

SHOW YOUR COLORS

Turn up your style with pretty gemstone jewelry.

PALE ROSE, SOFT LILAC, LEMON PEEL, AZURE, CELADON and the crystalline blue of a winter sky: these enticing colors are the newest palette for jewelry designers, as they create the latest must-haves for customers. And all for good reason.

While emeralds, sapphires and rubies will always be prized, pastel colored stones like amethyst, aquamarine, topaz, peridot and citrine present lighter options. They're fresh, they're fun and they're feminine, fitting right in with the softer silhouettes and lovely flourishes—beading, embroidery,

lace and ruffles—popular in fashion now.

Jewelry made with, say, tourmaline and quartz is not as serious as that of precious gemstones; it's easier to wear all day, every day, not just for big occasions.

The lovely pastel shades are attractive on most skin tones, and they go with most wardrobes, complementing light items and bringing a lift to dark clothing.

It's not just lighter colored semi-precious stones that are enjoying a surge, "We're seeing pearls," said Aja Raden, author of a book on historic jewels, *Stoned*, and a jewelry designer herself, formerly at

Tacori and now doing private commissions. And, she adds, "there are tons of opals."

Designers are delighted to have a whole new crayon box of colors to play with, letting their imaginations run wild and experimenting with luscious color combinations. And they're enjoying the challenge of creating pearl jewelry that's anything but traditional.

Said Ms. Raden, "it's not just pastels. I'm seeing a real resurgence of nature-inspired jewelry: flowers, butterflies, snakes, bugs, even birds," using lighter colored stones in their creation. It's all part of a love of nature in the face of an increasingly technical world.

There's more attracting customers to pastels. The cost for semi-precious stones is less than that for precious gemstones. And as some of these semi-precious stones, such as spinels and tanzanites, themselves start to become rare, it's a good time to invest in jewelry made of them—and show your colors!



Vianna Brasil Amorfus earrings



Lauren K gemstone ring



Aram Botanical Leaf pendant



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