chameleon diamonds are rarer still thus commanding high prices. No collector should be without one of these beauties.



*Natural yellowish-green diamond showing  
color change to brownish-orange under  
UV lighting.*

A little easier on the pocket are color change sapphires. Different color combinations are available from violet to purple/violet, blue to purple, pink/red to blue/purple about any combination is possible. The great news... these color change sapphires are priced LOWER than blue sapphires and about the same price you would expect to pay for a purple sapphire. As a designer, I've collected a few of these sapphire wonders in hopes of one-day collecting enough matching in size and cut to make a beautiful necklace with diamonds. One look during the day, a whole different one at night. *(Continued on page 6)*

## Designer news...

So many exciting things to tell you all about... I don't know where to start! I know, I know, let's start with Hollywood...

Kelsey Sanders (up and coming actress/pop star) was gifted the "Sundancer" at the Academy Awards. Kelsey was so excited about the piece, she immediately took off the jewelry she had and put it on. Kelsey has been seen around on the red carpet proudly displaying my creation. Remember the name, within the next year, she's going to be everywhere.



*Kelsey Sanders proudly wears the "Sundancer" on the red carpet at the Stardust Picture Awards.*

The "Empress" will grace the cover of the first issue of Gem Couture's Fall 2009/Winter 2010 catalog. While I am not allowed to give away any details at this point, I can tell you the "Empress" will be making an appearance in a few movies this year - first to be worn by a very famous "A-list" actress who was so in love with the piece, she asked the costumer designer to change the neckline of her dress in the scene so it shows off the necklace. As the movies come out of production and are being publicized, I will be able to give more details and still shots of the actresses wearing the "Empress" in the movie scenes. Once the "Empress" has made her rounds in the movies, she is to be awarded to one of the leading ladies who wore her - hopefully to the Academy Awards as said actress accepts her Oscar for Best Lead Female Actress.

The "Gemmy" has yet to be given away however, she will be gifted at this year's Emmy's to the Leading Actress winner along with other goodies in this special gift bag valued at over \$75,000.

Gem Couture's exposure with Hollywood would never have been possible without the help from Robynn Lin of Stylistic PR ([www.StylisticPR.com](http://www.StylisticPR.com)) and Stefan du Bois of Emerging Magazine. To read more Hollywood news on Gem Couture visit: [www.EmergingMagazine.com](http://www.EmergingMagazine.com).

Last Saturday we shoot the majority of our photos for the next upcoming Gem Couture catalog. It really warms my heart to have such wonderful, gifted artists help out with these shoots. Robynn Lin, Stylistic PR, multi-talented stylist, Ken Henson, Artisan ProMedia - awesome photographer, Amy Simon and Lorena Arbelaez - gorgeous models, the unbelievably talented make-up artist, Cliff Turner, EliteAirbrushMakeUp.com and of course the use of the brand new, state-of-the-art Avatar Studio - thanks to Jerry Wyszatycki. Pearls are BIG now so we are featuring some gorgeous South Sea, Tahitian and fine Chinese necklaces. New designs by Melody couture pieces and GCI watches will also grace these pages.

On a more personal note, my final reconstruction surgery was March 10 so I'M DONE!! YEAH!! I'm extremely happy with the end results, I am truly blessed with fantastic doctors. Deciding to have a bi-lateral mastectomy with reconstruction is not a decision many will ever have to make. In my case, I'm so glad I did - NO REGRETS!

The race that I have to credit my finding this cancer so early is coming up next month, June 20, 2009. The Grandma's half-marathon in Duluth Minnesota. I didn't get in on the lotto so I was really bummed I wouldn't be able to run in the race I had been training for. One of the sponsors "Security Jewelers" in Duluth put up their race entry on Ebay to raise money for the Junior League of Duluth's playground. I was outbid at the last 45 seconds before the auction ended but I was able to get in just in the nick of time to claim my race entry. The money is going to a wonderful cause (my nieces live in Duluth) and I'm running in my race. I just know I'll need tissues as I cross the finish line - this one's very emotional for me. I'm hoping to finish in 2 hours 30 minutes.

Be sure to pick up the June issue of "Go Riverwalk", they are featuring my breast cancer story in that issue. I have written the story "Running for my Life" and sent it out to different publications around the country. "Go Riverwalk" will be the first to publish a part of my story; Running Journal will be printing a portion as well in one of their upcoming issues. Helping others cope with breast cancer, mastectomy, chemo, radiation, etc... helps me cope with my diagnosis. This gives me reason for having to go through this all again. This gives my breast cancer a purpose. Please do not hesitate to give my email address out to anyone who wants to ask a question, needs some support or not quite sure what they should be looking for with their self exams.

Our web-site will be going through a revamp very soon. With some new product lines coming in the mix, it's important to me to make the site as user friendly as possible. [www.GemCouture.com](http://www.GemCouture.com) will actually become a portal to a few mini-shops... designs by Melody for my couture designs; GCI timepieces for my watches; Accessories for fine crystal handbags and others as new areas open up. We will be making these changes slowly and sometime over the summer launching the full new site. I'll send out emails as the updates are completed. THANK YOU!

# Emeralds...

The green of emerald has been admired for thousands of years and is always associated with lush landscape and the richest greens. Ireland is the Emerald Isle; Seattle the Emerald City and Thailand's most sacred religions icon is called the Emerald Buddha.

Emerald belongs to the beryl mineral species which also includes heliodor, aquamarine and the now popular, green beryl. To be considered an emerald, beryl must be the colors of bluish green to green with strong to vivid saturation and medium to medium dark tone. If the stone is light in color, it is considered a green beryl. When all other factors are equal, an emerald's hue, tone and saturation determine its value. Very slight color differences can significantly influence the value. The most prized emeralds are highly transparent, evenly distributed color and no eye-visible color zoning. If the hue is too yellowish or too bluish, it is not an emerald and the value drops accordingly. Chromium, vanadium and iron are the trace elements that cause the beautiful deep rich emerald color. The higher the chromium or vanadium content, the more intense green the stone will be. When iron is relatively high, the color tends to be a bluer green.

There are many different trade names sometimes used when describing the color of emerald. It's very important to understand, this does NOT necessarily mean this is where the emerald was mined, it's describing the color. These trade names don't always accurately describe their emeralds so "Buyer Beware". Everyone has heard of *Colombian* emeralds; these being the most prized for color. The true *Colombian* color is the finest color emerald can be, with all other emeralds compared to it, slightly bluish green with medium to medium-dark tone and strong vivid saturation. *Zambian* color emeralds are slightly darker and more bluish than the Colombian colored emeralds however the clarity is usually, much higher. *Sandawana* are a bright intense green, usually found in small sizes and *Brazilian* are the lightest tone of all the emeralds.



National Museum of Natural History Emeralds by Jorfer.

Almost all emeralds have inclusions that are visible to the naked eye. Eye-clean emeralds are especially valuable because they are so rare. Emerald inclusions are often described as looking mossy or garden-like. Some people in the trade use 'jardin' the French word for garden to describe these inclusions. It's important to examine how deep and severe these inclusions are, especially in a ring or bracelet. One solid hit with an emerald ring could fracture or even break the stone into pieces along fracture lines.

Emeralds have been treated almost as long as they've been cutting them. Because of the many common eye-visible inclusions, oiling or fracture filling of surface reaching fractures is common practice. Everyone is always told "don't put your emeralds in your jewelry cleaning machine." These machines can cause the oils or other fillers to leak out of the emerald and cause the fractures to become more noticeable. It's not uncommon for an emerald owner to think someone came and switched emeralds on them during the cleaning cycle. Over time, some oils can evaporate and leave a residue in the fractures. Oiling an emerald is NOT a permanent treatment. Heat from a bench jeweler's torch can also cause the oil to sweat out. Oils can also yellow or discolor over time. Emeralds can be cleaned of any old oils and replaced with new oil. This should only be done by a professional who works with emeralds so don't try this yourself.

A *Trapiche* emerald is a very unusual emerald with rays that emanate from a hexagonal center forming a star-like patterns. *Trapiche* emeralds are usually cut as cabochons to emphasize their unique pattern.



2.98 ct. *Trapiche* emerald

Current pricing trends for emeralds are showing a 10% INCREASE in the upper end, extra fine category (2-5 carats) whereas fine emeralds have stayed the same and commercial or good quality emeralds are showing a slight decline. Both Colombian and Zambian producers are extremely active aggressively marketing their product.

Because of emeralds extremely high values, imitations, synthetics and every doublets & triplets (slice or top of stone is beryl cemented often with synthetic spinel, beryl and/or sapphire).

In conclusion, I would recommend you think twice before buying an emerald ring. Keep this beautiful stone for necklaces or earrings where they will get much less abuse. Expect to see some inclusions with the naked eye and most important, NEVER put your emerald into your ultrasonic cleaner.

# Ask the Expert...

## **Q - How do I take care of my pearls?**

*A - Always remember, last on - first off. Pearls are an organic gemstone and although they are very durable, you do need to remember a few things to keep them looking brand new for many, many years. First off, perfumes, lotions, soaps, hair spray, etc... can damage your pearls. Do all of these things (and let dry) BEFORE you put on your pearls. Wearing a pearl ring, remember to remove it BEFORE you wash your hands. Always wipe your pearls off with a DAMP (not wet) soft cloth before putting them away. Your pearl necklace is strung with a cord. Getting this saturated and wet can cause your necklace to stretch out of shape. No, it won't bounce back once it's dry. DO NOT immerse your pearls in water. If you clean your pearls thoroughly (again soft damp cloth) and you think the string got wet, arrange your pearls on a soft towel and allow the necklace to dry completely. DO NOT hang your wet pearls - this too will stretch them out. If you wear your pearls on a regular basis (once a week), have them restrung every one to two years. No matter what you do, the cord will deteriorate over time. At some point, restringing them won't be an option. Better to be ahead of it then lose your strand because the string broke.*

## **Q - I've always wanted to purchase a nice large diamond, is now the time to do that?**

*A - I've been telling all my customers, if you have wanted to make in important investment in a diamond or other rare gemstone, YES now is the time to do it. Many dealers are letting their merchandise go at cost (maybe even below) just to keep cash flow moving through the business. You must be patient and wait for the right deal to come along. When it does... DON'T WAIT! I've had some really fantastic buys slip through my fingers because my client wanted to think about it. Think about it BEFORE you start looking. Know what color, cut, clarity, type, etc... you want and how much you are willing to pay for it. If it's really a great deal, it will go to the first buyer - sometimes sold within the hour.*

## **Q - I haven't heard too much about synthetic diamonds... any new news?**

*A - It's really funny you should ask this question now as I was just reading my Gems & Gemology Spring issue (from GIA) "Lab Notes" section where I read about a 0.31 ct. cubic zirconia coated with nanocrystalline synthetic diamond. GIA reported two decades ago about a CZ coated with a thick diamond-like substance. This imitation diamond is being manufactured as the EternityCZ by Serenity*

*Technologies. Now this is only my opinion, however I can't see where there is anything but deception to gain by coating a CZ with a synthetic diamond coating. A CZ is so close to a diamond, only a trained professional can tell the difference. Why would you coat it with a synthetic diamond substance? Serenity Technologies I'm sure will be honest and always divulge their treatments however what about the dishonest dealers out there looking for an easy way to make a quick buck? Once this technology gets out, it will be just one more reason why you should ALWAYS make sure your diamonds come with a certified report from a reputable lab. Am I starting to sound like a broken record yet? I would love to hear your comments on this.*

## **Q - What does it mean if a watch says "Swiss Made" on it?**

*A- Watches, clocks and alarm clocks manufactured in Switzerland bear the designation "Swiss made" as well as the logo of the producer or distributor. This label enjoys a solid reputation throughout the world. And globalization of trade has done nothing to diminish its importance. On the contrary, the modern consumer is looking for a maximum of information when he or she goes shopping for a new timepiece. "Swiss made" embodies a concept of quality that has been forged over the years. It includes the technical quality of watches (accuracy, reliability, water-resistance and shock-resistance), as well as their aesthetic quality (elegance and originality of design). It covers both traditional manufacturing and new technologies (micro-electronics). Moreover, a law "regulating the use of the name 'Swiss' for watches" sets out the minimum conditions that have to be fulfilled before a watch merits the "Swiss made" label. This law is based on the amount of work actually carried out on a watch in Switzerland, even if some foreign components are used in it. It therefore requires that the assembly work on the movement (the motor of the watch) and on the watch itself (fitting the movement with the dial, hands and the various parts of the case) should be carried out in Switzerland, along with the final testing of the movement. It also requires that at least 50% of the components of the movement should be manufactured in Switzerland.*

*This section continues to receive praise for the knowledge and education it delivers. Please continue to send your questions and concerns.*

*If you want to know,  
chances are someone else does too.  
Send to AskMelody@GemCouture.com*

# Community News....



## 100 Outstanding Women of Broward County

On Thursday May 7, 2009 approximately 1,200 guests celebrated and honored 100 of Broward County's most outstanding women. Our very own designer, Melody Saleh was among those honored that evening. Gem Couture as host sponsor for the event, donated one of Melody's favorite designer pieces, a natural fancy colored diamond pendant and matching earrings valued at \$16,000. Even with this bad economy the pieces brought in a live auction bid of \$10,000. Profits from the evenings events were shared equally between the Boys & Girls Club of Broward County and the Susan B. Anthony Recovery Center. Congratulations to all the honorees and the charities.

For more information on the Boys & Girls Club of Broward County please visit: [www.BGCBC.com](http://www.BGCBC.com). For the Susan B Anthony Recovery Center visit: [www.SusanBAnthonyCenter.org](http://www.SusanBAnthonyCenter.org).



*Natural fancy colored diamond pendant/earrings suite designs by Melody donated for 100 Outstanding Women of Broward County event. Value \$16,000.*



Also on Thursday May 7, 2009 all the way across the country up in Duluth Minnesota the American Cancer Society hosted a gala event to raise money for breast cancer patients, research and education for the community. Gem Couture donated one of its pink "PearlEssence" watches to the cause which was placed in a clear treasure chest. The 120 attendees had a chance to purchase a key hoping theirs would be the lucky one to open the chest and claim their treasure valued at \$1,149.00.

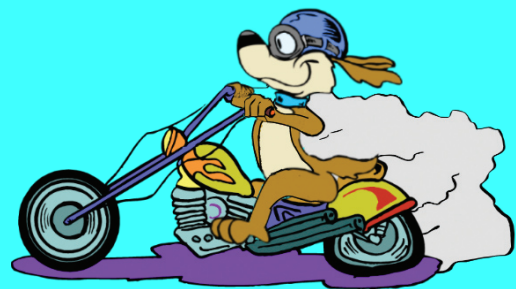


*The winner Jim Laumeyer gladly handed his treasure to his lovely wife Elaine.*

## Harley Dog Days VIII "Harley's Angels"

Close to 300 attendees helped the homeless animals at the Humane Society of Broward County. PAWS Auxiliary (Pets Are Worth Saving) hosted the event at the Coral Ridge Country Club which included a fantastic Silent, Super-Silent and Live auctions, surf-n-turf gourmet dinner, live band and the 3rd Harleywood Idol Finals Competition. The event was a huge success raising over \$148,000 for the animals. Gem Couture donated a 1.00 carat diamond ring valued at \$2,750.00. to be included in the Super Silent Auction. PURR-fect!

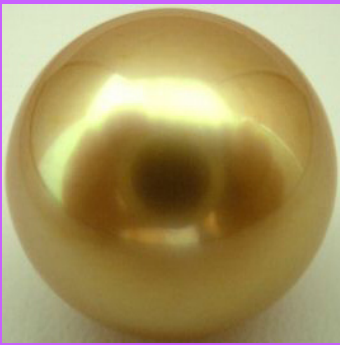
[www.BrowardHumane.com](http://www.BrowardHumane.com)



## TRENDS (continued)

Golden South Sea pearls are still the rarest and most expensive however I'm finding them more and more (and in matched pairs) and I'm seeing the pricing starting to get really competitive. Now, that could just be due to a weak economy, sellers are willing to take less of a profit. Yellow gold is starting to make a comeback and these golden beauties make some spectacular pieces set in yellow gold.

I've begun putting together a strand of golden & white South Sea pearls along with silver and black Tahitians. I'm gathering up matching pairs graduating from 10-11 mm. Putting together a strand like this could take 5-10 years. I'm hoping to have it complete before the end of this year. Look out for it - it will be stunning!



*Extremely rare 15.2mm AA+ quality, untreated golden South Sea round pearl.*

If you're looking for something truly unique, consider your next custom jewelry piece using one of these color-change gemstones or diamonds.



*Fine quality color-change sapphires*



Special celebration coming up and you just don't know what to buy? A Gem Couture Gift Card is the perfect answer. These gift cards can be used on any merchandise (in-stock and special order) and even custom pieces. It's just a phone call away and your troubles can be over. We'll even deliver it to you boxed in a gift bag. We accept Visa, American Express, Discover and MasterCard. It really can't be any easier than this.

954-332-2411



## New Products!!

We are very excited to announce, Gem Couture will expand it's merchandise base to include Ed Hardy watches & tags, a new "Town & Country" line (inspired by David Yurman) and fine austrian crystal handbags. These additions will help Gem Couture broaden it's customer base.

The owners of Gem Couture do NOT take any salaries, bonuses, gifts, expenses NOTHING from the business... Gem Couture was formed to help give back to the community. Last fiscal year, (ended 4/30/2009) Gem Couture donated over \$35k to the South Florida community and so far this fiscal year, almost \$20k. Please tell all your friends about us. This will help us more. THANK YOU!!

Gem News is provided to you by:

**Gem Couture, Inc.**

(By Appointment Only)

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