

by aimee cebulski



SEVEN

SWEET TIPS FOR PICKING THE PERFECT JEWELRY DURING THIS SEASON OF LOVE

February is the season of love and romance. What better way to celebrate than with a gift your loved one can wear every day?

Before you dive into the gift-giving portion of Valentine's Day, however, here is a brief history lesson on how this date came to be associated with love.

In early Roman times, men would strip down, grab skins or whips and spank their young women with the hope of increasing fertility. The celebration was held every year on February 15 and was popular for centuries.

Many of the Christian faith didn't like the fact that this very popular day was originally tied to a Pagan festival, so they co-opted the celebration and chose to realign it with one of the many legends surrounding St. Valentine. According to one particular legend,

in the 3rd century, Roman Emperor Claudius II banned marriage, hoping to obtain more men for his army. Valentine, it is suggested, disagreed with the ban and continued to perform marriages in secret. Claudius was outraged and as a result, Valentine was supposedly executed on February 14, 270 A.D. forever linking St. Valentine with that date and the concept of love and commitment. Traditionally, jewelry has been a popular Valentine's Day gift because of its association with longevity.

If you are thinking of surprising someone with a lasting bit of sparkle or bling, the following are seven tips and questions to consider when shopping for and selecting the right piece, as offered by the experts at Charles Koll Jewelers.

Current jewelry trends include: black diamonds, vibrantly colored stones, white metals (platinum and white gold), mixed metals and geometric/architectural designs.

Wherever you are in your relationship, continue your love story with a jewelry piece as unique as your loved one. A master jewelry designer like those at Charles Koll Jewelers in San Diego can let your imagination soar this season at charleskoll.com!



ONE

What is his or her daily style? Is the recipient's tendency to wear jewelry regularly, and if so, what kinds? Do they gravitate towards silver or gold tones, or both?

TWO

Consider repurposing a family heirloom into something new. Take a piece that might not be enjoyed every day and create something that will be celebrated by turning it into a new, one-of-a-kind custom design.

THREE

Bring several photos of your loved one to the jewelry store. Expert jewelers can then help you to select items based on his or her personal style and wardrobe preferences.

FOUR

What do they do for a living? The item of your choice should be practical for your loved one's lifestyle and what they do every day. This is especially true if you are planning the purchase of an engagement ring during this romantic season.

FIVE

If you are considering using Valentine's Day as an opportunity to propose, talk to your partner's family and friends about how to create a dream engagement or proposal. Is there an idea they have often discussed or have they expressed not wanting a fancy engagement/proposal?

SIX

Does your partner use Pinterest? If so, check out his or her boards and inspiration pins—there will be tons of personal ideas and hints there!

SEVEN

If you are purchasing a ring as a gift, can you secretly snag another piece from his or her collection to use for approximate sizing? Try to bring in a sample piece or if that isn't available, a good close-up photo of their hands goes a long way to smooth the process.

a. Inspired by *Dune*, the Hunterseeker "machine" is designed to look like it actually functions. Inspiration came from a client who wanted a 'jizai' feel (a Japanese art form showing mechanical representations of living creatures).

b & c. Create a truly unusual piece with one-of-a-kind designs like a woodblock-inspired look or even use your loved one's thumbprint in a custom engraving! No one else will have a ring like this and they can be made in white gold, rose gold, yellow gold or platinum.

d. Necklaces depicting birds are always a popular choice and this beautiful hummingbird design in white gold is light and airy, featuring a collection of diamonds in the outline to add some sparkle.

e. Platinum remains white-hot for rings of all kinds and many men's bands now are adorned with black diamonds, like this ring with an interwoven chain of diamonds around the entire band.