

from the Burg to the Beach • carats happenings



**Reggie Designs Milestone Awards
WHRO's 50th Anniversary Celebration**
Reggie was honored to design the 8th Annual Pioneer Award, presented to WHRO on April 2 at the Hampton Roads Convention Center. The gala evening paid tribute to 50 years of public broadcasting excellence, with The Precious Gem offering support for the past two decades.
L-R: Bert Schmidt, Pres./CEO, WHRO, with Reggie & Lisa Akdogan

Inaugural 'Run for the Dream' Medals
If you were in Williamsburg the weekend of May 21-22, you could not miss The Achievable Dream and 4,500 marathon runners. Reggie designed the race medals and also donated a fabulous diamond necklace to the November 'Tennis Ball' fundraiser. Support the dream: www.AchievableDream.org



The King's Official Jeweler
The Precious Gem is proud to be chosen once again as the Royal Jeweler to the Court of King Neptune. Reggie designs King Neptune's ring and other pieces for the Chairman and members of the Court for this perennial Virginia Beach favorite: www.neptunefestival.com



Williamsburg Symphonia
Reggie says good music inspires his creative design process. So who better than The Precious Gem to host friends and donors of the Williamsburg Symphonia at in-store receptions. Get involved with Williamsburg's own professional orchestra: www.williamsburgsymphonia.org
Reggie and Symphonia conductor/music director Janna Hymes

Glad Tidings from Jay Strongwater
Delight in Jay's handcrafted collectibles. Fanciful boxes, pictures frames, figurines. A Virginia Beach exclusive, only at La Promenade.



"Roger" box

All that glitters is golden...

Direct from Italy and the runways of Milan. Fabulous designs in 18K white and yellow gold. Bold statements bound to make her the talk of any gathering. A special collection of designer bracelets, necklaces, and earrings, here for a limited time. Oh-so-very-bella!



18K white gold hinged diamond cuff bracelet; also available in 18K yellow gold.

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Wishing you and yours peaceful, joyful holidays.
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The Precious Gem's News & Notes • Holiday 2011

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Give. Joy.
Diamonds.
A girl's best friend.
Reggie's hand-selected stones.
Dazzling designs.

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Sapphires: Way More Than Blue • Reggie's Thailand Trip
Must-Have Gifts • BIG & Dazzling Diamond Sale • Precious Happenings

Sensational Sapphires



Say “sapphire” and the image of a velvety cornflower blue gemstone comes to mind. Yet sapphires come in a wonderful array of other colors, including vivid pink, violet, orange, yellow, and green. Sapphire is the mineral corundum (aluminum oxide). Occasionally, additional minerals found in nature mix with the aluminum oxide when the gemstone is crystallized, resulting in variations in color. A tiny amount of chromium with the aluminum oxide may form a sapphire that is pink. A trace amount of iron and chromium can result in the rare pinkish-orange “padparadsha” sapphire. Sapphires’ durability and brilliance along with colors make them a favorite of The Precious Gem and fine jewelers worldwide.

When selecting a fancy colored sapphire, first find one that “speaks to you”; one that you would feel wonderful wearing. Be sure to look at it in different lighting, as colored stones may change in appearance from indoor lighting to daylight. Learn about the stone and how it is valued; know its cut, color, and clarity. Quality is best understood by comparing several

On cover: Unforgettable! Diamond rings, one carat and up, 18K white and yellow gold or platinum.

stones of the same type, noting variations between them. Unlike diamonds, where internally flawless may be the ideal, colored sapphires almost always have at least small visible-to-the-eye inclusions. The pattern of these crystals often gives clues to the origin of the gemstone. For example, sapphires from Sri Lanka tend to have long needle-like inclusions.

Experience has shown us that the more our customers learn, the more they appreciate these fabulous gemstones. Intense pink, purple, orange, and yellow sapphires are featured in our jewelry designs. We look forward to sharing our knowledge and love of these fabulous stones with you soon.

Reggie’s fanciful handcrafted pin; 18K white & yellow gold; 14 carats in colored sapphires.



Oh, Yes!
December 10-17

Our Annual Holiday
**Diamond
Jewelry Sale**

The time is now.
Your dream diamonds.
Sensational savings.
Stellar stones. Dazzling designs. In-stock pieces.
Buy with confidence here.

from the bench ‘my Thai’ buying trip

I just came back from Thailand, the gemstone cutting center of the world. It was an exciting trip, but I also saw the challenges the wonderful people of Thailand face due to continued flooding. Their indomitable spirit is inspiring.

Thailand remains one of my favorite destinations for finding fine quality sapphires and rubies to use in my custom designs for the holiday season. With the Chinese entering the market for fine gemstones, prices have been increasing; but, by purchasing in quantity from the original sources, I was able to find some excellent buys.



Reggie Akdogan
Owner & Designer

Nestled in the lush tropical foothills of Southeastern Thailand are deposits of many of the world’s finest rubies and sapphires. Most of the mines are huge pits, gouged out of the hillside with bulldozers. Once the gem-bearing layer of gravel has been exposed, powerful high pressure hoses are used to loosen the gravel which is then pumped out of the pit into a vibrating washing table called a jig. The heavier gravel sinks to the bottom and is sorted by hand to spot extremely rare gem crystals. The rough gems are sold to “runners” who in turn take them from the mines to early morning trading markets in nearby towns. So begins the gemstone journey from mine to local trader, through cutters and polishers, and eventually to buyers like myself. I trust the people and places where I do business, just as I want my clients to trust me. The stones I brought back are of superior color and unusually clear. If you are in the market, these are stones you definitely want to consider. Give me a call; I would love to show them to you.



give. joy. celebrate with diamonds.



rings: Discover her new favorite color here. From sapphires to emeralds, our gemstone and diamond rings are truly fine.

pendants:
Winter wonder.
18K white gold.
Dazzling drop diamond;
\$2,700.



necklaces:
The ultimate diamond solitaire pendant in our handcrafted setting.
Prices vary by size of stone.



earrings: From sapphire & diamond ‘inside out’ hoops to drop-dead diamond hoops, we have them; from \$1,600.



The Precious Gem carries an extensive selection of fine gemstones set in platinum, yellow and white gold, as well as loose stones. If you don’t see what you are looking for, please ask.

bracelets:
True ‘love’ here—18K gold tennis bracelet; from \$3,500.



holiday hours just for you + evenings by appointment

Merchants Square, 757-220-1115 • Mon–Sat, 10am–7pm • Sun, Noon–6pm
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