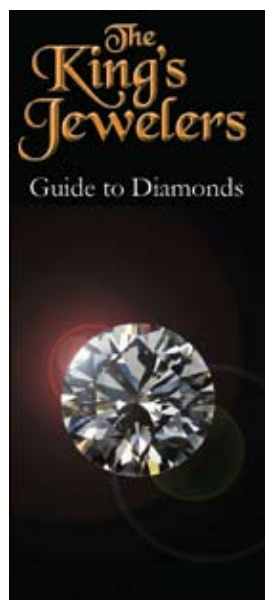


We make it easy!

We know jewelry can be intimidating since there is such a wide range of variables and prices. We provide the tools to make it easy to understand and help you choose the gift that will delight your significant other.



Diamond Brochure

Our handy brochure (available at the store or as a download on our website) is a great introduction into the qualities that make up a diamond's value and how those qualities affect the brilliance and sparkle of your diamond.

Personal Gifting Profile

By answering a few easy questions about the person for whom you are shopping, you develop a sense of their personality, tastes and dreams that will enable us to suggest jewelry exactly suited to them.

Ask a staff member for a Personal Gifting Profile the next time you're in the store!



Express Joy

When you don't have the luxury of time to come into the store - simply call or email us to set up a time to chat online via Facetime or Skype. Our staff will become your personal shopper and take you on a virtual tour of our showcases, pointing out specific items that will meet your jewelry shopping criteria. We can then expedite the jewelry to you or your loved one.

Bridal Gift Bag

In addition to a bright, shiny and beautiful engagement ring, our Bridal Gift Bag brings joy to the occasion with valuable coupons and our very popular "Does this ring make me look engaged?" mug that is ready for countless selfies!



#ThrowbackThursday

For many years, we have been pleased to offer estate and consignment jewelry. It's a great example of how "green" a product jewelry is - reusable and recyclable.

Our Estate and Consignment cases offer a very special selection of jewelry for those clients who are looking for something unique with a story behind it - whether that particular story is known or not - it's a romantic notion that adds so much enjoyment to formerly loved jewelry.



In response to the overwhelming popularity of this category of jewelry, we will be spotlighting new estate and consignment arrivals every 1st Thursday of the month with Throwback Thursday! This will be your first chance to try on one-of-a-kind jewelry with a wide range of styles and prices.



We've helped hundreds of clients sell their estate and consignment jewelry at our store. The King's Jewelers will help you determine a current market value of your jewelry and your previously loved items may be showcased during Throwback Thursday!

No appointment is necessary. If you'd like to learn more, please call us at 925-938-1030 or email info@thekingsjewelers.com.

"Mamma Mia! Che Bello!" Beautiful New Arrivals From Italy

Named for the romantic Italian landmark bridge, **Ponte Vecchio** jewelry conveys the splendor of the world at large and a creative spirit which is revealed in every precious detail.



18K yellow gold diamond square charm single wrap ring. \$795



18K yellow gold diamond wrap bracelet \$1650



18K yellow gold diamond stretch bracelet. \$1975

Lüente offers carefully-crafted designs reflecting a wide range of aesthetics. Whether you dress them up or dress them down, everything their passionate artists create is meant to make you stand out wherever your journeys take you.

14K yellow gold blue topaz and diamond earrings. \$850



Misani Italian leather bracelets do not go unnoticed: shape, material, color - every element is an explicit statement of independence and originality. Every piece of their collection expresses and magnifies the personality of the one who wears it.



18K YG & sterling silver bracelet \$695

18K YG 2-strand bracelet \$2450

18K YG & sterling silver bracelet \$1250

Scary Jewelry Contest

Submissions
Oct 1 - 15
Voting: Oct 18 - 29



Scary Jewelry Contest

That creaking noise from your closet... growls from under the bed... things that go bump in the night... it's not a monster or the boogeyman - it's your Scary Jewelry that you keep hidden from sight, that you're too embarrassed to wear in public - and it wants you to take it to The King's Jewelers for our Scary Jewelry Contest. The winner will receive a free up-cycle of their Scary Jewelry that will show the beauty hidden behind the beast!

We invite all our clients to bring in one piece of Scary Jewelry - that necklace from the 80's, grandmother's old brooch, the ring from your old boyfriend. Your Scary Jewelry should be made of gold or platinum and have a diamond or gemstone.

We will put all eligible entries on display at the store. Our clients will vote on the piece of jewelry that is truly the Scariest! The Top 10 finalists will receive a \$100 Gift Certificate.

The winner will receive a free redesign of their scary piece (up to \$2,000 value)!

Entries must be brought to the store by Saturday, Oct 15.

Voting will take place Oct 18 - Oct 29.
The winning piece will be chosen on Halloween and before Christmas we will reveal the beauty hidden behind the beast.

Entries must be made of either gold or platinum and contain either diamond or gemstone. No pearls, opals or costume jewelry will be accepted. No purchase necessary. Void where prohibited.



Made Just For You!

Do you dream of creating a custom piece of jewelry that is uniquely yours?

Our Countersketch program can make that happen today!

Bring your ideas and together we'll create a masterpiece that will be loved and cherished for years to come!

YOU ARE JUST MINUTES



FROM A MASTERPIECE.

The King's Journal

is a publication for the clients of
The King's Jewelers

925-938-1030
info@thekingsjewelers.com
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.

President & Gemologist	Dave McConnell
Client Services & Gemologist	Patty Hargreaves
Client Services	Kathy Smith
Client Services	Diana Bentley
Administrative Assistant	Marielle Sarginson
Special Projects	Laura McConnell
Shop Assistant	Kathy Battaglia