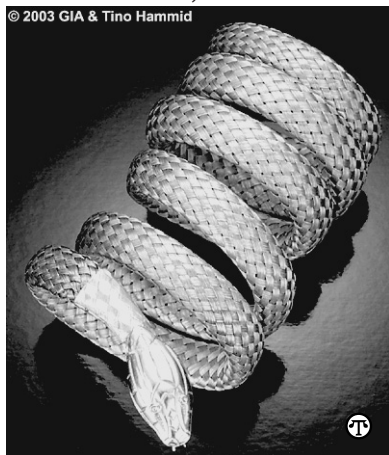


# Fashion TRENDS

## Historic Jewelry Returns As Fashion In The New Millennium

(NAPSA)—All that was old is new once more—at least when exploring historic trend-setting jewelry styles of the early 19th and 20th centuries. Current jewelry designs often reflect the same gems, shapes, and motifs of bygone eras, according to the Gemological Institute of America (GIA), the world's foremost authority in gemology. This review of eras illustrates remarkable resemblances between the epochs.

### Victorian, 1837-1901



During the reign of England's Queen Victoria, sentimental, romantic, mourning, and ornate matching sets of gemstone jewelry were popular. Cameos were customary. Some Victorian jewelry idealized past cultures, and was inspired by ancient civilizations such as Greek, Etruscan, or Egyptian.

### Art Nouveau, 1890-1914



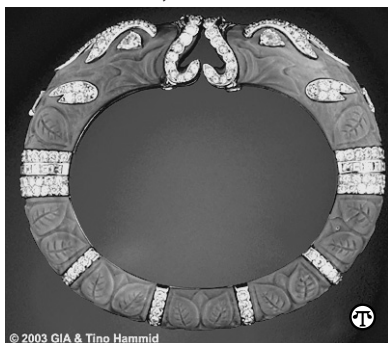
French for "new art," Art Nouveau was a radical departure from historic revival styles. Inspired by

the natural world, it was characterized by imaginative and sinuous artistic expressions. Flowers, animals, butterflies, and insects were common, along with fantasy figures, such as fairies and mermaids. Themes of women being transformed into exotic creatures prevailed, characterizing the beginning of women's liberation.

### Edwardian, 1900-1915

Also known as the "Garland" style, Edwardian jewelry typically featured garlands of flowers tied with ribbons and bows. It was luxuriously flaunted among the affluent to purposely display wealth. Prominent society women, such as Princess Alexandra of Wales, wore jewelry in this decorative fashion, derived from 18th century ornamentation. Platinum often replaced silver. The greater availability of diamonds allowed for improvements in faceting, placing new emphasis on gem quality. Phenomenal gemstones—opals, moonstones, and alexandrites—were favored, along with exceptionally fine colored stones and rare, expensive fancy colored diamonds in platinum mountings.

### Art Deco, 1920s and 30s



Emerging after World War I, Art Deco jewelry demonstrated a strong reaction against the ethereal sensuality of Art Nouveau and the delicate elegance of the Garland style. Strong geometric patterns in bold, contrasting colors reflected post-war pragmatism. Abstract features in sleek, streamlined designs were the trend until the outbreak of World War II.

### Retro, 1940s



Marked by a short supply of gems, and with platinum conscripted for military use, Retro jewelry was typically fashioned in gold in the early 1940s. Bold, sculpted curves were often featured with sparingly set small diamonds and rubies (often synthetic). The late 1940s reflected the post-war return of prosperity, and more opulent uses of colored stones were seen. Designs were inspired by mechanical objects such as bicycle chains and padlocks. In contrast, floral and bow motifs expressed the feminine side.

### New Millennium, Present

Today's jewelry incorporates many of these historic themes all over again. Exceptional gemstone carvings, such as the superb works of Idar-Oberstein, are still appreciated. In fact, a number of modern artists specialize in using gemstones as a medium for abstract art.

Prosperity in the 1990s renewed the fascination for rare diamonds and unusual gemstones. New high-tech cuts were introduced, and a revived interest in antique cuts emerged. The 1990s also ushered in new techniques for mounting gemstones. A unique mixture of gemstones in pavé settings was introduced in the late 1980s. Motifs of butterflies and dragons returned.

GIA offers education in jewelry, colored gemstones and diamonds. For information, visit [www.gia.edu](http://www.gia.edu). Call 1-800-421-7250.