

14K White Gold  
8-Strand Keshi Bracelet  
JPLBF01321 | Starting at \$2,750

WITHOUT QUESTION  
**Josephs**

*Family Owned Since 1871*

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# Josephs

JEWELERS MAGAZINE

**JAGS & JEWELS**  
WILLIS AUTOMOTIVE

**SEASON OF YES**  
WEDDINGS BY DESIGN

**THE GREAT EIGHT**  
BENCH JEWELERS

**DSM FASHION**  
HINGE & PRESERVATION

**AN ICON RETIRES**  
BURTON “TOBY” JOSEPH

**MEN’S FASHION**  
FONTENELLE & MR. B

**JEWELRY TRENDS**  
DIAMONDS, GOLD, SILVER

**SEDIMENTAL VALUE**  
GEMOLOGY FACTS





 **ROBERTO COIN**

VENETIAN PRINCESS & PRINCESS FLOWER COLLECTIONS



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# TUDOR

## #BORN TODARE

What is it that drives someone to greatness? To take on the unknown, venture into the unseen and dare all? This is the spirit that gave birth to TUDOR, a spirit carried forward by every woman and man who wears this watch. Without it, there is no story, no legend and no victory. This is the spirit that drives **David Beckham** every single day. This is the spirit embodied by every TUDOR Watch. Some are born to follow. Others are born to dare.



BLACK BAY PRO

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Hello from all of us at Josephs! We’ve had quite a year with a lot of excitement and changes. In March, Burton “Toby” Joseph officially retired after 49 years of dedication.

Our website has seen an overhaul and our new web developer continues to make it an easy-to-use platform for our customers. We launched a new way to communicate via our Wishlist. Now you can easily make notes of your favorite Josephs items and pass them along to others. We centralized our operations to the West Des Moines store, and now offer all our jewelry and services in one location. In addition, we introduced two new jewelry lines, and our buyers, Lisa and Jayla, have done an amazing job finding styles our customers love.

Many Josephs couples have been featured in our advertising and online platforms this year. We treasure being part of your celebrations, so be sure to tag us on social media and share your #goldboxmoments.

As the next generation of Josephs, we look forward to serving you.  
*Without question.*

Jake Joseph  
PRESIDENT



MR. B CLOTHING

# PREMIER FASHION

Menswear as an industry is growing at an incredible pace, with men’s fashion getting more thrilling each season. Mr. B Clothing in Clive offers the men in this town fashionable, high-quality pieces with full-service fittings and tailoring. Darin, at Mr. B, pulled just a few of the looks he believes will be popular this fall. Luxury fabrics and lighter-weight, tailored jackets are currently on trend. Shirt jackets with trousers are a fashionable alternative to a sport coat. Our jewelry buyer, Lisa, styled Brad with classic jewelry pieces that contrast nicely with these latest fits.

GET THE LOOK

- 1. **Stainless Steel Narrow 2 Bar Tie Clip**  
JGNTJ00073 | Starting at \$49.95
- 2. **14K White Gold Light Wedding Band**  
RW10L00091 | Starting at \$1,050
- 3. **Stainless Steel Square Striped Cufflinks**  
JGNCL00307 | Starting at \$55
- 4. **OMEGA De Ville Trésor**  
WOMG0244 | Starting at \$6,500





FONTENELLE SUPPLY CO.

# EDGY MEN'S FASHION

Fontenelle Supply Co., in the East Village, is a full-service menswear and handmade leather goods shop. They specialize in leather working and screen printing and carry brands that share their values and passion for high-quality, sustainable American manufacturing.

Get inspired with a selection of rugged outerwear, stylish everyday wear and elevated layers, styled by Fontenelle co-owner, Adam Tweedy. Each Fontenelle outfit is paired with a collection of statement jewelry from Josephs. As fashion evolves, more men are branching out into diamonds, pearls and other gemstones. These looks were styled by our very own Jayla Cupp.



## GET THE LOOK

1. **Sterling Silver Multicolor Tahitian Pearl Bracelet**  
JSPBR00331 | Starting at \$475
2. **Sterling Silver Gunmetal Necklace**  
JGTCH00372 | Starting at \$195
3. **Stainless Steel Tissot PRX Powermatic 80**  
WTSG06754 | Starting at \$650
4. **Sterling Silver Cushion Signet Ring**  
JGTSS08182 | Starting at \$195

5. **Stainless Steel Matte Z-Link Bracelet**  
JGNBR00893 | Starting at \$95
6. **14K White Gold Diamond Earrings**  
1.82 carats total  
SE2CW02570 | Starting at \$10,700
7. **14K White Gold 18" Diamond Necklace**  
6.02 carats total  
DNK07995 | Starting at \$10,500 (*inquire about additional lengths*)
8. **Tudor Black Bay GMT S&G**  
WTDG02516 | Starting at \$5,550



# JAGS & JEWELS

**Josephs partnered with Willis Automotive to bring luxury to the next level.**

For 75 years, Willis Automotive has maintained a tradition of automotive excellence and service leadership, treating each customer like a guest in their home. For 150 years, Josephs Jewelers has made providing quality products and customer service the cornerstones of our business.

It only makes sense that our two businesses would partner to bring you a new look at luxury. After all, is there anything more stunning than a new Jaguar convertible, an OMEGA watch and a beautiful woman draped in diamonds? *We don't think so.*







## GET THE LOOK

1. **14K Yellow Gold Euro-Dome Band**  
RW11E00091 | Starting at \$1,400
2. **Platinum and 18K Yellow Gold Diamond Bracelet**  
19.64 carats total  
DBRMS09225 | Starting at \$115,500
3. **OMEGA Moonwatch Professional**  
WOMG03855 | Starting at \$6,900
4. **Platinum and 18K Yellow Gold Pendant and Chain**  
6.65 carats total  
DPOCF00448 | Starting at \$75,000
5. **14K Two Toned Diamond Engagement Ring**  
3.01 carats total  
DSOC13342 | \$32,500
6. **18K White Gold Diamond Ring Jacket**  
DWBL73551 | Starting at \$5,830
7. **14K White Gold Diamond Burst Necklace**  
DNK08020 | Starting at \$4,975



GET THE LOOK

- 1. 18K White Gold Estate Chandelier Diamond Earrings  
JESDE00406 | Starting at \$2,650
- 2. 14K Yellow Gold Oval Diamond Wedding Set  
DSCTF16576 | Starting at \$6,650
- 3. OMEGA De Ville Trésor Diamond Watch  
WOML00810 | Starting at \$5,000



FANA

FIND THE ONE





*Simon G.*<sup>®</sup>

FINE JEWELRY

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# DIAMOND FACTS

- 1 Diamonds are the hardest natural material on Earth, scoring a perfect 10 on the Mohs scale of hardness. The only thing that can scratch a diamond is another diamond.
- 2 Diamonds form roughly 100 miles below ground and are carried to the Earth's surface by deep volcanic eruptions.
- 3 Ancient Romans and Greeks believed that diamonds were tears from the gods or splinters from falling stars. Romans also believed that Cupid's arrows were tipped with diamonds.
- 4 Diamonds colored D through Z are the most widely used in jewelry, but diamonds come in all colors of the rainbow. The rarest natural diamonds are blue, green, orange and red; yellow and brown are the most common.
- 5 Although very rare, some diamonds can form naturally occurring colorful inclusions in shades of pink, purple, blue and green.

## 2023 TREND PREDICTIONS



**PEAR SHAPES**  
DSCTF16618 | Starting at \$8,400



**ALTERNATIVE HALO**  
DSCTF16600 | Starting at \$10,500



**ETERNITY BANDS**  
Call for Pricing



**YELLOW GOLD**  
DSCTF16626 | Starting at \$6,950



# GOLD BOX LOVE



## CATLIN & RYAN

In 2017, during a regular shift at G. Mig’s in Valley Junction, Catlin was taking orders for a group of rowdy guys when Ryan turned to her and very seriously asked, “Do you like John Mellencamp?” When she replied, “John Cougar Mellencamp?,” Ryan’s eyes lit up and the rest was, as they say, history.

Catlin grew up in Iowa and had never visited the Iowa State Fair. Ryan, a Des Moines native and avid Fair goer, took her there for their first date to see, you guessed it, John Mellencamp.

After five years of dating, Ryan knew he had found “a love that didn’t drive him crazy,” in Catlin. He made his way to Josephs and purchased an engagement ring. But this silly guy couldn’t just give it to Catlin, he had to trick her.

On Christmas Day 2021, Catlin grabbed her last present and opened a Von Maur box. Inside was a Pampered Chef box. A little confused, she continued to open the gift and saw more Von Maur tissue paper. But hiding beneath all of that was a very distinguishable gold box with a gold bow. As she went to open it, Ryan told her it was empty. Then she turned to see him on one knee.

Ryan and Catlin were married on September 9, 2022, surrounded by the people closest to them who have watched their love “hurt so good.”

## ERIN & SID

Sid and Erin met several times through work and friends before the timing was right. After the first COVID shut down in 2020, they had their first date at Cosi Cucina, where they talked for hours. A real connection was made and a second date followed at Aposto.

When you know, you know. And Sid knew the timing was right in March of 2022. The couple went back to Aposto, where Sid planned a special evening and popped the question with a ring from Josephs. “It was private, intimate, and beautiful,” Erin said of Sid’s proposal.

Erin and Sid enjoy spending simple moments together as their professional lives are rather busy. They like to travel and attend special events. But their favorite thing to do is sit on their deck with some homemade mojitos, a charcuterie board, and their dogs. It’s nights like those that inspired their wedding day.

The couple was married on July 30, 2022, in their home, surrounded by their close family and friends. An intimate and real look at their lives together, the perfect backdrop into what the couple cherishes most.







# #GOLDBOXMOMENTS

From engagements and weddings to anniversaries, birthdays, retirements and more, we love celebrating all of life's special moments with our customers! Below are just some of the #goldboxmoments you've shared with us this year.

Be sure to tag us on social media using #goldboxmoments. Want to be featured in our magazine, in store or online?

Submit your #goldboxmoments to Paige Reed at [paige.reed@josephsjewelers.com](mailto:paige.reed@josephsjewelers.com).





# WEDDINGS BY DESIGN SEASON OF YES

Wedding season is the season of ‘Yes’ – and it’s easy to say yes to a dress from Weddings by Design in West Des Moines. Locally owned and operated, it’s a one-stop-shop for your entire bridal party – from bridal gowns and bridesmaid dresses to tuxes and suits. They are committed to exceeding the expectations of brides, grooms and those who matter most to them during the selection experience of their wedding day attire.

Josephs partnered with Weddings by Design to create the perfect bridal party looks. Elegant pearls, diamonds and gemstones were chosen by our very own Lisa Harlow and paired with gowns selected by Kelsey Bown, bridal manager.



## GET THE LOOK

1. 14K Yellow Gold Freshwater Pearl and Diamond Ring  
JPLDR00489 | Starting at \$895
2. 14K Yellow Gold 7.5" Akoya Pearl Bracelet  
JPABR00037 | Starting at \$1,095
3. 14K Yellow Gold Pearl and Diamond Dangle Earrings  
JPFER00703 | Starting at \$575
4. 14K Yellow Gold Akoya Pearl Station Necklace  
JPAPD00307 | Starting at \$1,100
5. 14K Yellow Gold and Diamond Pendant with Checkerboard Cut Citrine  
9 carats total  
CSPCT00745 | Starting at \$1,135





# I DO CREW



## GET THE LOOK

1. 14K Rose Gold Bezel Set Diamond Solitaire Bracelet  
DBRMS08342 | Starting at \$500
2. 14K Yellow Gold Green Tourmaline Ring  
CSRTG00406 | Starting at \$2,850
3. 14K Yellow Gold Spear Diamond Dangle Earrings  
DELC01991 | Starting at \$2,850
4. 18K Yellow Gold Cultured Pearl and Diamond Necklace  
JPLNK00984 | Starting at \$2,175
5. 14K Rose Gold Open Circle Diamond Pendant with Chain  
DPDC08093 | Starting at \$1,575





# FLOWER POWER

## GET THE LOOK

1. 14K Yellow Gold Akoya Pearl Stud Earrings  
PAER00380 | Starting at \$135
2. Sterling Silver Children's Heart Locket with Chain  
JSLBA00422 | Starting at \$65
3. 14K Yellow Gold Children's Freshwater Pearl Bracelet  
JKTBA00224 | Starting at \$100
4. Children's Sterling Silver Double Heart Ring  
JSLBA00844 | Starting at \$50
5. Sterling Silver Child's ID Bracelet  
JSLBA00315 | Starting at \$65







## GET THE LOOK

1. **18K White Gold Diamond Milgrain Bangle**  
DBRB07272 | Starting at \$3,400
2. **18K White Gold Elongated Hexagonal Diamond Bangle**  
DBRB07307 | Starting at \$5,000
3. **14K White Gold Engagement Ring**  
1.01 carat marquise diamond  
DSCTF16642 | Starting at \$8,500
4. **14K White Gold Graduating Diamond Necklace**  
5.78 carats total  
DNK08360 | Starting at \$14,000

5. **Platinum Dangle Earrings**  
4.20 carats total  
DEOCF00604 | Starting at | \$85,500
6. **18K White Gold Diamond Fringe Necklace**  
JESDP01036 | Starting at \$7,950
7. **Josephs 150th Anniversary 14K White Gold Diamond Bracelet**  
18.71 carats total  
DBRT05354 | Starting at \$49,500
8. **14K Platinum Diamond Engagement Ring**  
5.25 pear shaped center  
DSOCF04729 | Starting at \$195,500







SYLVIE

BY A WOMAN, FOR A WOMAN

[sylviecollection.com](http://sylviecollection.com)



# UNIQUE BRIDE

We've seen an upward trend with brides including color in their engagement rings. Colored gemstones or diamonds can be used to represent something unique in the relationship such as your birthstone and your partner's birthstone. Colored gemstones also come with some surprising symbolism. Morganites, for example, represent positive healing energy, inner peace, joy, confidence and unconditional love. Regardless of the reason, adding color to bridal jewelry is a fun way to stand out from the crowd. At Josephs, we carry a large variety of unique and beautiful gemstones and colored diamonds that are sure to make an impression on the non-traditional bride.



2



3



## GET THE LOOK

1. 14K White Gold Cushion Ruby and Diamond Halo Ring  
CSRRB00935 | Starting at \$8,975

2. 14K White Gold Diamond and Pink Sapphire Ring  
CSRSA19109 | Starting at \$7,195

3. Platinum Engagement Ring with 4.43 Emerald Cut Blue Sapphire  
CSRSA19174 | Starting at \$68,000



# SEDIMENTAL VALUE

Sedimentary rocks are formed from deposits of pre-existing rocks and/or once-living organisms that accumulate on our Earth's surface. As these particles settle, and are compressed, they form sedimentary rocks such as sandstone, limestone and shale. When the minerals of these rocks mix with any erosional agent, e.g., water and air, our beloved gemstones are born. Some of these beautiful gemstones include azurite, opal, quartz, labradorite, turquoise and malachite. A majority of these are found as rounded "water-worn" pebbles. You could say these gemstones love living a sedimentary lifestyle.

As for their value, sedimentary gemstones are truly one of a kind. Most are a 6 or 7 on the Mohs Hardness Scale, meaning they're softer gemstones compared to a diamond which is a 10. The process that goes into cutting and cleaning these stones can be risky, therefore increasing the value, but the end results are breathtaking.



## DID YOU KNOW

Plant and animal fossils, over a million years old, can be found in sedimentary rocks.

Opal forms when water mixes with the mineral silica.

## Q & A CORNER: TODD HUEBNER GEOLOGIST



**Q: What first interested you about geology?**

**A:** I was drawn to geology, gems and minerals at the age of 4 when I received a rock tumbler for polishing stones for a Christmas gift. My first batch of tumbled rocks included a Canadian Amethyst which I made into a pendant for my mother.

**Q: What's your educational background?**

**A:** As the child of educators I was well nurtured in learning the science of these gems and minerals. My degree is a Bachelor's of Science in Geology from the University of Wisconsin, Oshkosh, where my emphasis was Economic Mineralogy with a minor in Speech.

**Q: You're an economic mineralogist. Can you explain what that means?**

**A:** Economic mineralogy is the science and study of valuable minerals, gems and rock deposits, from diamonds and gold to granites and marbles.

**Q: What do you look for when identifying gemstones?**

**A:** There are many properties used when identifying a gem or mineral. We tend to use our sight first as most gems and minerals have unique visual characteristics such as color, clarity, internal inclusions and crystal shape. We also use feel and weight (specific gravity). In the lab we can do refractive indexing, scratch testing and chemical analysis. Then, ultimately X-ray and atomic testing for the most exacting identifications.

## GET THE LOOK

1. 14K Yellow Gold Diamond and Malachite Earrings  
CSEMS01795 | Starting at \$935



2. 22K Yellow Gold Drop Dangle Turquoise Earrings  
CSEMS01438 | Starting at \$2,410



3. 14K White Gold Opal Doublet and Diamond Ring  
CSROP00653 | Starting at \$1,900







Joe, Kayla, Carissa, Anna, Phil, Andy, Keitha and Jason

# THE GREAT EIGHT

**Talented goldsmiths bring stellar jewelry repair to Des Moines.**

Behind the service desk at Josephs, the rhythm of soft rock plays in the background and the smell of polishing compound fills the air. Amid the sounds and smells sit eight very skilled goldsmiths. Each with his and her own strengths, but all with the same passion: jewelry. Jason Rozevink, shop foreman, delegates jewelry repairs to the skilled goldsmiths to finish in Josephs' 10-day turnaround time.

On any given week, an average of 320 repair jobs enter our store, and this number grows exponentially over the holidays. Depending on their skill set, our jewelers will receive 5-10 new repair jobs a day. That's roughly 10,000 repairs a year. The most common repairs are replacing melee, setting diamonds and sizing.

Carissa Jackson, one of our eight goldsmiths, has over 20 years of experience in jewelry making. She has her diamond graduate

certificate and is working to complete the gemologist program at the Gemological Institute of America and is knowledgeable in all aspects of our repair department. When asked what drew her to the jewelry business she said, "The mechanical skills combined with the art and beauty of stones."

***“WITHOUT PASSION  
NOTHING GREAT  
IS ACCOMPLISHED.”***

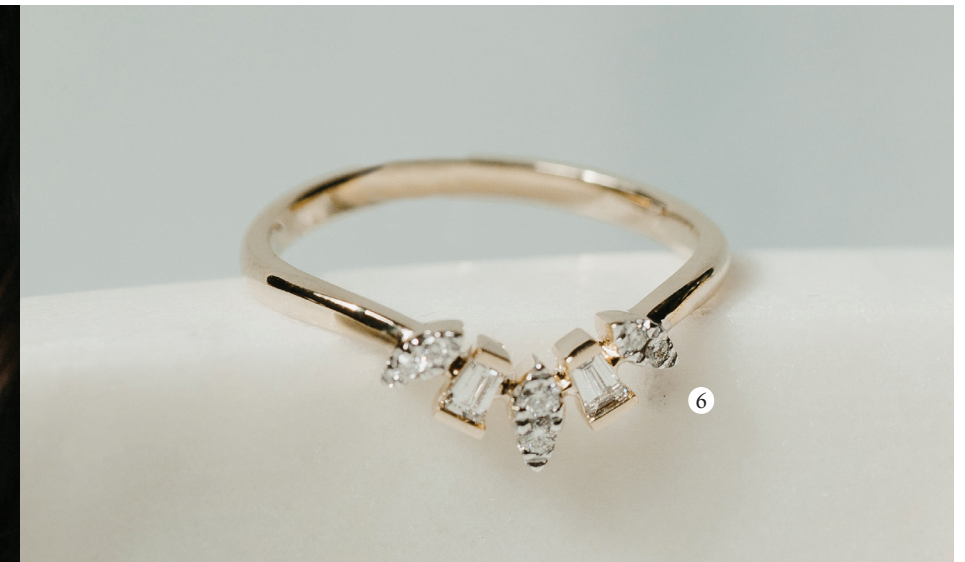
A lot of time, skill and knowledge go into every piece of jewelry Josephs creates or repairs. But the number one thing is passion. Without it, nothing great is accomplished.







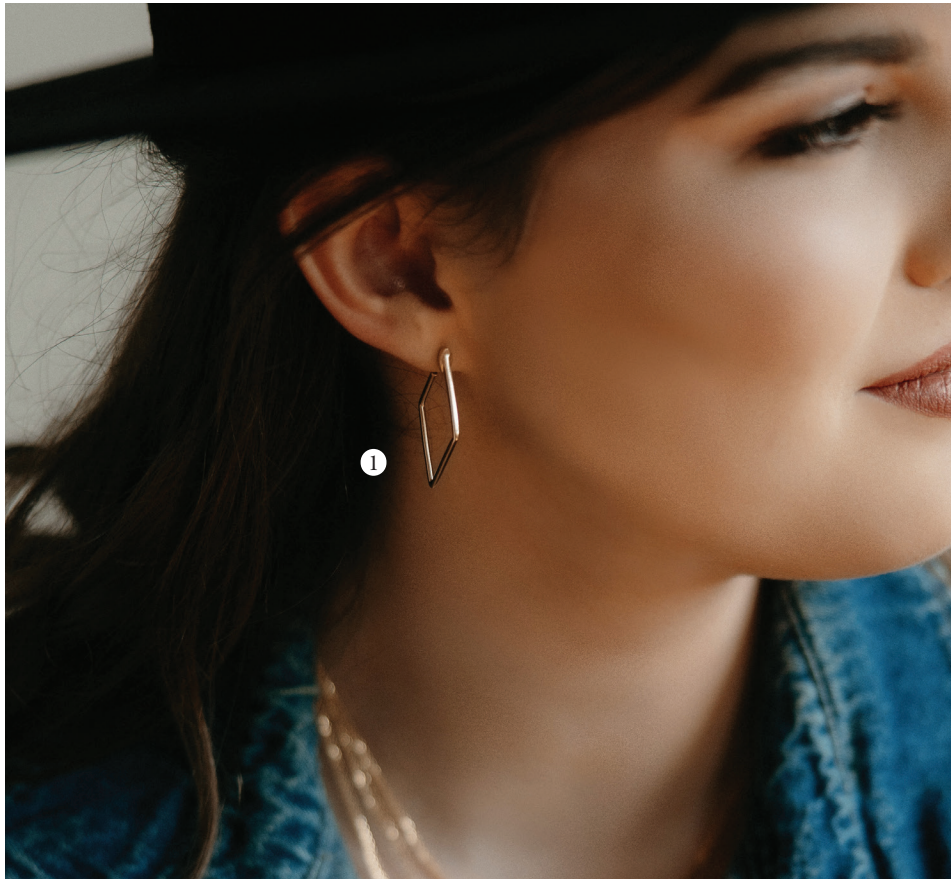
## DAZZLING DIAMONDS



### GET THE LOOK

- |   |   |
|---|---|
| 1. 14K White Gold Blue Topaz and Diamond Ring<br>CSRBT01009   Starting at \$5,000     | 4. 14K White Gold Diamond Band<br>SO18005443   Starting at \$3,635                  |
| 2. 14K White Gold Aquamarine and Diamond Bracelet<br>CSBAQ00046   Starting at \$7,200 | 5. 14K White Gold Hinged Diamond Bangle Bracelet<br>DBRB06219   Starting at \$2,550 |
| 3. 14K White Gold Diamond Climber Earrings<br>DETQ08262   Starting at \$1,985         | 6. 14K Yellow Gold Diamond Fashion Ring<br>DFR06996   Starting at \$1,000           |





# SOLID GOLD

## GET THE LOOK

- 1. 18K Yellow Gold Square Hoop Earrings  
JRCE00448 | Starting at \$1,600
- 2. 14K Rose Gold Diamond Cluster Stud Earrings  
DETW11999 | Starting at \$450
- 3. 18K Yellow Gold Oro Classic Hoop Earrings  
JRCE00430 | Starting at \$1,200
- 4. 14K Yellow Gold Diamond Bolo Bracelet  
DBRMS09083 | Starting at \$3,100
- 5. 14K Yellow Gold Single Diamond Bangle  
DBRB07566 | Starting at \$2,150



# STUNNING SILVER

## GET THE LOOK

- 1. Sterling Silver Curved Oval Earrings  
JSLER58065 | Starting at \$60
- 2. Sterling Silver Split Oval Station Necklace  
JSLNK32078 | Starting at \$325



# BRIDAL REGISTRY

At Josephs, our bridal registry offers all your favorite luxury home goods from brands like Waterford, Nambé, Michael Aram and Swarovski. When you register for wedding gifts at Josephs, you can be confident that you're getting the highest quality, and that your gift giver is getting the best value. Decorate your home and entertain guests with unique pieces you won't find at a chain store.

**Simon Pearce Sterling Pond Whiskey Glass**  
GMIG23575 | \$85

## GET THE LOOK



**Nambé Cooper Triple Condiment  
Server with Spoons**  
GMIG23400 | Starting at \$100



**Erik 3 Piece DOF and Decanter Set**  
GMSCR16477 | Starting at \$150



**Textured Neutrals Round Platter**  
GLXG03828 | Starting at \$100



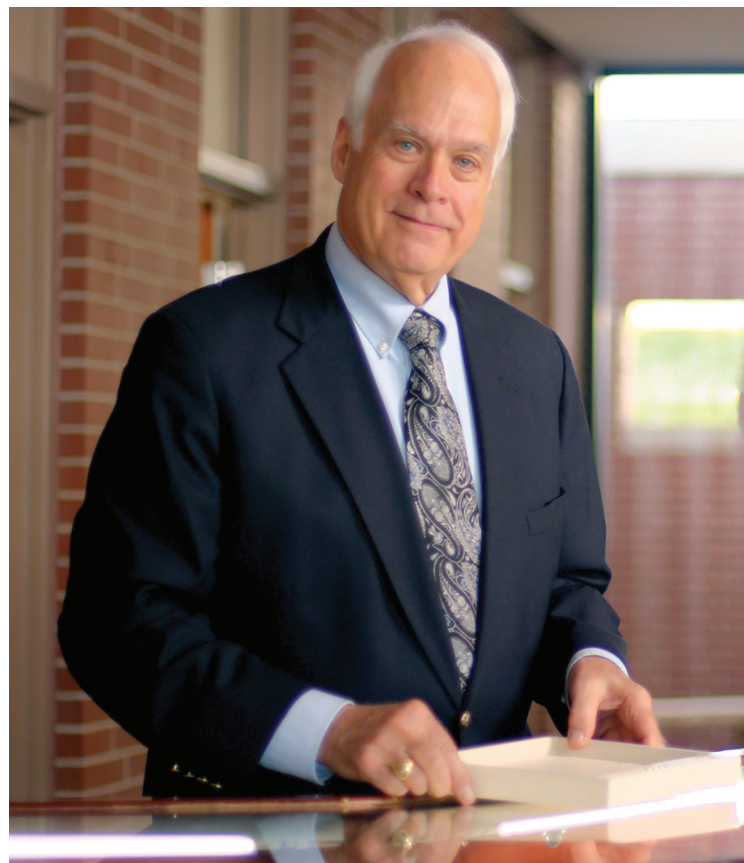
**Elegance Optic Belle Coupe, Pair**  
GWFCR06781 | Starting at \$100



# AN ICON RETIRES

**For selfish reasons, we wish that Burton “Toby” Joseph would have stayed at Josephs forever. His absence denies us the pleasure of daily jokes about the weather, “hello’s” and “how are ya’s” and extensive knowledge on jewelry.**

**Toby made it his job to form lasting relationships with customers, community members and vendors. His presence at Josephs earned him respect in his community and business. He will be greatly missed.**



## BORN AND RAISED IN DSM

Burton Joseph III was born in Des Moines in 1951. Growing up in the metro, he spent his youth taking the city bus to the downtown YMCA to swim and play basketball. He’d often get lunch at the counter and watch *Sky King* or *Sergeant Preston of the Yukon* while eating. Saturday mornings were spent at one of the movie theaters where Bill Riley would play games with the kids before the movie started.

One of Toby’s first jobs was delivering the evening and Sunday morning paper. His senior year of high school, Toby worked at the Pester Debry gas station, now a parking lot by Terrace Hill. After graduation, Toby packed up his belongings and headed to the University of Iowa. While attending college, he worked as a Local #90 Ironworker drilling I-beams and earned a BBA in Accounting.

## STARTING AT JOSEPHS

In the spring of 1973, Toby’s father asked if he had any interest in joining the family business, Josephs Jewelers. His father told him that if he didn’t like it, he could go back to accounting. He had no experience in jewelry but was lucky enough to work with Bill Baum who was the CEO of Josephs Jewelers for 45 years. Bill became a trusted friend and advisor, and Toby stayed on at Josephs.

## FAMILY

Shortly after starting at Josephs, Toby’s college sweetheart and fellow accounting major, Rebecca “Becky” Crump, started her job at Meredith. By 1974, the two were married and settled in as newlyweds. In 1978, Burton Joseph IV “BJ” was born, followed by Trisha in 1980 and Jacob in 1983.

Toby never formally asked his children to join the family business, but always hoped they would. “All of them had success outside of Josephs. I didn’t want them to feel pressured to follow in my footsteps.”

BJ forged his own way, attending Iowa State University and now has a successful career as a Senior IT Solutions Developer at Wellmark BCBS. Trisha and Jake attended the University of Iowa and are now the Vice President and President of Josephs Jewelers, respectively.

“I am so lucky that all my children and grandchildren are within 10 minutes of my home.”

## ACCOMPLISHMENTS

When asked about his greatest accomplishment during his 49-year career, Toby said, “I feel it was establishing our location at West Glen and creating a beautiful building that should stand for decades.”

## FOND MEMORIES

“I have hundreds of fond memories! One fun story involves Matt LeBlanc during the time he was on the TV show *Friends*. Referred to me by Sol Cohen, Matt called the store and over our intercom I hear, ‘Toby, line 3, Matt LeBlanc.’ The employee next to me almost fainted! I answered the phone, ‘How you doin?’

Another time, I helped Admiral George Worthington, commander of the Naval Special Warfare Command, get an item that was backordered for nine months. I was given the direct number to the Pentagon and got the Admiral his piece before he shipped out.”

## SUCCESS & LONGEVITY

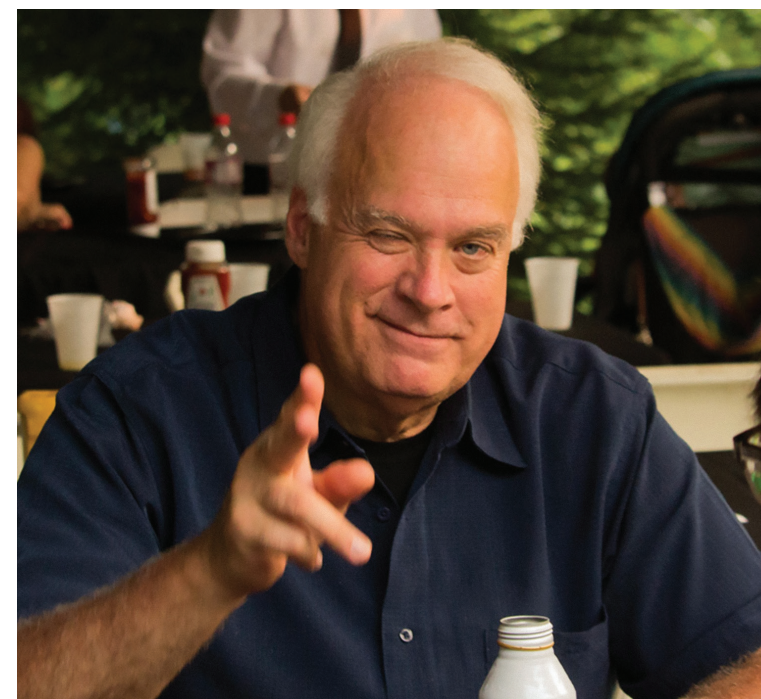
“Our community has helped make us successful, which is why we continually give back to help make it better. But a family business only makes it this far when surrounded by good people working together for the sake of the business. Take what you need, not what you can, no matter how successful you are. Take care of your employees, and success and longevity become real.”

## RETIREMENT

“Having just celebrated our 150th anniversary and our most successful year ever, I can easily retire now. I won’t be in hibernation. I’ll continue to help make a difference in our community, have some fun and visit with people, my favorite thing to do.”



***“WITH SUPPORT FROM THE INCREDIBLE TEAM AT JOSEPHS, MY SON AND DAUGHTER ARE CONTINUING THE TRADITION. TRUTH BE TOLD, THE NEXT GENERATION HAS BEEN RUNNING THIS RACE WITH ME FOR YEARS. IT’S TIME TO PASS THE BATON SO THEY CAN GET THE CREDIT THEY DESERVE.”***







# TRENDING NOW

Ryan Joseph, son to Deb and the late John Joseph, started his career at Josephs Jewelers this past summer taking photos, working in the lab and gaining jewelry knowledge. While Josephs might have schooled him on the proper terminology for jewelry and what certain abbreviations stand for, he's given us a little schooling on fashion.

A senior at Waukee, Ryan has given us some tips on what GEN Z is/is not wearing and what they are saying. Chains, watches and earrings are essential “drip.” *Hope we used that right.*



## GET THE LOOK

1. 14K Yellow Gold 22” Miami Cuban Chain  
C99MS07833 | Starting at \$4,250
2. 14K Yellow Gold 24” Diamond Cut Anchor Chain  
C24YG00422 | Starting at \$4,650
3. 14K White Gold Diamond Stud Earrings  
1.46 carats total  
SECHW01722 | Starting at \$6,250
4. Stainless Steel Cuban Chain Bracelet  
JGNBR01036 | Starting at \$40
5. Stainless Steel Red and Black Rubber Bracelet  
JGNBR00737 | Starting at \$50
6. 14K Yellow Gold Diamond Cut Anchor Bracelet  
JBKT22863 | Starting at \$1,965
7. Seiko Special Edition PADI Diver Watch  
WSKG12096 | Starting at \$550



# STACKED STYLE

Bracelets, rings and necklaces. Yellow gold, white gold and rose. Diamonds, pearls and gems. Bold shapes and delicate. These days, any combination of mixing, matching, layering and stacking is ideal when you want to create an exciting and unexpected fashion statement.

1

2

3

4

5

6

7

8

## BRACELETS

A domed flexible bracelet stacked with an alternating shape and pattern link bracelet adds style and dimension to your look.

## RINGS

Stacking rings is a stunning way to add sparkle and interest to your hand. We recommend mixing diamonds and birthstones or plain gold tones.

## NECKLACES

We recommend layering a couple of simple and minimal necklaces to create a fun look without going overboard.

## GET THE LOOK

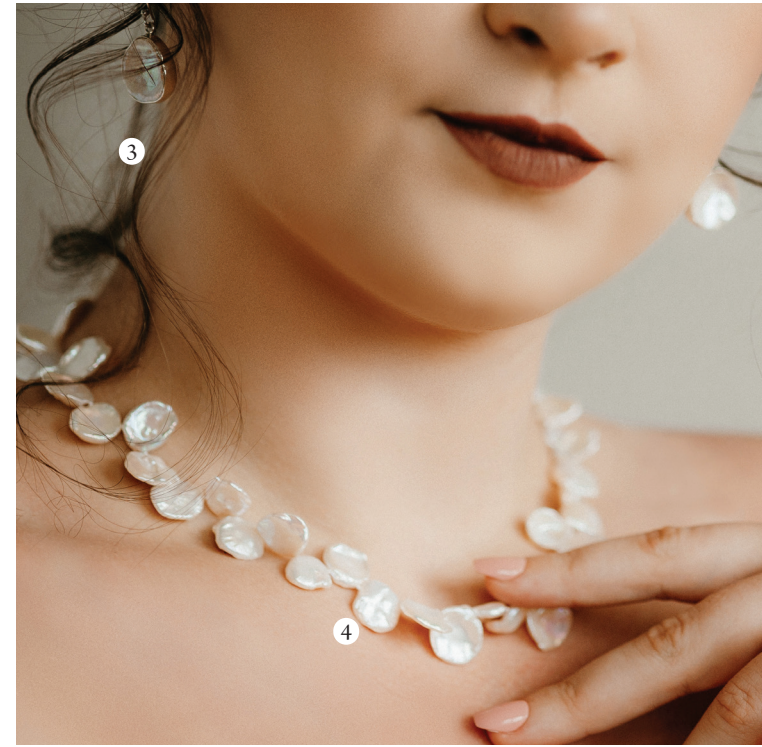
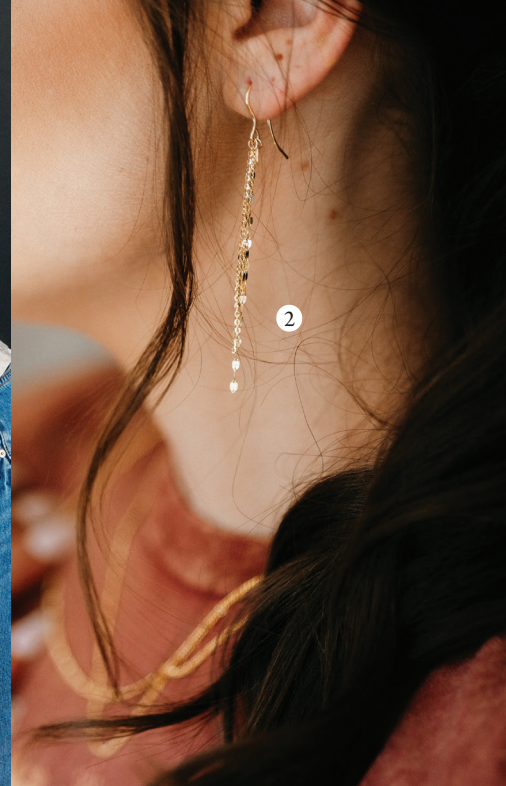
- 1. 14K Yellow Gold Domed Bracelet**  
JBKT23002 | Starting at \$2,550
- 2. 18K Yellow Gold Mixed Link Bracelet**  
JBKT22673 | Starting at \$1,325
- 3. Gold Plated and Sterling Silver Beaded Necklace**  
JLDCH14670 | Starting at \$70
- 4. Sterling Silver and Yellow Gold Plated Clip Chain**  
JLDCH14175 | Starting at \$115
- 5. Gold Plated Sterling Silver Textured Oval Link Chain**  
LDCH14316 | Starting at \$45
- 6. Sterling Silver Yellow Gold Plated Oval Link Chain**  
JLDCH14217 | Starting at \$100
- 7. 14K Yellow Gold Beaded Stackable Ring**  
RKTLMO5489 | Starting at \$350
- 8. 14K Yellow Gold Diamond Wedding Band**  
.75 carats total  
DWBL76109 | Starting at \$3,950



HINGE ON 5TH

# WEST DES MOINES FASHION

This unique Valley Junction boutique offers a stimulating shopping experience by blending fashionable clothing and home décor with vintage styles and reclaimed items. We paired each edgy and fun outfit with equally distinctive jewelry styled by our very own Lisa Harlow.



## GET THE LOOK

1. 14K White Gold Engagement Ring  
2.14 carat emerald cut diamond  
DSOCF03980 | Starting at \$21,750
2. 14K Yellow Gold Tassel  
Dangle Earrings  
JERKT40824 | Starting at \$325
3. Sterling Silver Freshwater  
Pearl Dangle Earrings  
JSPER00117 | Starting at \$60

4. 14K White Gold 18" Keshi  
Pearl Necklace  
JPL1806558 | Starting at \$625
5. Yellow Plated Sterling Silver  
Multi-Strand Necklace  
JSLNK32086 | Starting at \$125
6. 18K White Gold Freshwater  
Pearl and Diamond Ring  
JPLDR00422 | Starting at \$2,275

7. Sterling Silver and Oxidized  
Sterling Silver Dot Earrings  
JSLER51888 | Starting at \$105
8. Sterling Silver Snake and  
Square Tube Necklace  
JSLNK32631 | Starting at \$250
9. 18K Yellow Gold Princess  
Diamond Ring  
JRCR00028 | Starting at \$1,650



PRESERVATION

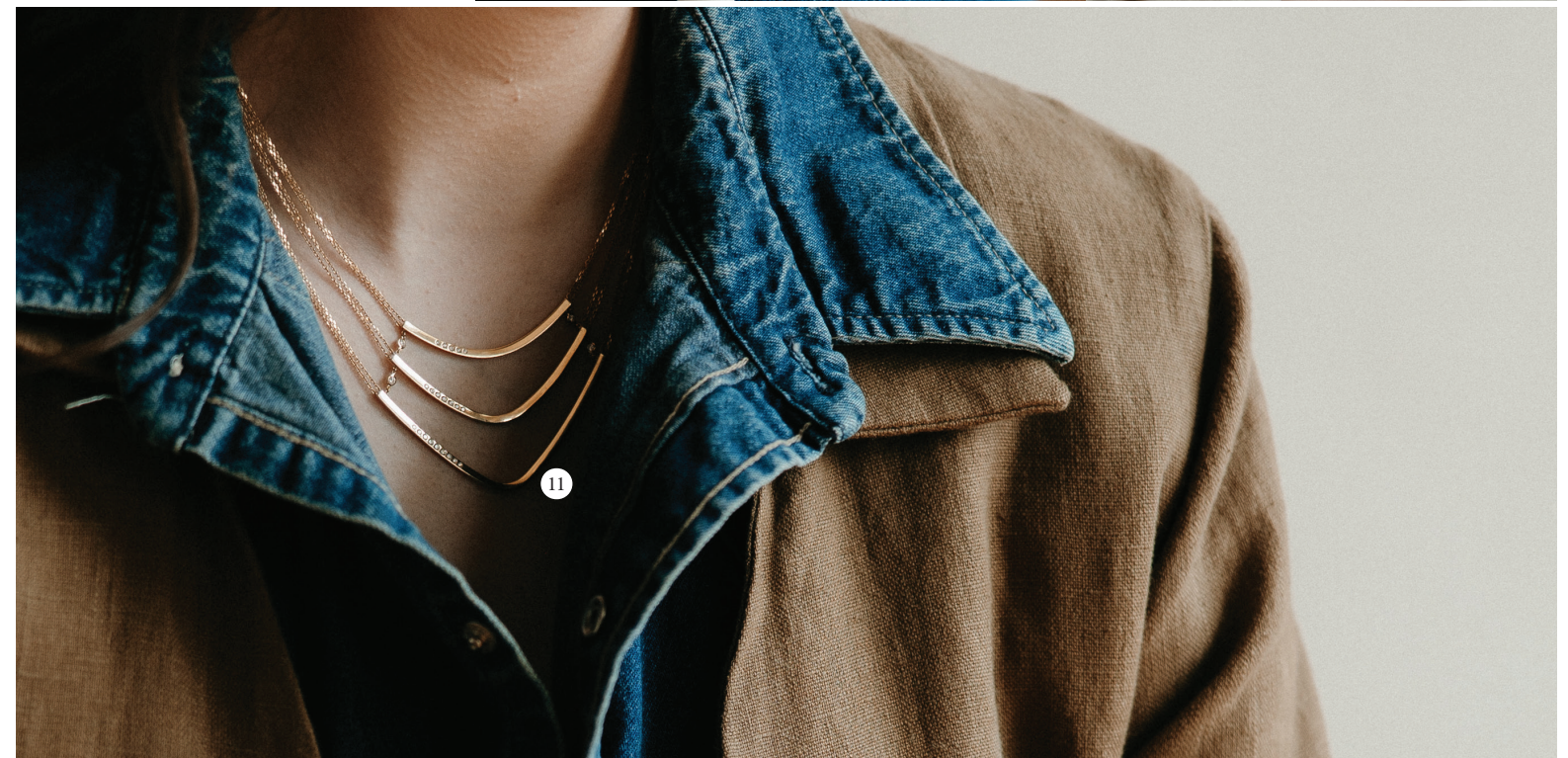
# DES MOINES FASHION

This Des Moines boutique, located on Ingersoll, offers modern and trendy designer clothing for women of all ages. Preservation prioritizes sustainable and ethical clothing partnerships that benefit the community and the environment. Nicole (owner) and Lilli (marketing assistant) selected fun vintage and new pieces that jewelry buyer, Jayla, then paired with unique jewelry styles from Josephs.



## GET THE LOOK

1. **Crossover Thin Wired Cuff**  
JSLBR32110 | Starting at \$575
2. **Tissot Lovely Square Watch**  
WTSL04541 | Starting at \$350
3. **14K Yellow Gold Paperclip and Rolo Chain Necklace**  
JNK1801722 | Starting at \$1,150
4. **18K Yellow Gold Mother of Pearl Sun Charm**  
JCHM28092 | Starting at \$4,536
5. **14K Yellow Gold London Blue Topaz and Diamond Ring**  
CSRB00760 | Starting at \$1,050
6. **14K White Gold Blue Sapphire and Diamond Bracelet**  
CSBSA00554 | Starting at \$4,975
7. **14K White Gold Sapphire and Diamond Band**  
CSRSA18986 | Starting at \$895
8. **14K White Gold 'Madeleine' Stackable Band**  
DWBL60616 | Starting at \$915
9. **14K White Gold Sapphire and Diamond Alternating Band**  
CSRSA18416 | Starting at \$1,260
10. **18K White Gold Diamond and Sapphire Flower Pendant**  
CPSA02268 | Starting at \$2,400
11. **18K Yellow Gold Curved Diamond Bar Necklace**  
DNK07986 | Starting at \$6,975





# 12 MONTHS OF GIVING

At Josephs, we firmly believe in giving back to the communities who have given so much to us. We continue to partner with local organizations in the metro to improve the health and happiness of families, animals and nature. Join us in celebrating 12 months of giving!

## JANUARY

A monetary donation to the Animal Rescue League and a puppy cuddle session.

## FEBRUARY

A jewelry donation to the John Stoddard Cancer Center Rally Against Cancer.

## MARCH

A monetary donation to the Orchard Place Spelling Bee.

## APRIL

A monetary donation to the ChildServe Bubble Ball.

## MAY

A monetary donation to the Girl Scouts Inspiring Women of Iowa Luncheon.

## JUNE

A jewelry donation to the Grimes Library for Governor's Day Bingo.

## JULY

TAG Heuer watches were donated to Hy-Vee INDYCAR Race Weekend winners.

## AUGUST

Jewelry was donated to the Science Center of Iowa Big Blast Gala.

## SEPTEMBER

Josephs sponsored and participated in the Running with Straws 5K for cystic fibrosis.

## OCTOBER

Jewelry was donated to the Juvenile Diabetes Research Foundation Hope Gala.

## NOVEMBER

A portion of sales from our Fall Fashion Event will be donated to Dress for Success.

## DECEMBER

Josephs will Adopt-A-Family through the West Des Moines Human Services Holiday Assistance Program.



# FALL FASHION EVENT

**NOVEMBER 19 | 10AM-5PM**

In March, we hosted our annual wedding event where jewelry designer, Sylvie, made a special appearance. Throughout the weekend, Josephs gave away prizes, food and drinks, and featured a fresh flower wall from Wildflower.

In August, we hosted our first ever Princess Party, featuring the Princess Contessa and Prince Charming. Little ones went home with tiaras, treats, prizes and even some jewelry.

Our final event of the year will be our Fall Fashion Event on November 19, 2022. Come enjoy drinks, hors d'oeuvres and extended lines of jewelry from Roberto Coin and Lika Behar. Guests can earn 15% off in-store purchases for donating clothes to Dress for Success. A portion of the event's sales will also be donated to Dress for Success.



# THANK YOU

As the store manager, I strive to ensure that customers have a great experience. This requires our Josephs sales staff to be educated and versed in all things jewelry, watches, giftware and repair. Together, we are dedicated to helping you make an informed and educated decision about your purchases, while holding ourselves to the highest form of professionalism.

Our staff remains committed to providing the best standards of quality, service and value. We continue to improve the in-store and online experiences and look forward to showing you some exciting changes ahead.

We appreciate you spending your valuable time reading our Josephs Jewelers Magazine, but more importantly for choosing us to help you celebrate all of your #goldboxmoments for the past 150 years.

*Melanie Saylor*

Melanie Saylor  
STORE MANAGER



2022 Josephs Jewelers Staff

# JEWELRY QUIZ

- 1. Sterling silver tarnishes when it comes into contact with:**
  - A. Chlorine
  - B. Humidity
  - C. Salty air
  - D. All the above
- 2. Sunstone, a member of the feldspar group, is mined where?**
  - A. The sun
  - B. Iowa
  - C. Oregon
  - D. The Sahara Desert
- 3. A radiant cut stone refers to what shape?**
  - A. Round
  - B. Triangular
  - C. Octagonal
  - D. Radiant isn't a shape
- 4. What organization established in 1931 is the world's foremost authority on diamonds, colored stones and pearls?**
  - A. AGS
  - B. DCP
  - C. GIA
  - D. Josephs Jewelers
- 5. Lapis lazuli, an ancient rock that is an aggregate of several minerals, is known for what vibrant and prized color?**
  - A. Peachy pink
  - B. Royal blue
  - C. Emerald green
  - D. Champagne yellow
- 6. The "K" in 14K refers to what?**
  - A. The metal mix of gold
  - B. Diamond weight
  - C. Money
  - D. None of the above
- 7. A jeweler will use a jeweler's loupe to do what?**
  - A. Take stones out of settings
  - B. Weld metal together
  - C. A & B
  - D. Magnify jewelry
- 8. What term refers to the visible light some gemstones emit when they are exposed to invisible ultraviolet (UV) rays?**
  - A. Beams
  - B. Fluorescence
  - C. Glare
  - D. Bouncing light

ANSWERS: 1.D 2.C 3.C 4.C 5.B 6.A 7.D 8.B





# CONNECT WITH US

USE #GOLDBOXMOMENTS TO BE  
FEATURED ON OUR BRIDAL WALL!



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Prices and availability are subject to change.  
Please contact the store for current pricing  
and availability.

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