# JOSEPHS MAGAZINE

150<sup>TH</sup> ANNIVERSARY

STRESS-FREE WEDDING PLANNING TIPS

THE PERFECT PAIR SCHAFFER'S BRIDAL & JOSEPHS

2022 ENGAGEMENT RING TRENDS

FALL FASHION AIMÉE & BLOND GENIUS

JOSEPHS DIAMONDS
THE SELECTION PROCESS

CHEERS!
OUR ANNIVERSARY COCKTAIL

OUR HISTORY CELEBRATING 150 YEARS

PROPOSING WHERE TO IN IOWA

DATE NIGHT
IN DOWNTOWN DES MOINES

PRST-FIRST-CLASS MAIL US POSTAGE **PAID** Des Moines, IA PERMIT NO, 4777









ONLY IN THEATERS

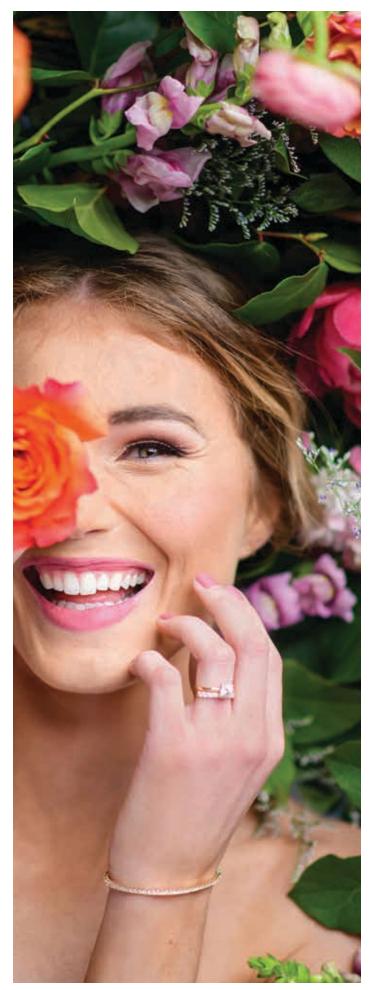
## JAMES BOND'S CHOICE

On the trail of a mysterious villain, James Bond faces his latest mission in No Time To Die wearing the OMEGA Seamaster Diver 300M. This 007 timepiece comes ready for action with a lightweight titanium design and a high standard of Master Chronometer precision and antimagnetism that can always be trusted.



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The year 2021 marks a feat seldom seen with family-owned businesses. For 150 years, Josephs Jewelers has been owned and operated by the original family. The success and longevity of our family business is simple: Remember our history and ensure the legacy is strong enough to continue to the next generation.

In 1871, Solomon Josephi moved to Des Moines, where he established S. Joseph and Sons on the corner of 4th and Walnut in the Kirkwood Hotel. Solomon quickly became recognized as the premier watchmaker, optician, and seller of fine diamonds, jewelry and other household luxury goods. Today, Solomon's legacy lives on as the fifth generation of Josephs owns and operates our business.

This year brings many exciting changes to our business. We launched a new website, invested in a new laser engraver, and we are celebrating 12 months of giving by donating to local charities every month. After 150 years, we are stronger today than the day Solomon opened the door for the first time, because we revere our history, the challenges, the victories and above all else, our customers.

Jake Joseph

Jake Joseph President





## SYLVIE



BY A WOMAN, FOR A WOMAN

sylviecollection.com

## SYLVIE



BY A WOMAN, FOR A WOMAN

info@sylviecollection.com



## TIPS FOR PLANNING A

## STRESS-FREE WEDDING

Planning a wedding can be stressful, but it doesn't have to be. Here are some tips and tricks to keep your day stress-free.

## 1. Hire a Wedding Planner

The easiest solution is to hire a wedding planner who will take care of the big and small details for your day.

#### 2. Get a Binder

A binder is a great place to keep your contacts, contracts and ideas. Having all of your information in one place will help you stay organized.

#### 3. Delegate

Asking for help from your loved ones is just part of wedding planning; it's not a one-person job.

#### 4. Assign a Photo Helper

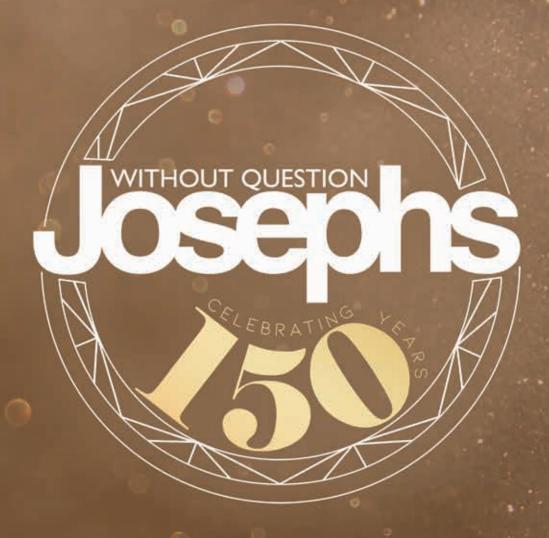
You and your photographer should not be corralling all of your family together for photos. Ask a friend or relative ahead of time to help get people together for photos.

### 5. Follow the K.I.S.S. Method

Keep it simple silly. It's way too easy to get swept up in all the tiny details of a wedding.

#### 6. Take a Break

Taking a break from wedding planning to decompress and hang out with your partner will help remind you what it's all about.



5425 Mills Civic Parkway, West Des Moines, Iowa 50266 215 10th Street, Des Moines, Iowa 50309 josephsjewelers.com





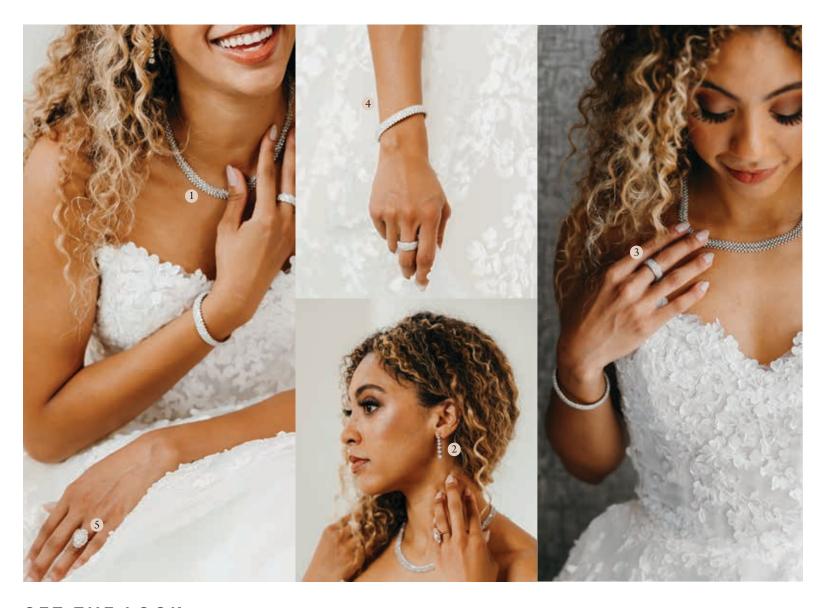
## GENERATIONS OF DESIGN

Simon G.

## THE PERFECT PAIR

Located directly across the street from the Josephs West Des Moines store, Schaffer's Bridal sits in a two-story building with a wedding gown in every window. It's easy to see why they are one of the best wedding dress retailers in the metro. Schaffer's helps create unique and memorable moments for couples planning their big day.

At Josephs, we do the same. We believe in helping you find the right piece of jewelry for all of life's special moments. There's no better way to celebrate 150 years in business than pairing Josephs jewelry and Schaffer's gowns.



#### **GET THE LOOK**

- 1. 18K White gold tennis necklace set with 670 round brilliant diamonds weighing 12.80 carats total weight. DNK04863 | \$20,250
- 2. 14K White gold diamond earrings with 12 graduated diamonds weighing 3.95 carats total weight. DEOC09993 | \$13,000
- 3. 18K White gold 5 row band set with 3.13 carats total weight of diamonds. DWBL72645 | \$7,500
- 4. 18K White gold diamond bracelet set with 459 round diamonds weighing 10.39 carats total weight. DBRMS08583 | \$34,000
- 5. 14K Rose gold engagement ring center set with one oval diamond weighing 2.10 carats total weight. CUSTOM MADE







## **GET THE LOOK**

- 1. 18K Yellow gold bangle with 120 round bezel set diamonds weighing 2.68 total carats. DBRB07334 | \$6,400
- 2. 14K Yellow gold pendant set with one South Sea pearl and 6 round diamonds weighing .28 carats total weight. JPLPD15065 | \$2,100
- 3. 14K Yellow gold solitaire enagement ring set with one square mixed cut diamond weighing 2.24 carats total weight. DSOCF04373 | \$21,500
- **4.** 14K Yellow gold pearl hoops set with 44 Akoya pearls total. JPAER00323 | \$1,975
- 5. 14K Yellow gold starburst diamond dangle earrings with 118 round diamonds totaling 1.00 carat. DECT15651 | \$3,350
- **6.** 14K White gold engagement ring with a 3.72 carat GSI1 emerald-cut diamond in the center. DSOCF04471 | \$66,500
- 7. 18K White gold dangle earrings with 10 11 mm white South Sea pearls and 14 round, 0.42 total carat weight, diamonds.

  JPLER24141 | \$2,500

## DIAMOND SHAPES

From a classic round solitaire to a fancy cushion cut, the variety of diamond styles and shapes help make every piece of jewelry unique.



**ROUND** This shape is the most popular because its cut allows the diamond to have a lot of sparkle and maximize brilliance to create a gorgeous, eye-catching gem that will look great in any setting.

OVAL This diamond shape can be set north-south for a classic look or east-west for a more trendy fit.

The sparkle is eye-catching and the rounded edges make it less prone to chipping.

**EMERALD** The emerald cut is one of many step-cut diamond options. It features multiple rows of elegant lines and creates an illusion of lengthier fingers. This produces a sophisticated look.

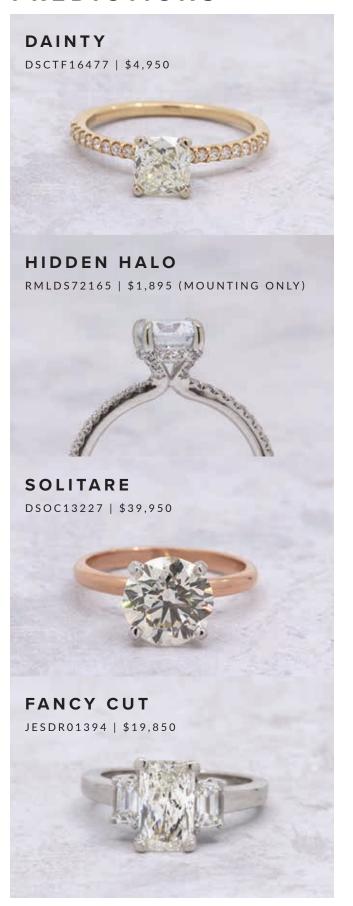
PRINCESS The princess cut is a great choice for a non-traditional bride, standing out with its modified facet arrangements that lead to an outstanding balance between light and dark patterns.

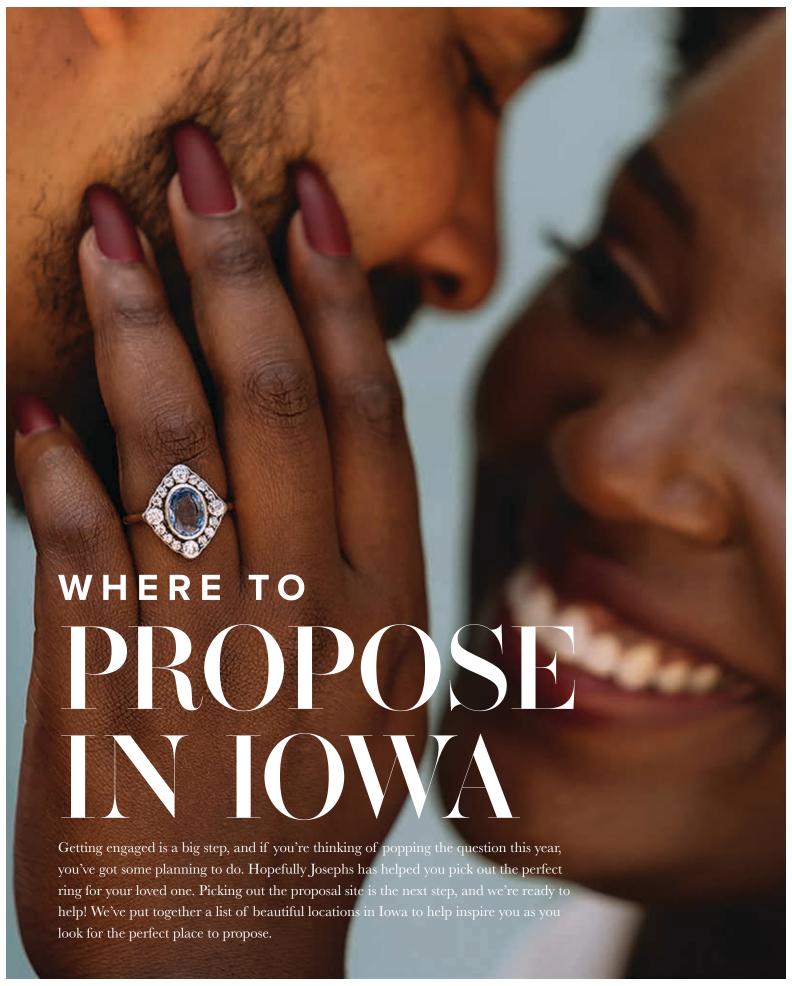
MARQUISE Named after King Louis XV's mistress and shaped like her mouth, this cut can create an illusion of a bigger carat weight when set north-south; but make sure the sharp tips are protected.

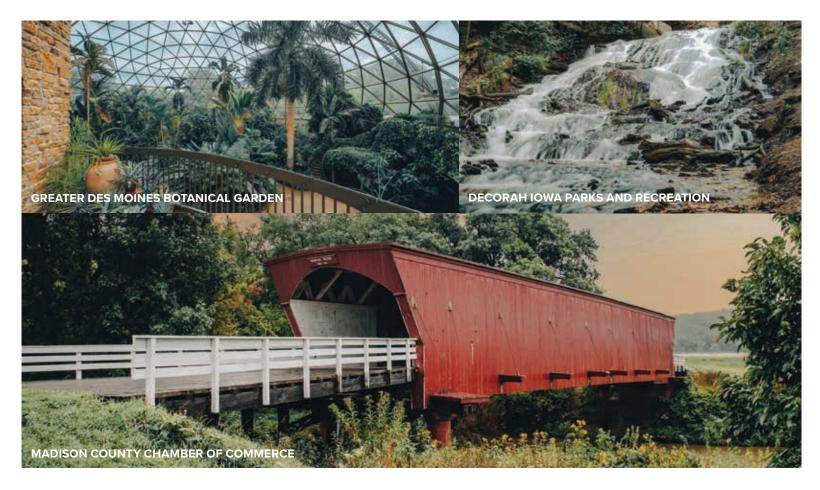
PEAR Growing in popularity, the pear-shaped diamond looks exactly as it sounds with its pointed tip and rounded lower half. This versatile shape can give a lot of shine and, because it has an eloganted look, the diamond can appear bigger compared to other shapes of the same carat weight.

CUSHION This shape has rounded sides with corners, just like its name suggests. While it has less brilliance than a traditional round diamond, the larger facets allow for it to have more fire than others.

## 2022 TREND PREDICTIONS







#### **DES MOINES**

Let your love flourish among the flora in Des Moines' favorite Botanical Garden.

## DECORAH

Go chasing waterfalls. It's a romantic way to set the mood for a perfect proposal.

## LECLAIRE

A romantic boat ride down the Mississippi River aboard the Twilight is sure to get you an "aye!"

#### OKOBOJI

A weekend getaway to Okoboji and a ride on the Ferris wheel at Arnolds Park is a fun way to pop the question!

#### WINTERSET

A trip to see the covered bridges of Madison County and a stop at the Covered Bridges Winery is the perfect blend for a proposal.

## MEN'S CORNER: WE ANSWER YOUR FAQS

"Will you marry me?" Those are four words that can be nerve-wracking and life-changing but also relieving. We see thousands of men each year who are ready to commit to their significant other, but have plenty of important questions about the ring, the process, and the what-ifs. Here are our answers to the most frequently asked questions.

## Do you offer financing?

At Josephs, we offer 12-month, no-interest financing on engagement rings and wedding bands.

#### How do I know the ring size?

If you want to keep your proposal a surprise, the best way is to ask a friend or family member. If they don't know, borrow one of his/her rings and bring it to the jewelry store.

#### Do you offer appraisals for insurance?

We provide a Retail Replacement Report with every engagement ring purchase. We can keep this in store until after you propose.



## #GOLDBOXMOMENTS





## HOSTING A

## DINNER PARTY

Let us start by saying, we love hosting a fancy dinner party. It's the perfect weekend get-together: Good friends, great food and cocktails. At Josephs, we believe the best parties come down to the details, and we have quite the collection of eye-catching giftware and serveware — little details that make a big impression.

Trendy and classic styles line the shelves at our West Des Moines and Downtown stores. If you can't make it in, our website offers a large variety of options available for purchase at josephsjewelers.com.

At Josephs, we carry reputable brands like Waterford, Vietri, Simon Pearce and Lenox. Our associates can help you pick out the perfect pieces for any occasion.

#### **GET THE LOOK**

- 1. Simon Pearce Vintner White Wine Glass
  The pulled-stem technique results in a thinner
  more lightweight bowl, typical of a classic
  sommelier's glass. GMIG22589 | \$80
- 2. Annie Glass Cheetah 7" Square Plate
  Bold animal print adorns this glass plate.
  Mix and match with solids, pair together
  for fun or give as a gift. Heavily patterned
  with 24k gold. GMIG23386 | \$101
- 3. Orrefors Puck Tealight Votive Classically clean and modern in shape and emphasizes the inner beauty of the crystal. GMIG22489 | \$40

**4. Michael Aram Anemone Candle Holder** Set of 2 black marble candle holders with white enameled flower accents, which in some cultures are said to bring good luck and offer protection.

are said to bring good luck and offer protection. The flowers are associated with purity and peace. GMIG23353 | \$350

5. Wedgwood Platinum Dinner Plates

Rold platinum stripes decorate the surface of

Bold platinum stripes decorate the surface of the Jasper Conran White silhouette creating a striking lustre. GWWFC01562 | \$225

6. Torun 5 Piece Place Setting

This place setting is crafted with durable stainless steel and includes a dinner fork, salad fork, dinner knife, tablespoon and teaspoon. GFTP01679 | \$100







## AMMARA STONE











## JOSEPHS 150<sup>TH</sup> ANNIVERSARY

## COCKTAIL

You can't celebrate a big anniversary like 150 years without a signature cocktail. This fall-inspired applecinnamon-bourbon cocktail is sure to quench your thirst and have you saying, "Cheers!"

## INGREDIENTS

2 oz bourbon

2 oz apple cider

1/4 oz lemon juice

1/2 oz cinnamon simple syrup

Dash of orange bitters

Orange peel for garnish

Combine all ingredients in cocktail shaker and serve over ice.

### CINNAMON SIMPLE SYRUP:

1 cup sugar

1 cup water

3 cinnamon sticks, broken in half

In a small sauce pan bring water, sugar and cinnamon to a boil, stirring until disolved. Remove from heat and let cool.



# OLD IS THE NEW, NEW,

There's something about a true vintage or antique jewelry piece that makes us smile. Maybe it's the beautiful intricate detail that brings the piece to life, or maybe it's the special story behind each piece that makes it such a treasure to behold. Estate jewelry tends to have such a rich history, filled with influences and inspirations captured from everyday life. Often times, these pieces feature exotic colored gems, mixed cut diamonds and fine detailing.

We find that estate jewelry is perfect for people searching for a true diamond in the rough. A jewelry piece that speaks to them when first viewed. A piece with style that is unmatchable and one-of-a-kind.

A piece that can be passed down as an heirloom for years to come.

## INDENTIFYING THE ERAS









#### VICTORIAN

18K gold was a popular metal for jewelry in this era, often influenced by medieval and Gothic motifs with rose cut and old mine cut gems.

#### EDWARDIAN

Diamonds rocked this era, popularly set in platinum and cut into delicate shapes with milgrain detailing and lightly engraved lace designs.

## **ART NOUVEAU**

Enameling and unusual gems, like opals and turquoise, became popular. Pieces were inspired by nature and the female figure.

## ART DECO

Inspired by modern industry, this era is defined by repeat patterns, geometric shapes, vertical, clean lines and vivid, contrasting colored gems.

## Q&A CORNER: MELISSA SMITH ESTATE BUYER



## Q: What got you interested in estate jewelry?

**A:** I've always been fascinated by the idea that estate jewelry has had so much history and a unique story.

## Q: What is your favorite era?

**A:** I tend to lean towards Art Nouveau and Edwardian. I am absolutely in love with the feminine beauty, flowing lines and dimension these pieces tend to have.

## Q: What do you look for when buying jewelry for the estate case?

**A:** We are looking for condition, style, and value; but we really search for those unique pieces that are priced fairly.

## Q: What is your favorite estate piece in the showroom right now?

**A:** A little bee pin set with opals and pearls. The craftsmanship is lovely, and there is so much visual interest in the texture of the gold and the gems.



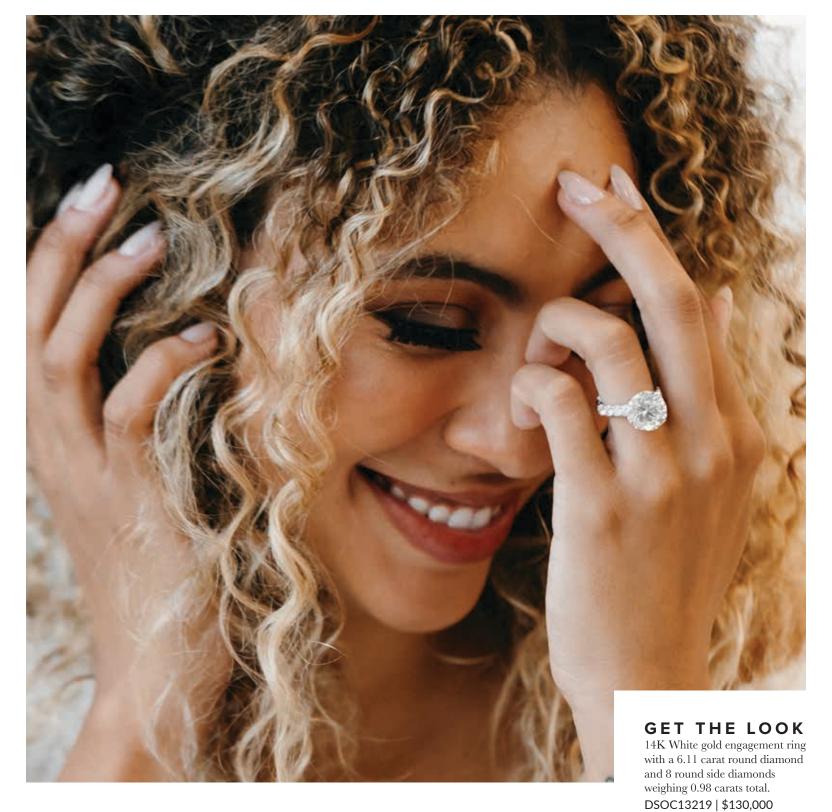
## ACOLLECTION OF COLOR HUNDREDS OF VIBRANT GEMSTONES



## **GET THE LOOK**

- 1. 14K White gold dangle pendant with one brilliant cut Swiss blue topaz weighing 31.99 carats, 50 full cut diamonds, 3 tapered baguette cut diamonds weighing .74 carats total. Pricing does not include chain. CSPBT00877 | \$3,550
- 2. 14K Yellow gold dangle earrings set with two pear-shaped pink tourmalines weighing 2.12 carats total, and 10 full cut diamonds weighing 12 carats total.

  CSETPO0028 | \$2,915
- **3.** 14K White gold rainbow sapphire bracelet with 7.25 total carats of sapphires and 1.20 total carats of diamonds. CSBSA00265 | \$6,375
- **4.** 14K Yellow gold oval halo ring, center set with one oval cut peridot weighing 6.92 carats, and 30 full cut diamonds weighing .22 carats total. CSRPD00570 | \$4,425
- **5.** 14K White gold 8-8.5mm Akoya pearl stud earrings. JPAER00055 | \$425



## DAZZLING IN DIAMONDS

FIND THE PERFECT, BRILLIANT AND SPARKLING DIAMOND



## GLITZ IN GOLD

VIVID AND LUSTROUS YELLOW GOLD

## **GET THE LOOK**

1.18K Yellow gold bangle with 71 round diamonds weighing 2.65 total carats. Diamonds are set in milgrain bezels.

DBRB07281 | \$5,600

2.18K Yellow gold large diamond shape mesh wire earrings. JERKT3447 | \$1,075



# SIMPLE IN SILVER

SHIMMER IN BRILLIANT SILVER

## **GET THE LOOK**

1. Sterling silver 17" teardrop satin-finish necklace. JSLNK23291 | \$445

2. Sterling silver rhodium-plated 4-row textured finish cuff bracelet. JSLBR29843 | \$200







## A 150 YEAR HISTORY

THE JOURNEY BEGAN IN 1871 AND FIVE GENERATIONS LATER, IT'S STILL GOING STRONG.

It all started in 1871, just 20 years after Des Moines was established.

Solomon Josephi (who later dropped the I in his last name before founding S. Joseph and Sons) left Prussia and migrated to New York City before moving to Elgin, Illinois; there he learned the skill of watchmaking. After staying in Elgin for eight years, Solomon moved to Des Moines where he joined Plumb Brothers Jewelry Company for a year before opening S. Joseph and Sons.

Eventually being known as a meticulous jeweler and time keeper, the railroad designated Josephs to maintain and time the trains ... and the rest is history.

Through the great depression, world wars and many pandemics, Josephs Jewelers shows that quality customer service, products and value truly stand the test of time. As we move forward towards another 150 years of business, our core values still hold true: Honesty, Integrity and Trust.

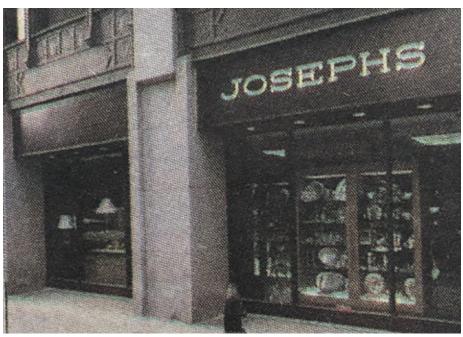
BURTON JOSEPH
SAID IT BEST,
"THE REAL SPIRIT
OF JOSEPHS
EXTENDS BEYOND
THE GLAMOUR AND
EXCITEMENT OF
A FINE JEWELRY
STORE. IT'S THE
PEOPLE THAT SET
JOSEPHS APART."

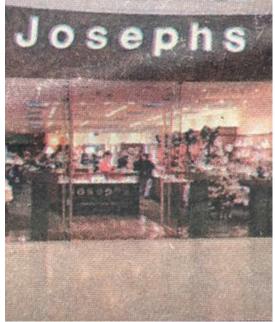














1861

Solomon Josephi moved to Illinois during the Civil War to learn the watchmaking trade at an Elgin watch company. 1862

Solomon established himself in Des Moines and joined Plumb Brothers Jewelry. 1871

Solomon changed his last name and started S. Joseph and Sons on 4th and Walnut in the Kirkwood Hotel. His store added watches, eyeglasses, repair services, thimbles and eventually Polk County license tags. 1900

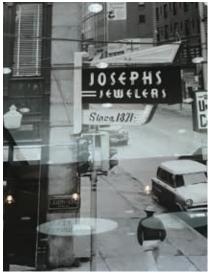
The store, now called Josephs, expanded into fine jewelry and giftware.

The first piece of jewelry sold was a base metal lapel pin.

1924

Josephs operated five locations in Marshalltown, Waterloo, Grinnell, and Carlisle, Iowa and Springfield, Missouri.













1927

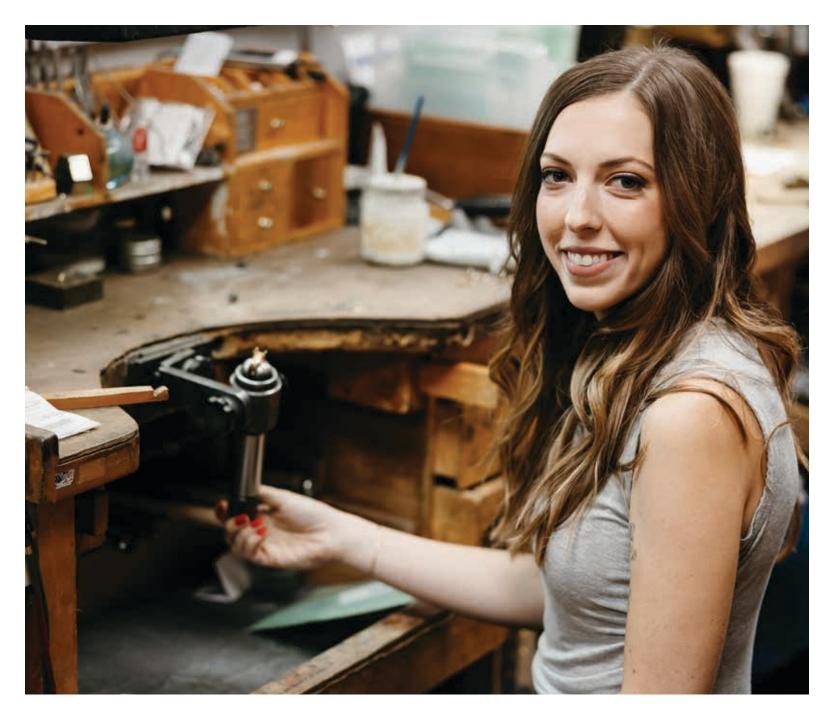
After two brothers passed away, their widows took a cash stake and the company was forced to sell all locations except the Equitable Building. 1959

Josephs opened a store in the new Merle Hay Plaza and was one the first 11 tenants. 1991

Josephs bought the Plumb's Jewelers space in Valley West Mall. 2005

Josephs closed the Merle Hay Mall location and opened a new flagship location in West Des Moines on Mills Civic Parkway. 2016

The Valley West and Mills Civic locations merged.



# CREATING WEARABLE STORIES

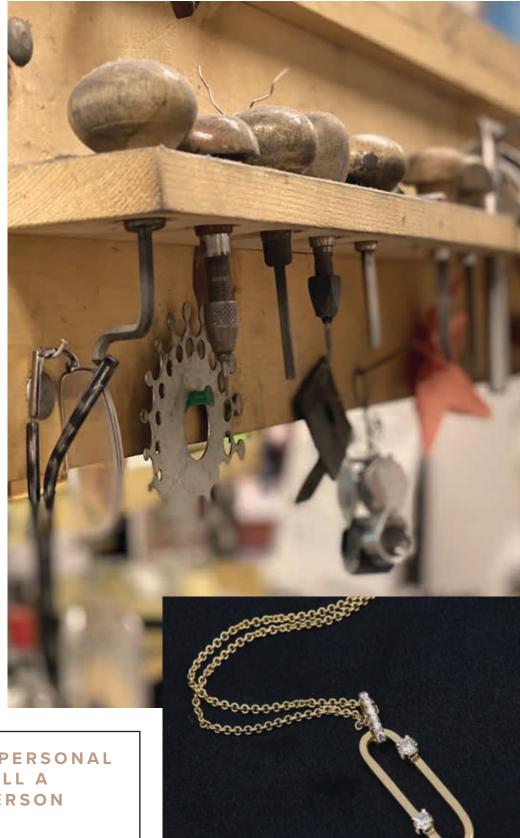
## EXPERT CRAFTSMEN CREATE ONE-OF-A-KIND JEWELRY

Our expert bench jewelers transform ideas into wearable stories. From resetting your diamond to creating family heirlooms, Josephs can help you tell a story.

At Josephs, we have a fully functional shop with several expert goldsmiths. These shop employees repair and make jewelry every day. Our shop turn-around time is 10 days depending on the time of year, and that's because we do a lot of our work in-house. If you need new prongs on your wedding set, we do it in-house. If you need to size your wedding ring down or up, we can do it in-house. We even do custom work in-house.

Kayla, a shop employee, works behind the scenes to set a customer's family heirloom diamond earrings into a custom one-of-a-kind necklace. The diamonds are not just a family heirloom; they are from her grandmother, a woman near and dear to her heart. Her grandmother received them on her 40th wedding anniversary, but she didn't have her ears pierced.

Now these earrings are set in a unique oval-shaped pendant that will continue to be handed down to the next generation with a unique story.



"JEWELRY IS A VERY PERSONAL THING. IT SHOULD TELL A STORY ABOUT THE PERSON WHO'S WEARING IT."

-GARANCE DORÉ

14K Yellow gold diamond pendant with 2 round diamonds weighing .20 carats total weight on the oval shaped pendant and 9 round cut diamonds on the bail weighing .09 carats total weight.

**CUSTOM MADE** 





### **GET THE LOOK**

- 1. Yellow gold comfort fit wedding band. RW11E00091 | \$1,400
- 2. OMEGA stainless steel De Ville watch. WOMG01517 | \$6,750
- **3.** John Hardy Keris Dagger Gents pendant. JHPD00505 | \$195
- **4.** Stainless Steel Tissot T-Sport V8 automatic watch. WTSG05602 | \$450
- **5.** Tantaluim Wall Fracture band. RWAM00307 | \$875
- **6.** Sterling silver gunmetal 24" curb link necklace. JLDCH14266 | \$395 & JGNPD00224 | \$65
- 7. John Hardy sterling silver and leather Asli bracelet and stainless damascus black leather bracelet. JHBR00901 | \$495 & JGNBR00927 | \$85
- 8. John Hardy sterling silver "Legends of Naga" eagle eye quartz and volcanic beads bracelet with sapphire eyes.

  JHBR01045 | \$595
- 9. 14K White gold diamond band with 5 round cut diamonds weighing .75 carats total weight. DWBG13839 | \$2,275
- 10. Sterling silver tie clip. JGTSS07012 | \$125
- 11. TAG Heuer Carrera Calibre automatic watch. WTGG03828 | \$5,350

# HOW TO SET AN AUTOMATIC WATCH

DON'T WANT TO DIY? NO PROBLEM! STOP BY AND WE'LL HAPPILY HELP.

- In position one, wind your watch by rotating the crown clockwise. Around 10 turns should give it enough power for movement.
- In position three, rotate your hands so that the hour hand is pointing to the lower half of the watch's dial somewhere between 5 o'clock and 7 o'clock.
- In position two, set your date to yesterday's date.
- Go back to position three where you will move the hour and minute hands to the current date.
- 5 Don't forget to screw your crown back on!





### TYPES OF WATCH STORAGE

Watches should be stored in a temperature-controlled place to protect against moisture and the elements.



Watch winders create a safe place to store and wind your watch.

WMAT04934 | \$305



A watch box is a great way to display your watches while keeping them clean and safe.

WMAT04729 | \$429



An alet tray is a good place to keep your watch if you wear it every day.

MJB04854 | \$165



Watch rolls are perfect compact storage for traveling.

MJB05443 | \$165

## BECOMING AJOSEPHS DIAMOND

### SELECTING A JOSEPHS DIAMOND

At Josephs, we are very particular about the diamonds we sell.

We've built a proud tradition of providing quality goods and service, and our diamonds are no exception.

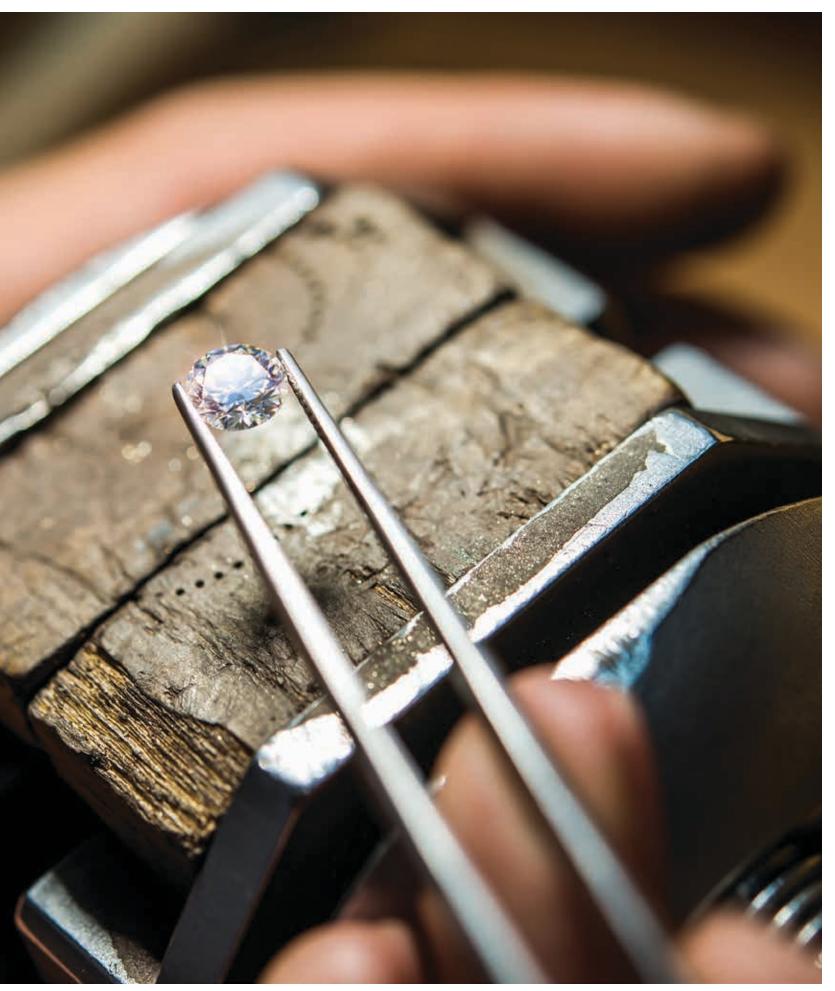
Diamonds are one of the most popular stones for jewelry, and they are one of nature's most beautiful creations, made of just one element: carbon. Valued for their pure and colorless appearance, they add sparkle to any setting. Josephs hand-selects each diamond and only one in 100 will be chosen.

All of our diamonds are graded according to their cut, color, clarity, and carat weight. It's an exponential scale and each grade will vary from diamond to diamond.

Our diamond buyer goes through thousands of diamonds a year, and after careful examination and grading, they select which ones will be put into rings, pendants, bracelets and much more. A majority of our diamonds are purchased and then sold loose, creating a special buying experience where you get to really see the brilliance of your diamond before choosing your setting. Your personal jeweler will help you determine which one is right for your piece and budget.

At Josephs, we pride ourselves on education. All of our sales associates have taken courses offered by the Gemological Institute of America, the world's foremost authority on diamonds, colored stones and pearls. Our sales associates go out of their way to ensure you make an informed purchase.



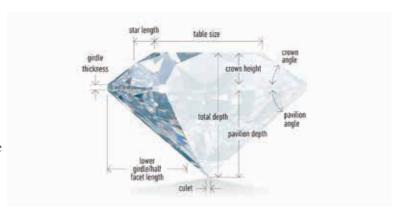


### DIAMOND 101

### THE FOUR Cs OF DIAMOND BUYING

### CUT

Cut is the most important factor impacting the beauty of a diamond. It is the personality of the gem and is the result of human touch. The proportions, symmetry and polish measure the interaction of the facets with the light.



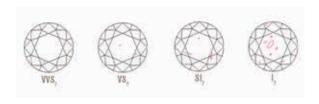
### COLOR

Color refers to the tone of the diamond's body color. Your diamond will range from colorless to light yellow and is graded on a letter scale ranging from D through Z.



### CLARITY

Diamonds are rated on the number, size, relief and position of inclusions and blemishes. Some inclusions may have become trapped when the diamond was formed underground. Clarity is rated on a scale from "flawless" to "included," meaning they become more noticeable to the naked eye.

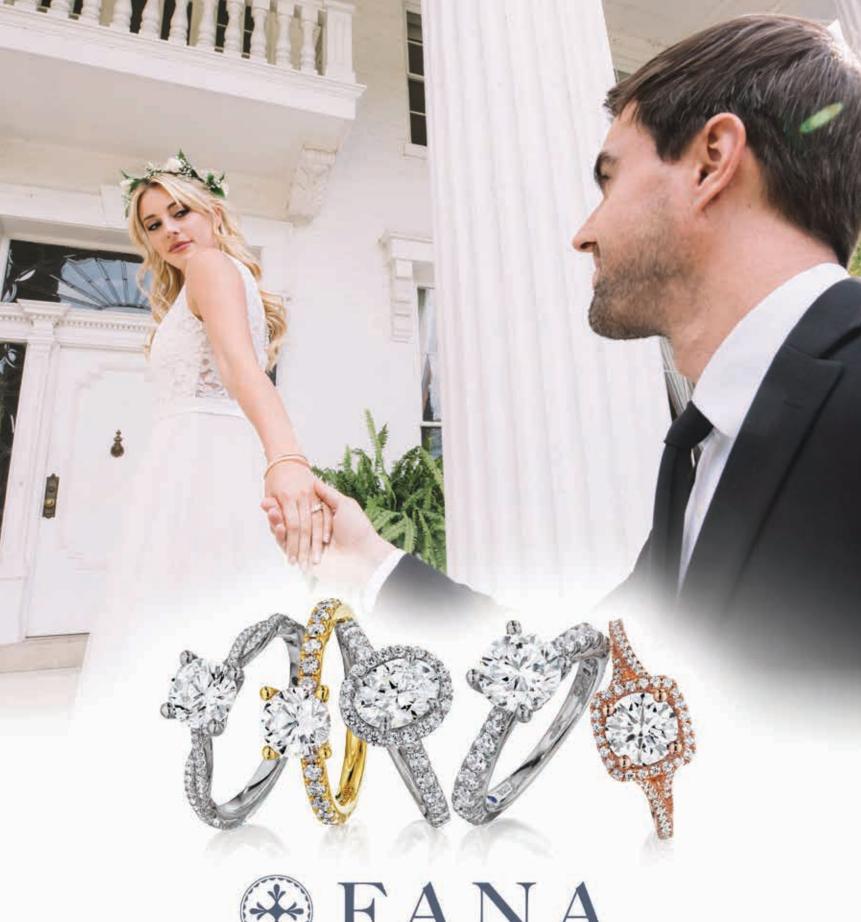


### CARAT

Diamonds are weighed in carats. This measurement does not tell you how big a diamond appears to the eye, but rather how heavy it is.









FIND THE ONE

## THE JOSEPHS GOLD BOX

AT JOSEPHS, WE'RE KNOWN FOR OUR QUALITY AND VALUE BUT WE'RE RECOGNIZED BY OUR SIGNATURE GOLD BOX.



At Josephs, we love our gold wrapping paper and our beautiful hand-pulled bows. Chances are you do too!

Receiving a gold box from Josephs often means that something spectacular is inside. While the idea of receiving a gold package from Josephs is romantic, the idea behind the paper actually isn't.

We used to offer different wrapping paper and ribbon for every occasion: birthdays, anniversaries and baby gifts, to name a few. This was a lot to keep organized and not very cost effective.

By the 1980's we had already been in the metro for over 100 years and had set the gold standard for jewelry in the area. Gold just made sense. So, Toby Joseph selected gold wrapping paper as a more cost-efficient option for packaging. We made the change and we've been recognized by our gold box ever since.

### HOW IT'S DONE

Our shipping and wrapping department wraps over 3,500 gifts every year. That doesn't stop them from wrapping your gifts very particularly. Gold wrapping paper is carefully measured for each box size and folded into sharp corners around the box, making sure the seam of the wrapping paper is always down the center of the bottom of the box. After the box is wrapped, it's tied together with gold ribbon, topped with one of our handpulled bows, and a Josephs gold seal sticker is placed on top.

### **EXTRA DETAIL**

Hand-pulling our bows is no easy feat. We use a machine from 1973 to spin the ribbon and make precise cuts. Then we hand-tie it together with a smaller ribbon and start the tedious, but well worth it, process of separating all the layers to make the perfect bow.

AT JOSEPHS, WE MAKE SURE EVERY CUSTOMER EXPERIENCE MEETS OUR GOLD STANDARD. THAT INCLUDES OUR SIGNATURE GOLD BOX.







The foundation to a good layer is to be true to your own style. We believe that there's a style and look for everyone, so the art of layering is really up to you. But if you need help, here are some tips!

For a classic look, start with your middle necklace as the center piece. This frames your neckline and will make it easier for you to find a couple others that pair well based on length. To keep it classy, try to stay with the same metal type, unless you have two-tone pieces.

**To nail the neck-mess trend**, go wild! Pair your craziest combinations because you can. Mix metals, color schemes, old and new pieces and everything in between. Don't be afraid to let those pieces overlap a little, too! Be cautious when it comes to high-end jewelry that has softer stones such as emeralds and opals.

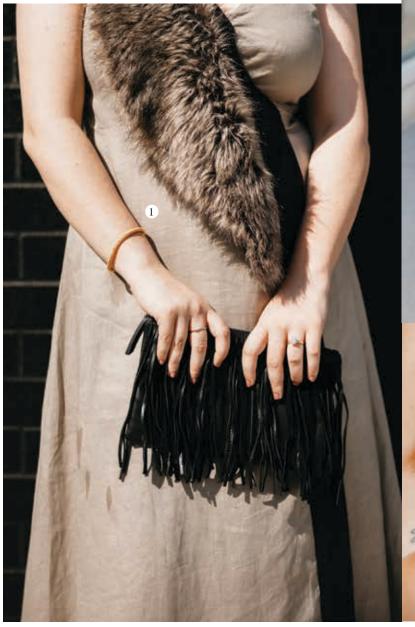
**Create texture** by using long strands with multiple stations. To add another layer of dimension, try mixing metals. Feeling inspired?

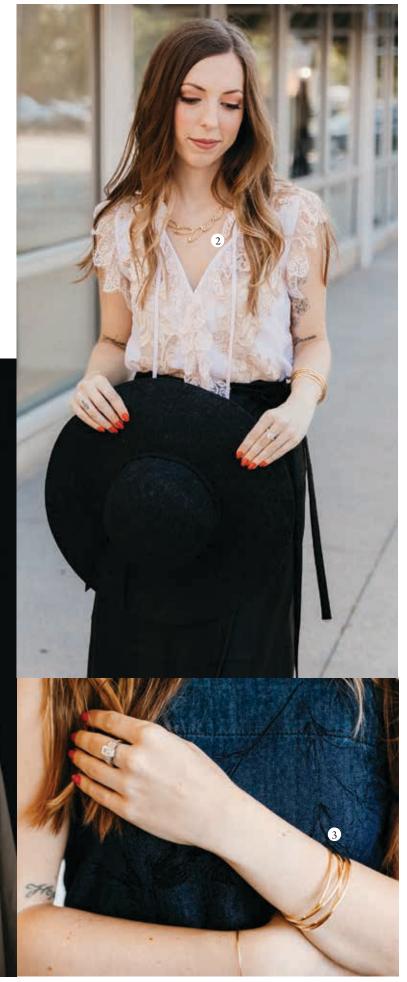
- 1. 14K Yellow gold 38" diamond-cut cable chain with alternating flat and round ball stations.

  JNK9900950 | \$1,575
- 2. 14K Yellow gold compass pendant with 21round diamonds weighing 0.30 total carats, on an adjustable 16"-18" chain. DPTD05586 | \$1,785
- **3.** Monica Rich Kosann sterling silver and 18K white gold pinstripe locket. JSLLK00315 | \$995
- **4.** Sterling silver Carpe Diem pendant with a rock crystal ball and 30 inch chain. JSLPD29769 | \$355
- 5. 14K Yellow gold 18" polished round disc necklace with lobster clasp. JNK1801312 | \$1,075
- 6. 14K Yellow gold solitaire necklace with a 0.42 carat round diamond bezel-set and attached to an 18" chain with lobster clasp. DNK04596 | \$1,650

## FALL FASHION

Aimée is an East Village boutique with 16 years of style, Midwest charm, feminine pieces ... and did we mention, complimentary champagne while browsing? Get inspired with a selection of free-spirited wardrobes and elevated layers, styled by owner Amy Hassbrock. Each Aimée piece is paired with a collection of bold gold statement jewelry from Josephs, styled by our very own Lisa Harlow.





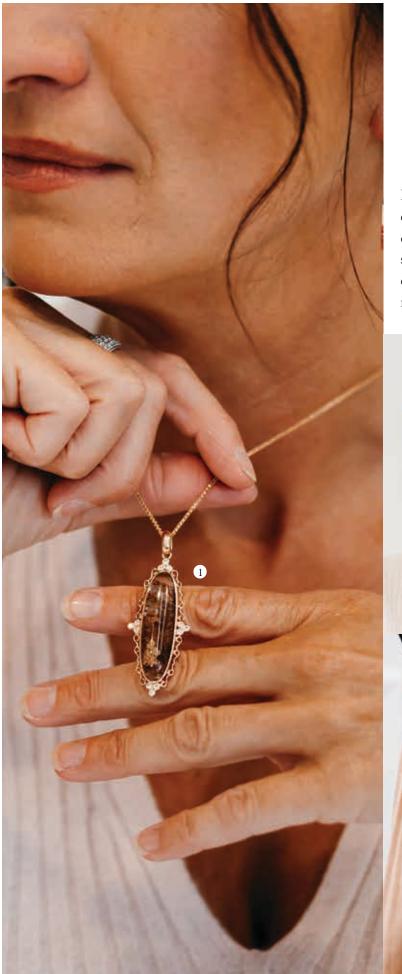




### **GET THE LOOK**

- ${\bf 1.} \ Sterling \ silver \ and \ yellow \ gold \ plated \ mesh \ bangle \ bracelet$  with sterling silver magnetic clasp. JSLBR23788 | \$125
- 2. Sterling silver yellow plated brushed oval cutout necklace with polished adjustable 17"-18" chain. JSLNK30759 | \$315
- **3.** Sterling silver and vermeil four row crossover thin wired cuff bracelet. JSLBR32110 | \$575
- $\textbf{4.} \ Sterling \ silver \ and \ gold \ plated \ disc \ with \ 15mm \ teardrop \ freshwater \ pearl \ necklace. \ JSPNK00349 \ | \ \$175$
- 5. Sterling silver and gold plated huggie hoop hinged-back earrings with  $3\mathrm{x}13\mathrm{mm}$  white pearls. JSPER00596 | \$150
- **6.** Yellow gold plated polished bevel cirque stud earrings with sterling silver post backs. JSLER56960 | \$70





## FALL FASHION

Blond Genius is a West Des Moines boutique offering the cutest designer clothing for women. They also have a denim bar with over 150 styles, with denim experts who can help you find a style to complement your figure. Taylor, from Blond Genius, creates a chic look with a playful patterned sweater and ripped mom jeans, with jewelry styled by Jayla Cupp of Josephs.



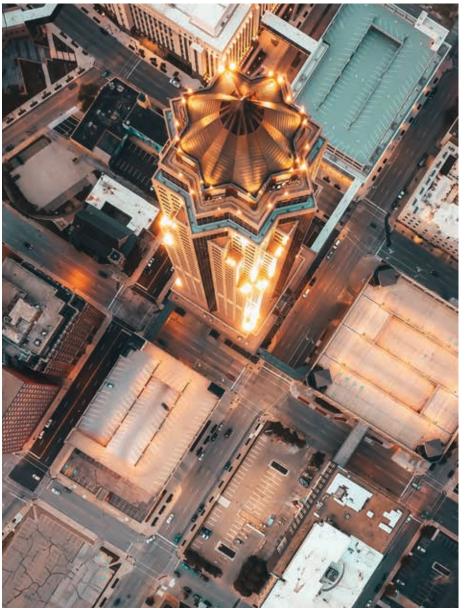


### **GET THE LOOK**

- 1. 14K Rose gold moss quartz and diamond pendant bezel set with one oval moss quartz weighing 17.06 carats, bezel set with 12 full cut diamonds weighing .17 carats total. Pricing does not include chain. CSPQT00028 | \$1,850
- 2. 14K Yellow polished square tube hoops with two bezel set diamonds weighing .35 carats total weight. DETD07245 | \$1,100
- 3. 18K White gold diamond band set with 5 rows of diamonds weighing 3.13 carat total weight. DWBL72645 | \$7,500
- 4. 14K Yellow gold diamond station link 18" necklace with 12 bezel-set round diamonds totaling .70 carats. DNK06530 | \$1,425
- 5. 14K yellow and white gold 18" neckalce with 13 round diamonds in "A" initial and one bezel set diamond weighing .06 carats total weight.DNK07799 | \$550
- **6.** 14K rose gold polished square tube hoops with snap down posts. JERKT41038 | \$550
- 7. Tissot Classic Dream Lady 28mm stainless steel and rose gold plated watch with quartz movement. WTSL04603 | \$315
- 8. Seiko Watch stainless steel 30mm watch with quartz movement, white mother of pearl dial and 12 diamond markers. WSKL11270 | \$525

## DOWNTOWN DES MOINES DATE NIGHT

The perfect date night in downtown Des Moines should include: shopping, drinks, dinner, dessert and a show! We've put together a list of favorites that are sure to please a long-time love or a new date.



### SHOP

JOSEPHS
215 10TH STREET

### DRINKS

2 BUBBA
200 10TH STREET

### DINNER

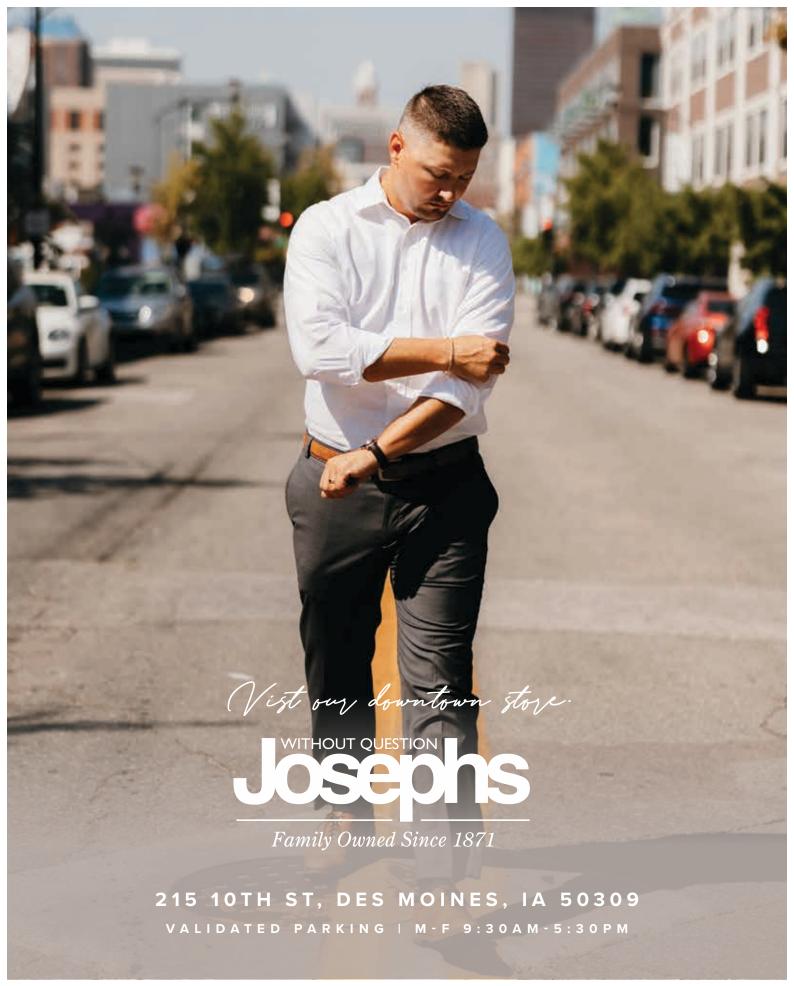
ROCA
208 COURT AVENUE

### **DESSERT**

4 MOLLY'S CUPCAKES
215 E 3RD STREET

### SHOW

5 CIVIC CENTER
221 WALNUT STREET



## 1 MONTHS OF GIVING

The Des Moines Metro is an important part of our store's history. We've grown up here and raised our families here. In honor of our 150th year in business, we are committing to give back to the community that has given us so much.

### JANUARY

Josephs did a food drive and monetary donation to the Food Bank of Iowa.

### **FEBRUARY**

A portion of sales from red and pink gemstone jewelry sold at Josephs was donated to the American Heart Association.

### MARCH

In honor of Women's History Month, Josephs made a monetary donation to Dress for Success.

### APRIL

Josephs made a monetary pledge to the Waukee Betterment Foundation for the Triumph Park All Inclusive Area.

### MAY

Josephs made a monetary donation to Count the Kicks to help decrease stillbirths in the United States.

### JUNE

A monetary donation was made to the Wounded Warrior Project to help veterans.

### JULY

A monetary donation was made to the Grubb YMCA for various events.

### **AUGUST**

A monetary donation was made to Habitat for Humanity, and Josephs signed a stud in one of the homes.

### SEPTEMBER

Employees participated in the Running with Straws 5k, an event that raises awareness for Cystic Fibrosis.

### **OCTOBER**

Josephs made a monetary donation to the Children's Cancer Connection.

### NOVEMBER

Josephs purchased a table and sponsored a tree for Blank Children's Hospital.

### DECEMBER

Employees will partner with Toys for Tots to collect toys for children on Christmas.

### **BEHIND THE SCENES**

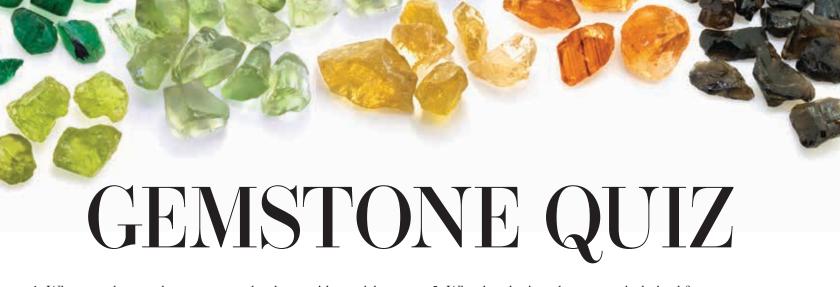
Few people really know what goes on behind the scenes at Josephs. Our team makes sure our high standards are met every step of the way. From receiving and quality control, to repairs and gift wrap, our stores couldn't run without these folks. They are the heartbeat of our business and provide vital support to the sales staff you've come to know.











- 1. What popular purple quartz stone has been said to quicken intelligence and get rid of evil thoughts?
  - A. Lolite
  - B. Amethyst
  - C. Purple Sapphire
  - D. Chalcedony
- 2. What Australian kaleidoscopic gem encompasses the red of ruby, green of emerald, yellow of topaz, blue of sapphire and purple of amethyst?
  - A. Alexandrite
  - B. Ametrine
  - C. Opal
  - D. Ruby
- 3. During Christopher Columbus' third (1498) and fourth (1502) voyages to the New World, he repeatedly encountered native people adorned with what popular gemstone?
  - A. Diamonds
  - B. Sunstone
  - C. Turquoise
  - D. Pearls
- 4. Legends say that this stone brings good luck.
  Many believed that you could see the future if you held this stone in your mouth during a full moon.
  - A. Sapphire
  - B. Sunstone
  - C. Moonstone
  - D. Opal

- 5. What beryl mineral gemstone is derived from the Latin words: aqua, meaning "water," and marina, meaning "of the sea"?
  - A. Aquamarine
  - B. Pearl
  - C. Blue Topaz
  - D. Sapphire
- 6. What prized gemstone was often used by the Mayans and the Aztecs for medicinal purposes as well as for jewelry, ornaments and religious artifacts?
  - A. Turquoise
  - B. Diamond
  - C. Jade
  - D. Opal
- 7. This beautiful gemstone is often mistaken for other gemstones because it has a dazzling range of colors. From rich reds to pastel pinks and peach colors, intense emerald greens to vivid yellows and deep blues, the breadth of this gem's color range is unrivalled.
  - A. Topaz
  - B. Sapphire
  - C. Diamond
  - D. Tourmaline
- 8. In the movie "Jurassic Park," what gemstone did they find dinosaur blood preserved in a prehistoric mosquito?
  - A. Moonstone
  - B. Citrine
  - C. Garnet
  - D. Amber

### OPAL

Helps to release anger and claim self-worth, aiding in accessing and expressing one's true self.

### **AMETHYST**

Brings strength, peace and courage to the wearer.

It can also help relieve stress and keep you calm during hard times.

### GARNET

Brings energy to the wearer and helps revitalize your body. This gem also protects from bad karma.

### SAPPHIRE

Brings inner peace and creative expression to the wearer. It also can help to alleviate pain.

### RUBY

Brings an increase in happiness and integrity.

### MOONSTONE

Brings emotional balance and hope to the wearer's life.

### AQUAMARINE

Brings mental clarity to the wearer by calming nerves and releasing fears and negative energy.

### **EMERALD**

Known to heal both emotional love and the physical heart.

### TOURMALINE

Aids in understanding oneself and others.

It promotes self-confidence and diminishes fear.

### DIAMOND

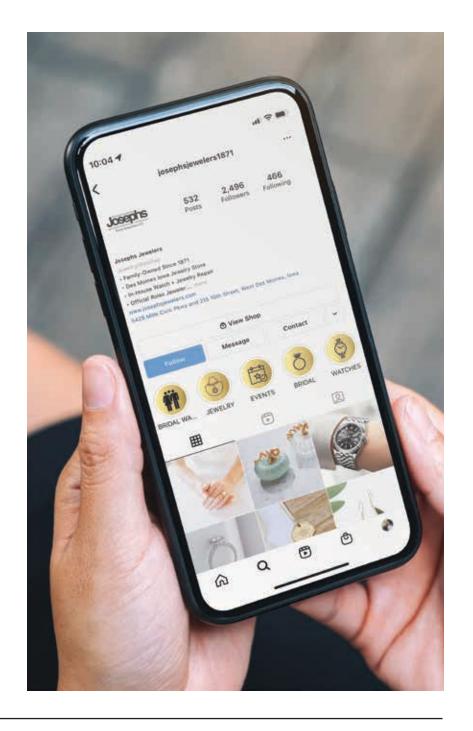
Stimulates creativity, inventiveness, imagination and ingenuity.

## GET SOCIAL

USE #GOLDBOXMOMENTS
TO BE FEATURED ON OUR
BRIDAL WALL

**CONNECT WITH US** 





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AMERICAN GEM SOCIETY MEMBER ® BETTER BUSINESS BUREAU ®





CONGRATULATIONS JOSEPHS JEWELERS
ON A COLORFUL 150 YEARS!



### THE DAY-DATE

Introduced in 1956, and chosen by visionaries and world leaders, the Day-Date, with its iconic day display, continues to be the symbol of prestige and achievement.

#Perpetual





WEST DES MOINES JOSEPHSJEWELERS.COM