

Coloring In

Vegas jewelry shows reveal five key gem trends

BY DEBORAH A. YONICK There was much new and exciting in color this year at the Vegas jewelry shows. The following five colored gemstone trend directions, including examples found on the Vegas show floors, will be significant in the upcoming seasons:

CUSTOMIZATION.

Color is affording jewelry manufacturers the opportunity to offer customization in their lines by allowing for multiple gem options in a variety of styles. Designer

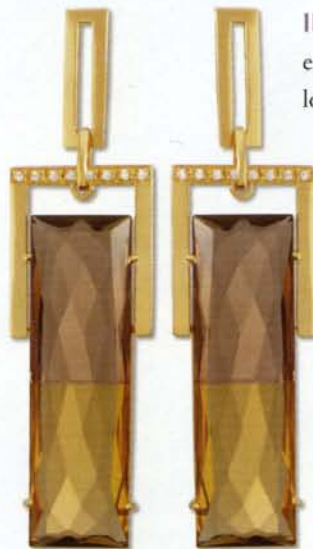
Jane Wullbrandt of Atlanta presents collections (left) that include a variety of designs with colored gemstones that can be mixed and matched. Retailers can help their customers create personalized color combinations.



SATURATED TONES. There's no doubt that a spectrum of colors is popular among consumers



right now, including earthy hues (yellows, greens, blues, and browns), purples, and neons. But the common factor among all of these colors is the use of rich saturated tones, particularly in similar shades used together. The latest collections from Alexandra Essex of Montecito, California, showcase some of the gem favorites of the season. Her Aurora Collection (above) features radiant faceted topaz, ruby, citrine, emerald, green amethyst, smoky quartz, sapphire, moonstone, phrenite, rutilated quartz, and apatite.



INTERESTING CUTS. To differentiate their colored stone jewelry looks, many companies are finding success by incorporating unique cutting styles. Take the collections of Manoel Bernardes in Belo Horizonte, Brazil, which combine technology and creativity to explore how light can be manipulated within gemstones (left). This gem house uses textures to heighten the visual effect of the gem.

GEMS AS TALISMANS. Gemstones boast a rich history as messengers of magical powers, good luck, and personal symbolism. A good example of wearable tal-

ismans was introduced at JCK by Portland, Oregon-

based design duo Zaffiro. The FairyCrosses line (right) features staurolite, which

is best known for its opaque brown twin crystals that naturally form in the shape of crosses and supposedly healed Richard the Lionhearted of a malarial-type disorder during the Crusades. Zaffiro's pendant designs emphasize the shape of this unique crystal maintained in its pure, raw form.



CONVERTIBILITY. Transformable gem-set jewelry is picking up steam. Take London-based designer Stephen Webster's *über* cool Twister Collection (left). To create a new look for different occasions, Webster's interchangeable pendants, earrings, and cuffs feature two gemstones back to back that twist to display one or the other color face forward, or both simultaneously side-by-side. ♦