

Dianas Sparkles



DIANA JEWELERS
MASTER JEWELERS™

Holiday
2023



Diana Jewelers
Holiday Hours Begin 12/4/23

As I sit here, the glow of Thanksgiving completed and in my “glow accommodating” sweatpants, I am thinking of something my son said. I was writing this newsletter and he said “Mom, why don’t you just use AI”? WHAT?? First of all, anytime someone starts a sentence with “Why don’t you just...” it rarely ends well. But AI? Artificial Intelligence? Seems like an oxymoron. He showed me an example and it actually sounded like something I would say about how “jewelry tells a story”. I know he was trying to help, but NO!

Technology is fine for research but it crosses the line when it is used in place of reasoning. Those of us who are “seasoned” remember going to the library where the card catalog provided direction to reference books. Studying the sections to support your paper, you cited your findings.

As one client said recently, “You can find anything on the internet to support an argument. It doesn’t mean it’s true.” It amazes me when I look at sites advertising “gold jewelry” and in the fine print, it’s plated stainless. That is beyond misleading.

I remember in college my physiology professor had two stamps; big and little, but both said “HDYK” for “How do you know”. Any paper submitted could be peppered with both HDYK and you had one chance to make them all go away by providing respected sources.

A few years ago, just before Thanksgiving, Ed and I were

watching TV when a commercial came on for a Google phone. The user asked the phone “What sound does a turkey make?”. Google answered with the sound of an actual turkey gobbling. I decided to challenge Alexa and asked the same question. She answered in her best “AI voice”, “Gobble Gobble Gobble”. I laughed so hard, I was crying. Alexa would have gotten the big HDYK.

When you take away human reasoning, everything becomes black and white. It’s like the fake plastic Santa in “Santa Clause 2” who examines the Naughty and Nice list and wants to give every child coal. No understanding.

And you can’t provide customer service without human reasoning. It’s not possible. We recently met a very nice client who told me of an attempted watch repair done elsewhere. Looking at the watch, I noted the chronograph dial frames were off and could be causing the hands to stop, which was his thought too. He said that’s how it was handed back to him after it was hit with a hammer. That just hurts my head. The watch was left and Rick pulled the movement, cemented the rings, installed a battery and the watch ran fine. Mind blowing.

Thank you for letting us be a small part at the beginning of your stories. When we bring your story to life

through jewelry, it begins a process that gives purpose. Creating something that will last for generations? Pure joy!

Human intelligence “HI” always wins over “AI”.

New Holiday Ideas:

- Flexible diamond bangles are stunning. Titanium wire inside 14K yellow or white gold with accented diamonds makes the perfect piece to wear alone or stack.

- Natural beaded or gold-filled bracelets and necklaces are great for any outfit and a great stocking stuffer.

If you haven’t seen the new Chevy 2023 Happy Holidays commercial, find it on youtube and have tissues ready. A woman with memory loss is taken on an adventure by her granddaughter. Driving in their old Chevy and cruising the town brought back memories to “make it a good day” for them both. They give each other the greatest gift.



“I grew up to look for the good in people. I have never regarded people with suspicion-for such an attitude usually leads to worrying yourself into being a pessimist about everything, people included”

—Harry S. Truman

Thank you for being the reason we exist!

Monday 12-7, Tues-Friday 10-7, Saturday 10-5
Sunday 12/17/23 12-3
Christmas Eve: 10-2
Closed Christmas & 12/26/23

Look for the Stars

In 50% off Arch
& 20% off any item with
a star everywhere else!



Gift with purchase!

Receive a complimentary gift with your purchase of \$100 or more beginning 12/1/23.

-Need ideas?
Text or call: 315-457-1050. We will help

INSIDE THE SPARKLE

Your imagination 2

FAQ's 2

Updates 3

Welcome! 3

What's Really Important 4



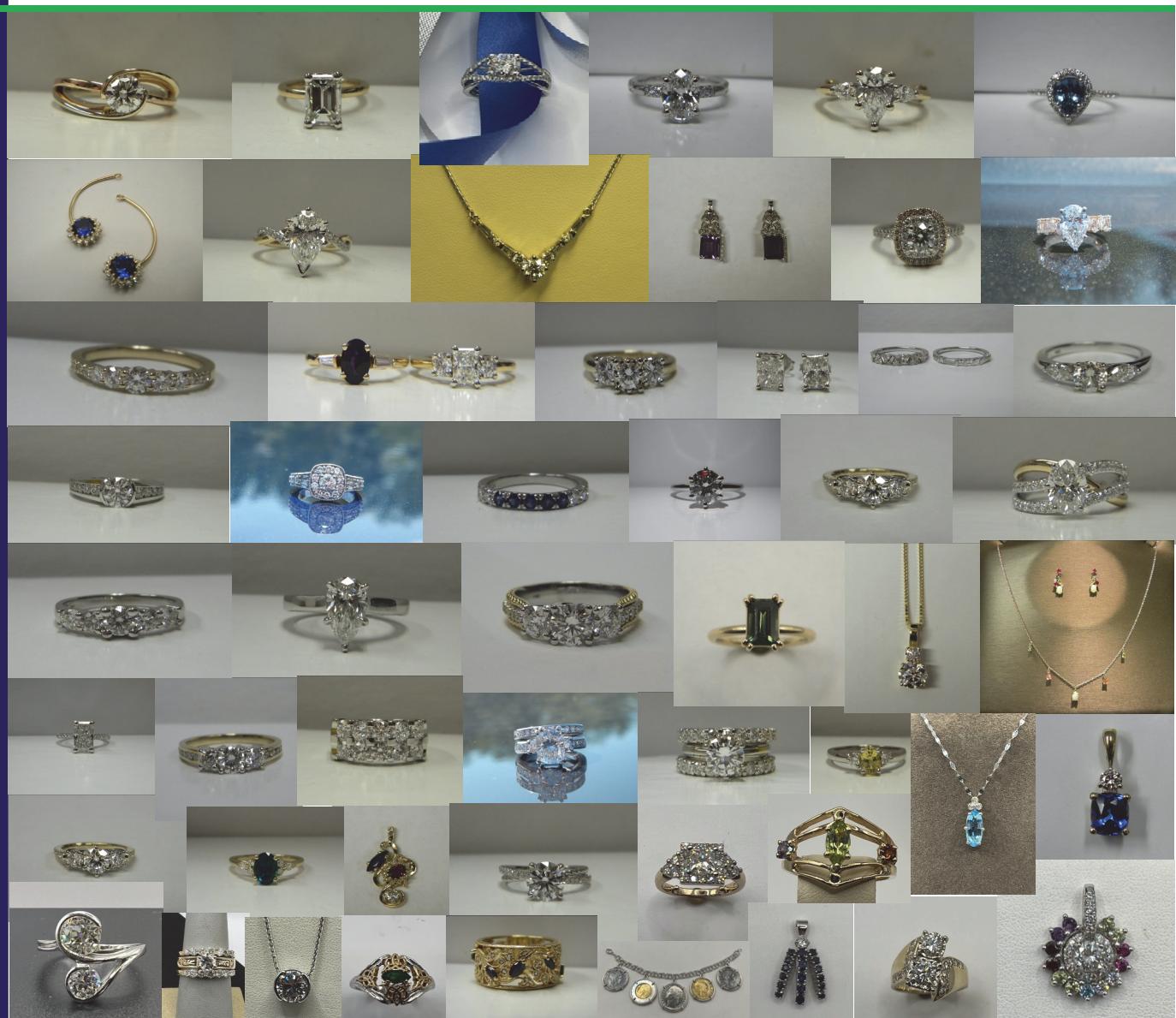
Services we provide:

- Jewelry custom design
- Jewelry repair/restoration
- Watch repair
- Stringing of pearls
- Engraving
- Financing
- Complimentary appraisal with your purchase.





Imagination to Reality: Thank you for sharing your stories



Info and before /after pics

FAQ:

What is gold filled?

Gold filled is not the same as gold plated. The amount of gold in a filled piece is greater than plated. Filled is similar to metal sitting in a bowl of gold "soaking up" the gold, whereas plating is simply a thin coating over a base metal. Gold filled will last longer and frequently has the stamp "1/20 12K GF". There is a huge difference in long term wear so find out before you purchase. We carry gold filled crosses,

lockets and chains as an alternative to the higher price of 10 or 14K gold.

We've had the Marathon line for years and it's a great source for gold filled and sterling silver religious, lockets and children's jewelry.

Before and After:

A client brought in an antique diamond pin she inherited pictured here and asked if the "arrow" shaped pieces could be removed from



the filigree to create a necklace. With the addition of gold knot inserts and Jim's steady hand, this beautiful necklace was born.

Always remember we will try to use all or a portion of your original piece provided the gold is still strong and it works with the design.



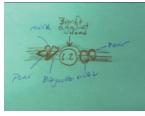
Fun Facts, New Bling

From sketch to bling

Here's some examples of the journey from sketch to beautiful bling. This bride to be had an idea for her wedding band, but hadn't found exactly what she wanted. Her wish list included a mix of diamond shapes creating asymmetry while still achieving balance.



After our first meeting, she sent a sketch of what she envisioned. A second meeting resulted in a revised CAD. New wax approved and the final result is stunning!



Another bride and groom came in to research wedding bands. Her ring is an oval blue sapphire with "swirls" of diamonds above and below center and down the shank. The ring was not symmetrical and required a bit of a curve, but not one so sharp that she couldn't wear the ring alone. This required a few revisions and two wax samples sent to aid in the choice. The

final result shown here compliments her engagement ring perfectly.

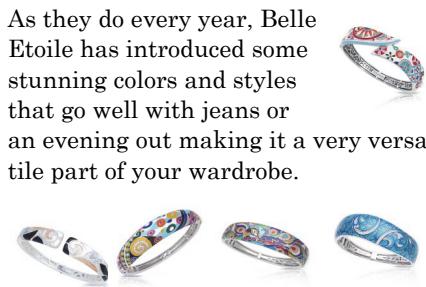


Different Arrangement

With oval diamonds being popular, we wanted you to know that 4 and 6 prong heads are available. For the six prong option, clients sometimes complained that the prong at top and bottom takes away from the "oval" shape. But there is another choice. The a six prong head pictured shows no prong at top and bottom, giving the security of two extra prongs.

Belle Etoile

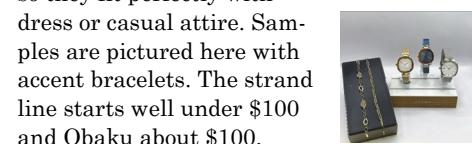
As they do every year, Belle Etoile has introduced some stunning colors and styles that go well with jeans or an evening out making it a very versatile part of your wardrobe.



New Introductions

We are proud to introduce the Obaku

and Strand watch lines. Danish design with stainless steel case and bands, this line is classic with a bit of flair. The cases are thin and not bulky so they fit perfectly with dress or casual attire. Samples are pictured here with accent bracelets. The strand line starts well under \$100 and Obaku about \$100.



Gift for the Man in your life

We are excited to introduce Bushido Bracelets by Inox. Based on the samurai code, each bracelet is a combination of mokume beads and different gemstones symbolizing virtues like respect, integrity, honor, compassion, courage, honesty, sincerity, duty & loyalty and self control. One verse states that "Respect must be earned" and that a man must lead by example.

Check out Inox.com for a short video and pictures of all bracelets.



Congrats to these couples!

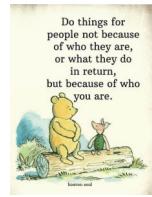


Welcome (Back) "Miss" Jackie

About 25 years ago, a young woman interviewed for a part time job. Her bright smile and pleasant attitude brought joy to everyone, both staff and clients. Not intimidated when given a new task, Jackie learned to change batteries, measure teeny diamonds, design remounts, sell gemstones, do some repairs and engrave. Always on time and ready to work, she was the perfect addition to our Diana's family bringing smiles to clients and staff. This picture shows her wearing Dad's glasses. Jackie went on to college, married and began a career as a nurse. She paused that career be-

cause her most important job is Mom to two incredible little ones. And now with both "littles"

in school, she rejoins Diana's still with her bright smile. She was my original "mini me" and understands what needs to be done before I have the chance to verbalize it. Talented and skilled, please stop in and welcome Jackie back to Diana's. We are beyond blessed to have her.



And she teaches us too. For example, did you know if you want a snow day, you should put pencils in the freezer? Just a little kid "wisdom" from her kids.

And if you stop in before Christmas, say hello to Sara. She is visiting Diana's during her break from Savannah School of Art and Design, where she is studying Jewelry Manufacture and Design. Her goal is to have her own design line and her bright smile brightens our days too. We hope we can add some "bling" education at the retail level.

Diana Jewelers

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Financing Available

What's really important...

Purpose, Hope, Relationship



Remember the expression: "I gotta guy"? I suppose now it is "I gotta guy or gal"? The speaker had a particular trusted person in mind for a task; HVAC, mechanic, auto collision shop, contractor(s), electrician, plumber, lawyer, accountant, snow plower, appliance repair, bakery and hopefully your jeweler. It not only means you trust their professional ability, but also you trust that they will get the job done. It's off your list. No worries. Poof. Gone.

Our industry is rooted in "I gotta guy/gal" relationships. And they span almost every culture, faith and country. The relationships we share with them are paramount to our success. Our vendors respect that if we need to jump through hoops for you, they will do the same for us. If you treat each other right, it all works! On a recent visit, a vendor/friend spoke volumes in a single sentence. He is a Jewish gentleman who has children similar in age to ours and we



always compare stories. I asked if he had family affected by the war in Israel and his eyes became sad saying, yes some cousins. I said we were raised that God put a soul in every human and at the very least, we all need to respect that. He said "Yes, God has put his mark on our hearts." Different faiths but we are alike. Relationships foster human respect and if we share a common purpose, it leads to Hope. Our grandmother, Nicolina Masterpolo

DiGiacomo (Americanized became Helen James) started the original Diana's with our grandfather in 1921. She was a woman of purpose, believed in relationships and with her wisdom of life, gave us all hope. We need to learn from the Nicolina's of years past. She had a prayer she said every am, shown below. Perhaps the world would be a nicer place if we all lived by Nana's prayer.

*Merry Christmas ~Happy Holidays
from our family to yours. We value
our relationship and thank you for
your business.*

*This is the beginning of a
new day. God has given me
this day to use as I will.
I can waste it or use it for
some good purpose. But what
I do with this day is important
because I have exchanged a
day of my life for it.
When tomorrow comes, to-day
will be gone forever.
I hope I will not regret
the price I paid for it."*