

The King's Journal

January - February 2016 Issue

A Publication of The King's Jewelers
thekingsjewelers.com

The Color of Love



18K 2.60ct pink tourmaline
pendant with chain \$3663
3.20ct Oval Malaya garnet \$1395
1.60ct Round rubelite \$750
2.43ct Cushion pink spinel \$2460

At The King's Jewelers, we love color! Color expresses feelings in a subtle yet tangible way like the reds, pinks and purples associated with Valentine's Day. As we explore the psychology of how colors affect people, we realize that each gemstone has a similar effect - not just based on its color, but also its cut, its shape and its size. Grandpa always talked about how a gemstone "smiles" at you, which is a product of its cut. Angular shapes make us feel in control and orderly, while ovals and rounds are comforting and soft. Large gemstones are extravagant and make a statement, while smaller gems show attention to detail and evoke an intimate feeling. What do you want your gemstone to say to you?

Inside:

**\$50 Bonus Gift Certificate,
Valentine's Gift Ideas, Meet Kat, and more!**



Socialize with Us!

Communication is key to establishing and maintaining relationships, and we value our relationship with you. So whichever platform you prefer, we'd love to connect with you. Not only do we share our contests, in-store events, the latest jewelry news and trends, we also post photos of our most exciting, fun and unusual gemstones and diamonds. If you prefer, we also offer an email called *The King's Courier* to provide more in-depth descriptions and event information. We welcome your feedback and look forward to hearing your ideas, thoughts and joyful moments! So please come socialize with us! Search for The King's Jewelers on your favorite social media.



14K rose gold diamond heart pendant with chain \$795. 14K white gold available by special order.



A very big "Thank You" to all who donated to Joyful Gems in December. With your help, we were able to donate \$300 to the Kitarini school, which will provide 2 months worth of food for school lunches - one of the main reasons the children attend classes. We had no idea that they had run out of grain, so this was an unexpected Christmas present for both the teachers and students!



Meet Kat!

We are very blessed to welcome Kat Mintun. Born in Los Angeles, Kat lived in Hawaii for several years, has a keen interest in baking and has received several blue ribbons for her cookies and "Best of Show" for her apple pie at the California State Fair. She and her husband John first came to The King's Jewelers as clients. "I received such outstanding service and beautiful ring for my hubby that when I was considering switching careers I kept thinking of The King's Jewelers - especially due to the fact that I love gemstones! Don't you love gemstones?"



"My new favorite gemstone is Tsavorite Garnet because of its sparkle and beautiful green color. I would love to say I have a favorite piece of jewelry at the store, however it is impossible - I have a new favorite every day! I love working with people," says Kat. "People are so different - like every gem we come into contact with!"



18K engagement ring mounting \$2200



14K rose/white gold diamond heart pendant \$875 / Chain \$190



18K rose/white gold bracelet \$2640



18K rose/white gold diamond necklace \$3975



18K rose/white gold ring with 1.67cts total weight of diamonds \$8975

The King's Jewelers

Bring in this certificate!

\$50 Valentine's Gift Certificate

This gift certificate may be used toward any jewelry purchase of \$300 or more at The King's Jewelers. Valid from 2/2/16 - 2/13/16. Cannot be combined with other promotions, used as payment on account or applied to consignment items or repairs.

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

Valentine's Day

2/14/16

King's Easter Egg Hunt

3/22 - 3/26



Butterfly Locket \$75
Candy Stripe Heart \$70
Heart Slide \$76.50

Styles to please every little girl's fancy

The King's Journal

is a publication for the clients of

The King's Jewelers

925-938-1030



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thekingsjewelers.com



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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Client Services & Gemologist
Client Services
Client Services
Client Services
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