

What happened in Vegas... by Laura McConnell



Vegas is a crazy place. Most go for the dazzling sights and scenes to celebrate an occasion (okay, sometimes to escape one). The other reason to go to Vegas - Conventions. You know, there's one or more every weekend that brings swarms of adults in business attire to the hot desert to walk miles and miles of air conditioned hallways and be treated to bigger than life windowless conference rooms and \$8 coffee. As jaded as I might be to conventions in Vegas, there is one event every year I

truly look forward to. The JCK Las Vegas show is the leading jewelry event in North America with over 2,400 brands and manufacturers. When you aren't walking the show floor, you are going to panel discussions, industry seminars and fashion shows. This year, we were able to bring almost the whole team from The King's Jewelers. We like to think we were the hit of the show, traveling in our pack of 6. If you've seen us excited before, you can imagine the giddiness of us browsing designs and stones from around the world. I'm fairly confident that the 'oohs' and the 'aaahs' were quite audible. But don't worry, we did more than look. We shopped; and



then we shopped and shopped some more. There is Italian gold, trendy diamond pendants, adjustable pearl necklaces and bracelets, Italian leather (Yup, we like the Italians), brand new engagement styles, and more! We are so excited to show you our new treasure. It will be trickling into our cases over the next couple of months. (Make sure you follow our facebook page www.facebook.com/the kings jewelers so you know when the newest items arrive!)

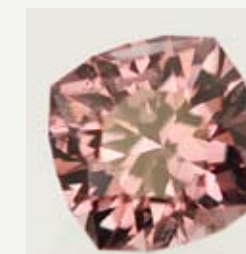


DO YOU LOVE GEMSTONES?
ASK A STAFF MEMBER
ABOUT OUR
GEMSTONE ROUNDTABLE EVENT
SEPTEMBER 13-14, 2016

Spectacular Spinel!

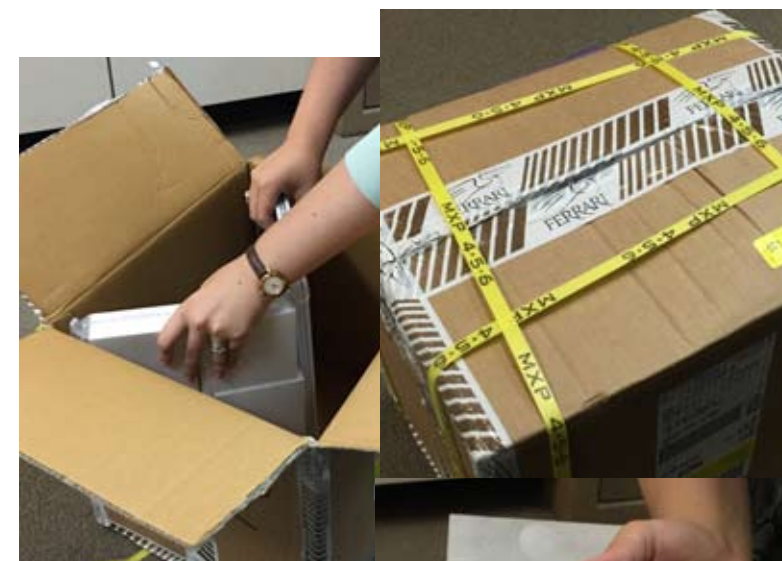


Celebrate August birthdays with this stunning spinel pendant!
18k 1.44ct oval purple spinel pendant with chain
\$1795



Fancy any of the loose spinels in this newsletter?

They are from our favorite award winning gem cutter Roger Dery. Call us for details



It's not everyday we receive an international delivery. Shortly after we returned from Las Vegas, we were delighted to receive one of our JCK show treasures direct from Italy! We could hardly contain our excitement at opening up our first shipment of Misani men's Italian leather bracelets! These hand-crafted bracelets retrace the route of the great journeys of 18th century nobleman and their quest for adventure. Come in today and experience the style and excitement of Misani leather bracelets for yourself.



Imported from Italy!



The King's Journal

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Introducing August's new birthstone - Spinel!

In June, Jewelers of America and the American Gem Trade Association announced they are adding a favorite gemstone of ours - the spectacular Spinel - to the official list of birthstones. It will join the yellow-green gemstone peridot as a birthstone for the month of August.

"At certain moments in history, when there is a strong call from gem enthusiasts to expand the list of official birthstones, Jewelers of America believes in recognizing the importance of historically significant gemstones and giving gemstone lovers a choice that suits their preferences," JA President and CEO David Bonaparte said.

Although frequently confused with ruby, spinel stands on its own merits. In ancient times, southeast Asia's mines yielded exceptional large spinel crystals, which became the treasured property of kings and emperors. One of the most famous examples of spinel is the so-called "Black Prince's ruby." This historic crimson-red gem is set in England's Imperial State Crown and displayed in the Tower of London.



Dave and his daughter Samantha going to see the "Black Prince's ruby" spinel

Spinel is available in a striking array of colors and hues, from orange to intense "stoplight" red, vibrant pink, and all shades of purple, blue, and violet through bluish green. Sources: gia.edu and nationaljeweler.com

Spread Joy
 this Summer!

Coming in September -
 Gemstone Roundtable

We love your referrals!



How do we rate?

We invite all our clients to rate us on your favorite online services and social networks such as Google +, Facebook and Yelp.

The King's Journal

is a publication for the clients of
The King's Jewelers

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Store Hours: Tuesday - Friday 10am - 6pm
 Saturday 10am - 4pm Closed Sunday & Monday

Our Creed: As respected, innovative industry leaders, we take pride in our dedication to integrity, quality, value and personal service. Our profound commitment challenges us in our pursuit of excellence in each aspect of jewelry service. Using experience and technology we give our clients assurance of complete, accurate information. We fulfill dreams and aspirations with our unique variety of fine jewelry.

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