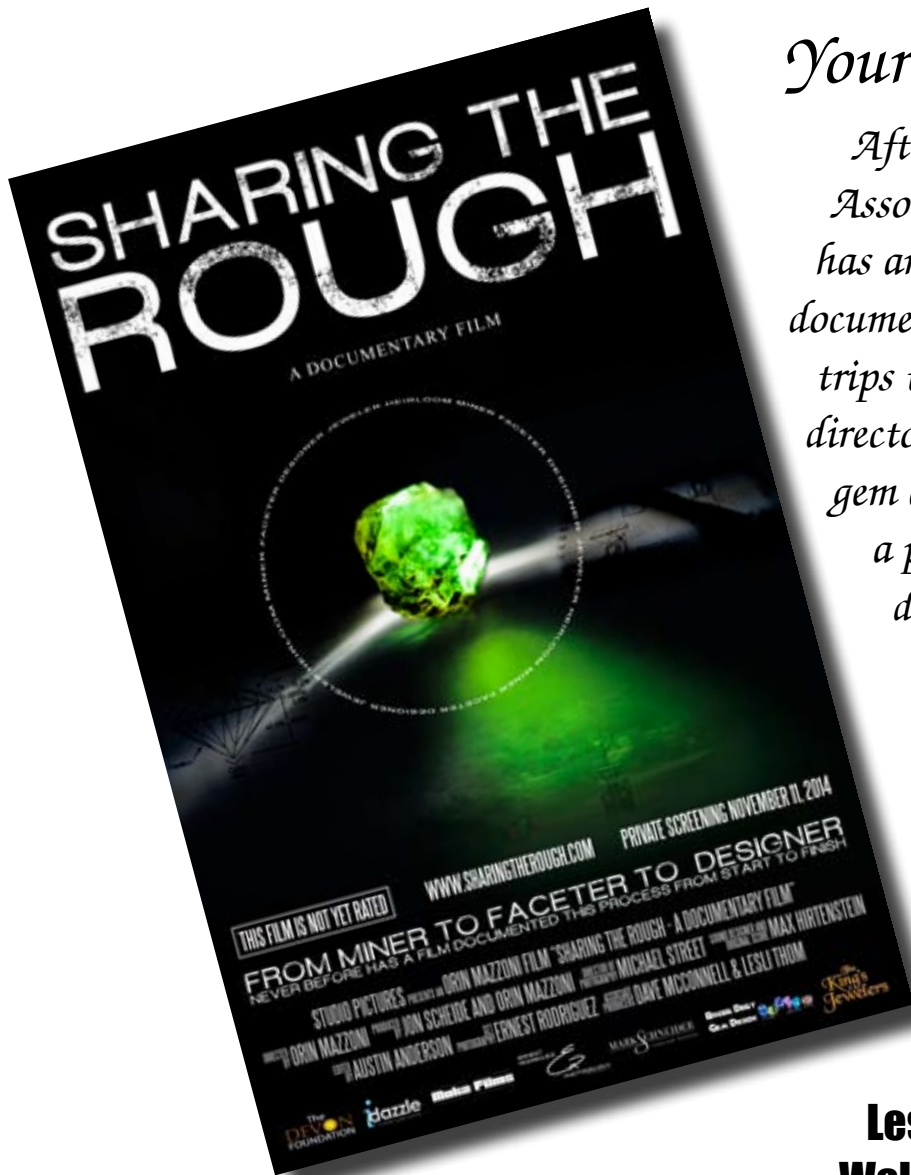


The King's Journal

Fall 2014 Issue

A Publication of The King's Jewelers
thekingsjewelers.com



Your Exclusive Invitation!

After over 3 years in development, Associate Producer Dave McConnell has arranged a private screening of the documentary which was filmed during his trips to Africa. Join Dave, along with director Orin Mazzone and international gem cutter Roger Dery, as they present a private screening of their historic documentary Sharing The Rough.

Q and A to follow.

**Private Screening
Tuesday,
November 11, 2014
7:30pm**

**Leshar Center for the Arts
Walnut Creek, CA**

Seating is limited.

**RSVP today by calling us at 925.938.1030 or email
info@theKingsjewelers.com**

The
King's
Jewelers
100 Years!

Countdown to 100 continues inside!
The King's Jewelers 1990-1999



The King's Jewelers 1990 - 1999



Nick, Craig, Cath, and Dave with Lynn and Bill Jr.

More than any other decade, the 1990's were perhaps the greatest example of the importance of **family** to The King's Jewelers. Bill Jr's wife Lynn brought her encouraging spirit and can-do attitude to work full-time with her family. Dave and Cathy married their high-school sweethearts, and Dave's wife Laura started working at the store. Laura brought a fresh viewpoint and wanted a new way to share store news and events with our clients, so in 1994 she launched The King's Journal newsletter, which marks its 20th anniversary this year!

In 1995, Craig began the grand tradition of learning the family business from the ground up. "It was such a unique opportunity to have my first job experience working with my entire family," says Craig. "As with all families, we had our disagreements from time to time, but looking back it really was a wonderful time in my life., and it really helped shape my professional career."

In the shop, we were also blessed with the dynamic duo of Nick White and Arnie Robinson - making repairs, changing watch batteries, running errands, etc.. . Nick remembers, "I really enjoyed working with Arnie! He was the greatest, we would hang out in the back and he would basically tell me about things! Everything from getting a knot out of a necklace to what a starter does in a car... I enjoyed hanging out with him a ton, he was a wealth of knowledge - not just about jewelry and watches - but about life."

In 1994, we introduced the exclusive WMS Collection during our annual Galas (the forerunner to Ladies' Night Out) where we would kick-off the holiday shopping season by transforming the look of the store with a very special theme - it could be a Scottish highland gathering, "A Night of 2000 Stars", or even a Yosemite-themed Camp McConnell - each Gala had its own special theme. And at each Gala, a special selection from the WMS Collection - original jewelry designed by us - would be unveiled for the first time to a captivated audience.

Our family continued to grow in numbers in the 90s. Cathy recalls the day in November 1995, when Dave and Laura's son Trevin was born - "It was an incredibly busy Saturday. Dave was already at the hospital, and we wanted Mom to be there, so it was just Dad and I at the store. But what could have been a very stressful day was actually one of the most joyous days I can remember - all of our clients were incredibly patient and so excited for all of us." Trevin spent much of his early years in the back office of the jewelry store. One of the blessings of working together as a family is that childcare is a given, as proven by the frequent sight of Trevin and Bill Jr. taking naps together on the office couch.



Trevin helping out in 1997

1998 was a specially joyous year for the McConnell's as we celebrated the birth of Dave and Laura's daughter Holly in April and Craig's graduation from Berean Christian High School in June. Craig graduated 2nd in his class from the Gemological Institute of America (GIA) in May 1999. As the century neared its end, we felt very thankful for our family, friends and clients.

Be fashion forward and look towards Spring 2015 Pantone colors!

Strawberry Ice and Tangerine are both softer Pantone color choices which follow a minimalistic cue from nature.

Pantone color *Strawberry Ice* is suggestive of a cooling and refreshing delicacy, yet its warmth as a color is quite appealing, as is our 18kt white gold pendant with a 2.60 ct. oval pink tourmaline and .84 cts. of diamonds on 14kt chain \$3720



Both tasty and tasteful, *Strawberry Ice* is a confection color that evokes a feeling of being “in the pink”, emitting a flattering and healthy glow, as does our 14kt rose gold earrings with 1.45 ct. round pink zircon with .53 cts. of diamonds. \$1850



Pantone color *Tangerine* is a juicy orange shade that is energizing! Good natured and friendly, but with a tangy edge, this fun-loving color invites a smile - just like our 18kt white gold pendant with a 1.03 ct. natural, fancy orange-brown diamond embraced with .30 cts. of diamonds on 14kt box chain \$9800

Meet Marielle!



Marielle is a Walnut Creek area native and recent St. Mary's graduate with a BA in English. She and her fiance, Brad, will be married next April. “I came to work at The King's Jewelers thru my friendship with Sarah. I liked the idea of working at a business with great integrity and morals and with people who are honest.” She enjoys reading and going to the movies, and for the past five years she's been a volunteer at Hillside Covenant Church's middle school youth group. When asked about her favorite gemstone, Marielle says, “It changes every day! At this moment, it's Brazilian Paraiba Tourmaline because of the amazing depth and brightness of color. It reminds me of the Caribbean!” She also loves our citrus diamond pendant.

14kt rose gold pendant with 1.60 ct. orange-brown diamond and 1.01 ct. total weight of surrounding diamonds on 14k rose gold chain \$10,125



The King's Jewelers
Wm. McConnell & Son, Inc.
1501A N. California Blvd.
Walnut Creek, CA 94596

McCalendar

Private screening of
Sharing The Rough
Tuesday, November 11
7:30 PM
Leshner Center for the Arts
RSVP Today!



A Once In A Lifetime Opportunity!

Brazilian Paraiba Tourmalines
are as rare as they are
beautiful!



These vibrant, tropical blue
gemstones are a wonder to
behold!

From L to R: 91ct. cushion cut \$3950,
.79ct. trilliant cut \$4975, .88ct. oval cut \$4975

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is a publication for the clients of

The King's Jewelers



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Store Hours: Tuesday - Friday 10am - 6pm
Saturday 10am - 4pm Closed Sunday & Monday

Our Creed: As respected, innovative industry leaders, we take pride in our dedication to integrity, quality, value and personal service. Our profound commitment challenges us in our pursuit of excellence in each aspect of jewelry service. Using experience and technology we give our clients assurance of complete, accurate information. We fulfill dreams and aspirations with our unique variety of fine jewelry.

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Vice-president & Gemologist
Client Services & Gemologist
Client Services
Client Services
Client Services
Administrative Assistant

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Kathy Smith
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