

story about where people's jewelry came from, who passed it on to them, or how they received their fine jewelry as a gift from a loved one on a special occasion.

Jewelry is a very special and subsequently a very important part of people's lives.

I personally have a quality ring that my grandfather gave to me before he passed on. All I need to do is see the ring and it brings me vivid memories of him. I find myself chuckling inside (he was a funny guy!)

The ring that my dad gave me, the gold bracelet, both constant reminders of his love and support for me.

### Express yourself

The jewelry that people own and wear is such a direct reflection of their taste, values and even their personality. When I design jewelry for my clients I match the piece to suit their taste and personality. Rather than the overused and boring questions like "What's your budget?" or "What do you want?" I ask people what they like, who they are & what they do. "Do you generally like symmetry or free design?" "What colors do you like?" "Do you like meticulous detail or smooth and simple?"

The answers to these questions have led me to provide or create a wide variety of styles to best suit a long and diverse list of clients. It reflects the independent beauty, taste and style within us all.

Whether it's a \$60,000 platinum and diamond masterpiece or a \$300 simple piece with a modest sized fine gemstone I always find it rewarding to have matched people with jewelry design. (Ok, the first one is a little more rewarding).

Watches are probably the most telling of a person's taste and lifestyle. A fine timepiece tells a story of ambition, dedication and success. Much like jewelry, the design is a direct reflection of his/her flare for style.

Enjoy your jewelry. Enjoy your loved ones. Enjoy Ashland.

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Submit questions, comments & inquiries by phone or email to [ron@goldandgems.com](mailto:ron@goldandgems.com)

Footnote: Ron's expertise and enthusiasm resonates through the entire professional staff at Gold & Gems. ■

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## Jewelry and Gemstones.

An introspective by Ron Hansen.

The experiences in my business over the past 20 years have showed me that jewelry and gemstones occupy a wonderful & important place in the lives of people. It's been fascinating to recognize the many different reasons that people enjoy jewelry. Three of the reasons I will touch on here are peoples fascination with gemstones, the tradition of family jewelry, & the expression of ourselves through the jewelry we wear.

### Alluring treasures

People have forever had a fascination with gemstones. From rubies to emeralds, pearls to diamonds, gems capture the attention of common people through royalty alike.

When you learn about gemstones, you quickly realize just how amazing they are. These crystalline treasures are mostly created under high heat and pressure well beneath the earth's surface. Some gems, such as diamonds, are then brought up through eruptions and "pipes" to the surface and subsurface. On average, they have traveled 100 miles from deep within the earth from where they were first formed.

Thousands of gemstones are discovered before finding one that is of fine gem quality. Most of the various gemstones contain various impurities, imperfections and poor coloration. When a gem is found with high purity combined with excellent color it is truly a rare, special stone.

Once this gem is found it is taken to a highly skilled cutter to fashion it in a way that will bring out the stones highest potential of brilliance, color balance and overall beauty.

In my travels to the overseas cutting centers of the world, I have been fortunate to gain an appreciation as to what it takes to produce a fine gemstone. Once, while having lunch in Belgium, I sat next to Gabrielle Tolkowski. Gabi is a fascinating man who is regarded globally as the finest diamond cutter in the world. He is the master gem cutting visionary that is commissioned to cut the world's finest large diamonds. His many works include the famous "Centenary Diamond"- a 273.85 carat D - Flawless diamond. The largest modern D Flawless diamond in existence. Its value is not known though it is insured for well over \$100 million. I felt honored to be in the presence of such an important history.

Cut proportions, symmetry and detail of polish are all critical keys to bringing any gemstone to life. From a \$25 amethyst up to the "Centenary Diamond", the cut is the most important detail that affects the stone's appearance.

To insure the greatest value when buying gemstones, it's important to become educated by a qualified jewelry professional.

### Family jewels

Not a day goes by while serving my customers that I don't hear a