



## Bashinski Fine Gems & Jewelry, Inc.

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### South Sea & Tahitian Pearls - Perfect for Mother's Day

By Jennifer Adams & Michael Leach

The very mention of the word "Pearl" conjures images that are romantic, luxurious and even adventurous. Many consider the South Sea and Tahitian examples to be the "Rolls Royce" of cultured pearls. The discovery and collection of these remarkable organically formed jewels has spawned stories for centuries of death defying adventures. There is not a treasure chest spoken of or illustrated that is not replete with strands of the lustrous globes once traded as currency and worn only by the most noble courtiers.

During the last two newsletters

we focused our pearl articles on Akoya and freshwater varieties. The South Sea and Tahitian examples are typically much larger in size than their Akoya cousins. Most Akoya pearls are 8mm wide or less in size, while the South Sea and Tahitian range mostly from 10mm to 15mm wide.



12-13.8mm South Sea Pearl Strand

The Tahitian pearls are often called "Black Pearls" and are found in the turquoise-colored lagoons of French Polynesia in the South Seas. The "black lipped" oyster known as the *Pinctada Margaritifera* is a giant tropical mollusk that can live for 30 years in the wild and can weigh up to 100 pounds. The oysters produce pearls with an opalescent black hue, shimmering with peacock green, grey and purple overtones, making a sen-

sual and smoldering statement in jewelry designs. Consistency of color tone is highly desirable with natural coloration yielding shades of grey to black.

South Sea pearls are mainly produced in the tropical waters around Australia, Indonesia, and the Philippines. The rainbow hues of the South Sea Pearls range from white to pink with silver and gold also highly sought after. The South Sea pearls are produced by the *Pinctada Maxima* oyster. This oyster is rare and will not survive outside of its natural environment, making it extremely difficult to cultivate. The highly labor intensive South Sea pearl farms are by necessity situated in remote locations. Not every oyster will produce a pearl and each oyster can only grow one pearl at a time. Superior quality 10 to 15 millimeter pearls usually take two years to grow. Larger pearls are found after the fourth to sixth year of the farming cycle.

The quality of South Sea and Tahitian pearls is largely determined by pearl luster and color. These attributes are determined

by the pearl nacre also, so the finer the nacre the better the luster and color and the more valuable the pearl. While very durable and having good toughness, pearls are softer than most gems and can be scratched. They are susceptible to attack by many chemicals and all acids. Hair spray, perfume and certain creams and lotions can potentially damage the pearl nacre. Pearls are not fragile but should be stored separately from other jewelry.

At Bashinski, all of our staff is trained to assist you in making an educated selection of South Sea pearls or Tahitian "black" pearls. We have fantastic graduated strands with decorative clasps, wonderful bracelets, and a very large selection of pearl stud earrings. Also take the time to view our beautiful pearl and diamond pendants.

Pearls are a perfect Mother's Day gift. Feel free to stop by to view our in depth selection of South Sea & Tahitian cultured pearls.

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# Bashinski

## Spring 2009 News

"It is spring fever. That is what the name of it is. And when you've got it, you want - oh, you don't quite know what it is you do want, but it just fairly makes your heart ache, you want it so! "

-Mark Twain

Love is in the air, and that makes for a bustling activity of business for the jewelry industry and our staff members.

Following up on news from last fall, Sarah Nichole Freeman was born to Larry and Nichole Freeman at the Medical Center of

Central Georgia on November 26, 2008.

Macy Maddox joined our staff as a part-time sales person prior to the 2008 Christmas season.

Macy is currently a senior at Mary Persons High School and will be graduating this Spring.

She is a wonderful addition to our staff.

Jennifer Adams successfully graduated from Georgia Military College, January 16, 2009, with an Associates of Business Administration. Jennifer plans to complete her bachelors program

at Georgia College and State University.

Kimberlee Radford, one of our most valued sales representatives was happily married to Brian Bailey on April 18, 2009. Brian currently owns his own business, Bailey Landscaping.

Kelly McQuarrie and Nichole Freeman hosted a "Jewelry Re-design Party" April 27, 2009 in Bolingbroke. With lots of fun and great feedback, they helped customers turn their unworn jewelry into new treasures.

By Stephen Bashinski

In a continuing effort to provide you with the best service in the industry, our staff participates in daily seminars taught by individual staff members. Each seminar is educationally based, either on jewelry products or customer service. It is our goal that these continuing education seminars reinforce that the Bashinski staff continues to be the most educated jewelry staff in the industry!

We hope everyone has a great spring!

## Spring 2009 Jewelry Trends

Jewelry is functional and trendy in many ways, from expressing your unique personality, enhancing your attire, and complementing your wardrobe ensembles. Fashion jewelry has purpose of accessorizing your personal and private tastes. When it comes to selecting the right type of fashion jewelry for you, there are no specific set of rules, although, the fashion industry of today will often set the stage for various seasonal styles. Here you will find a few tips to assist you in making the most of functionality and emphasis you wish to make with your jewelry choices.

### Fashion Jewelry Tips

Feminine low cut tops become more appealing while wearing a choker necklace, while longer necklaces are very becoming

when worn with tops that feature a higher neckline. One very hot piece of trendy fashion jewelry is that of extremely long, multiple strand necklaces.

A classic cameo broach or strand of pearls as well as burnished platinum and gold jewelry adds a sophisticated and elegant appearance to any wardrobe



Multiple strand freshwater pearl necklace

ensemble. Chandelier earrings are very popular in the fashion jewelry world, regardless of

what you may be wearing.

Another popular fashion statement can be made by wearing big rings, similar to those worn by any number of Hollywood starlets. However, if you are not interested in big rings, you may enjoy wearing a stunning style of stackable bangle bracelets, the more the better in many cases. Keep in mind that you can keep your jewelry pieces looking brilliant by storing them separately to avoid damaging or scratching, in a high quality jewelry box.

Dazzling and brilliant colors are trendy in fashion jewelry this year, with yellows taking the lead as one of the hottest colors for spring. These may include, canary diamonds, citrine and topaz, which are essentials in

your personal jewelry collection. Amethyst and pink topaz is even more popular, since more favor-



14ky gold oval citrine and diamond ring

ite shades for spring include purple and pink. Meanwhile, blues are trendy, with interesting choices of iolite, aquamarine, blue topaz, sapphire and tanzanite.

Regardless of personal taste, everyone can find the perfect piece of fashion jewelry to fit their lifestyle. Be sure to select pieces that make you feel confident and fun.

By Nichole Freeman

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## Staff Favorites

By Jennifer Adams & Macy Maddox

### Ruby & Diamond Drop Earrings

- Jennifer Adams

My favorite piece of jewelry at our store is a pair of 14k yellow gold ruby and diamond dangle drop earrings. The drop earrings consist of two beautifully matched rich red pear shaped Burmese rubies weighing a total of 4.16 carats. Burma is well known for their vibrant red gem quality rubies, although it is rare to find two perfectly matched pear shaped rubies of this size and quality. These breathtaking rubies are surrounded by hand selected round brilliant cut diamonds weighing a total of 1.31 carats. A single round brilliant cut diamond is set in four 14k yellow gold prongs above each pear shaped drop. These magical drops suspend down from the solitaire diamonds.

I love having the opportunity to wear and enjoy these beautiful earrings in the store. The color red is known for power, passion, and strength which are felt when wearing the drops. When these earrings are worn you feel like royalty. They define strong emotions and reflect understated but

obvious elegance. These show stopper earrings could be worn in Hollywood on the red carpet, but I would not hesitate to wear them with more casual outfits. Stop in today and let me show you my favorite piece of jewelry.

They would make an incredible Mother's Day gift.

### Sapphire & Diamond Necklace

- Macy Maddox

If given the opportunity to own any piece at Bashinski's, I would have to choose our exquisite 14k white gold diamond and sapphire necklace. It is a unique and beautiful piece consisting of hand selected, top quality sapphires and diamonds. The 211 bright round brilliant cut diamonds accent the seven rich and bright vivid blue sapphires perfectly. The oval shaped sapphires are beautifully prong set in individual art nouveau decorative sections highlighted with the dazzling design of the diamonds. The diamonds are of our usual cut and quality; they are bright and brilliant and only the most excellent cuts are selected. The necklace has a total gemstone weight of 11.86 carats, the sapphires contributing 7.99 carat total weight, and the diamonds

yielding 3.87 carats. This piece could turn any outfit into a fabulous one and make any woman feel exotic! This necklace would

be a fantastic acquisition because of its timeless beauty. The necklace was hand-crafted and carefully assembled into one of the greatest necklaces that Bashinski's has ever created. Like all jewelry pieces we sell here at Bashinski's, we make it our top priority to keep this piece looking its best. We are always eager to service and clean your jewelry with our compliments.

## Jewelry Repair & Restoration

By Robbie Betancourt

At Bashinski, we never underestimate the value you place on your jewelry. We understand that jewelry has a unique quality of sentimental attachment and importance. We take specific steps to ensure that the restoration and repair of your fine jewelry will be a positive experience with exceptional service.

The initial step is for our highly trained associates to listen to your requests and inspect each piece. After the initial inspection, proper recommendations are delivered in order to repair or restore based on your input. Upon agreement of repair

details, a thorough description is recorded of each item, a photo is taken, and a receipt is issued if desired.

The jewelry is then delivered to the cleaning room to be prepped for repair. Once thoroughly cleaned, the items are delivered to the workroom by one of the two designated associates. Each piece is discussed in great detail in order to ensure accurate end results.

Once your jewelry is in the hands of our two highly skilled bench jewelers, you can rest assure that their number one mission is to deliver quality

service. We use only new materials of the finest quality to complete the repair and restoration of your jewelry. In addition, we do not hesitate to incorporate the latest tools and supplies to ensure that our repair standards are the highest in the industry.

Your repair is inspected by two independent associates before being considered complete. Inspection includes, but is not limited to; ensuring tasks were finished according to the customer's instructions, adjusting hinges and clasps, and checking for loose stones.

After both associates feel the job is exceptional, the associate that met with the customer will then assume the job in order to review it and personally contact you.

We exercise strict quality and security controls to ensure the value of your fine jewelry. We appreciate your trust and look forward to working with you on your next jewelry repair or restoration project.

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