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**Online Jewelry Purchases Makes Life So Much Easier**

**By Sintilia Miecevole**

This article was written to answer many of the most frequently asked questions on this topic. I hope you find this information helpful. Did you know that jewelry is just a click away?

Jewelry purchases are increasing in leaps and bounds with Americans spending over \$50 billion each year on such items as jewelry and watches. Instead of spending hours going through malls and scouting out the perfect earrings and necklaces, consumers can shop for jewelry in the comfort of their own homes.

When shopping for jewelry, it's important to have an understanding of the fundamental materials and stones. The following information should be of help with your purchase:

**Materials:** Yellow Gold – Pure gold (24 kt. gold) is too soft to use in jewelry, so it is combined with silver to form a metal mixture consisting of 14 kt. gold.

**White Gold** – White gold is has no color and won't tarnish, and is usually a mixture of gold and nickel.

**Sterling Silver** – Silver is too soft for use in jewelry, so silver is combined with 7.5% of other metals (usually copper) to produce sterling silver.

**Platinum** – A gorgeous silver–white color, platinum occurs as an alloy in nature. It's tarnish–resistant qualities and durability make it a favorite material for fine jewelry.

**Gemstones:** There are a wide variety of gemstones in jewelry. There are everything from diamonds to garnets and emeralds to sapphires. Gemstones add glitter to all kinds of jewelry from earrings to rings. Numerous jewelers use simulated gemstones which offer the sparkle of the "real thing" at a far lesser price.

**Birthstones:** Jewelry that uses birthstones is an enduring favorite, specially when given as a gift. The following gemstones and colors are associated with each birthday month: January: Garnet (dark red) February: Amethyst (purple) March: Aquamarine (pale blue) April: Diamond (starlight) May: Emerald

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(light green) June: Pearl, White (pearlescent) July: Ruby (red) August: Peridot (pale green) September: Sapphire, Blue (deep blue) October: Opal (moonlight) November: Citrine (yellow) December: Topaz, Blue (sky blue)

Trends Having the latest jewelry trends is helpful when buying fine jewelry for yourself or as a gift. For example, this season, celebrities are wearing ear pins and ear cuffs both on and off the red carpet. . Whether made from gold or silver, ear cuffs add that pizzazz required to make you stand out and feel beautiful.

When choosing earrings or necklaces with gemstones, the key this season is to combine colors for maximum effect. For example, pair a deep blue with garnet, or purple with medium green.

Online Shopping When shopping for fine jewelry online, be sure to click on to a reputable site.

Sintilia Miecevole loves jewelry and invites you to visit

<http://www.fejewelry.com>

which has information

and resources from diamonds, precious stones and gems to gifts and more. Be sure to visit

<http://www.fejewelry.com>

for further information.

## **How To Purchase Diamond Jewelry For Men**

**By Amber Pierce**

Diamond jewelry for men makes a perfect gift today. Men often wear jewelry given to them, however, they don't think of buying it for themselves. They end up wearing their class ring decades after they have graduated. School pride is not what keeps them with that same old piece of collegiate jewelry, but rather it is a lack of other options. But thankfully, this is changing.

Today men are beginning to buy jewelry for themselves, such as chains, diamond rings, watches, bracelets and diamond studded earrings. Some buy jewelry as a status symbol. The days of men hating and not wearing jewelry are over. Women no longer have a firm grip on the jewelry market.

Jewelry found in regular retail stores offers little in the way of men's jewelry. Usually, the men's section might have a small showing of watches and maybe one or two ostentatious rings. As a result, men looking for masculine jewelry will often go online for variety and price.

Whether it's a wedding band or a gold bracelet to wear with his power suit, a man now has options.

## Online Jewelry Purchases Makes Life So Much Easier

Due to low markup, men's jewelry can be purchased for amazingly low prices on the internet. The amazing array of men's jewelry is a result of retailers having an abundance of resources for fine jewelry. Rather than selling one brand, many online shops will offer different makers, materials and styles.

Men that shop around for that right or unique piece of jewelry want high quality items. Men are advised to shop at online stores that have information such as clarity, materials, cut and other qualities clearly displayed. Since men have become so interested in purchasing and wearing jewelry it makes sense that they would shop online for the better prices and options.

Diamond jewelry for men has become a lucrative market. More and more retailers such as the local jewelry store and department stores have gotten on the band wagon. But the better buy is still online. Look around and you will see that men are beginning to wear more diamonds than women. There is real proof showing that diamonds are no longer just a girl's best friend. They have become man's best friend also.

Amber Pierce is a staff writer at

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