

Donald
HAACK
DIAMONDS | FINE GEMS

Valuable Tips from the Experts

Volume 22, No. 2

Fall 2012



Save The Date: Saturday, October 6
Come and see the Newest Arrivals at our Fall Open House.

Fall Head Over Heels

This Season's Irresistible Trends.

This year, I'm delighted to see new takes on stacking rings, halo engagement rings and long necklaces with large pendants. Certain design innovations have also captured our attention. We look forward to sharing our fall finds with you! Stay tuned to our blog for in-depth coverage of these emerging trends - for now, here's a sneak peek!



Julie

1. Diamond hoops

They're here to stay. Our version is a 3ct oval hoop, inside-out design with larger diamonds.

"Inside out" design means that diamonds are down the front and up the back so that you see only diamonds. \$11,900.



2. Circle of Life pendants

New versions with organic themes, engravings, labradorite, and double diamond circles.

Circle of Life, labradorite and diamond pendant.
\$1,070. Chain sold separately.



3. Alex Sepkus

Come see the beautiful additions to our Alex Sepkus collection!

Precious stones including colored sapphires, diamonds and exotic gemstones.
Priced from \$2,400.



4. *Black and white jewelry*

Make a strong, dramatic statement with stones in two simple colors.

Black and white pave diamond stackable rings.
Priced from \$1750 each.



5. *Stackable rings*

New, versatile designs with a variety of colorful gems such as rose quartz and orange moonstone.

A selection of stones including Amethyst, Rose Quartz and Pink Sapphire; all in 18k white gold.
Priced from \$1250.



6. *Organic*

Add a hint of nature with pieces that include moonstone, labradorite, wood and copper to name a few.

Vine ring with white and black diamonds
in 18k yellow gold. \$6675.



7. *Getting creative with gold*

Gold accents on silver, vermeil (silver completely coated with gold) and the introduction of 1874 Gold, a new version of gold mixed with silver, copper and brass.

Wavy cuff bracelet in vermeil. \$345.



What's Your Style?

Timeless Trends for Engagement Rings.



Next summer seems far off, but not if you're planning a summer 2013 wedding! One of the most important decisions you can make as a bride-to-be often happens before the question is even popped: Choosing an engagement ring.

While you're shopping, it might help to consider rings that have other brides saying "I do!"

Salesperson Jennifer Patnode says the brides-to-be who come to Donald Haack try to convey "feminine, unique and heirloom," with trends that focus on filigree and vintage style. Customers covet rings by specific designers including Whitehouse Brothers and Parade Design as well as halo engagement rings. Pictured above is one design in our collection.

Regardless of what other women choose, the important thing is to select a ring that matches your style and lifestyle.

Once Upon a Time...

Pinterest Helped Design an Engagement Ring.



It has been the home of legendary concerts by Barbara Streisand, Andrea Bocelli, and Sir Elton John. And it has served as the backdrop of movies: “When Harry Met Sally” and “Serendipity” as the characters discovered love. It was only fitting that Will chose Central Park, one of Kerri’s favorite places in the world to declare his love.

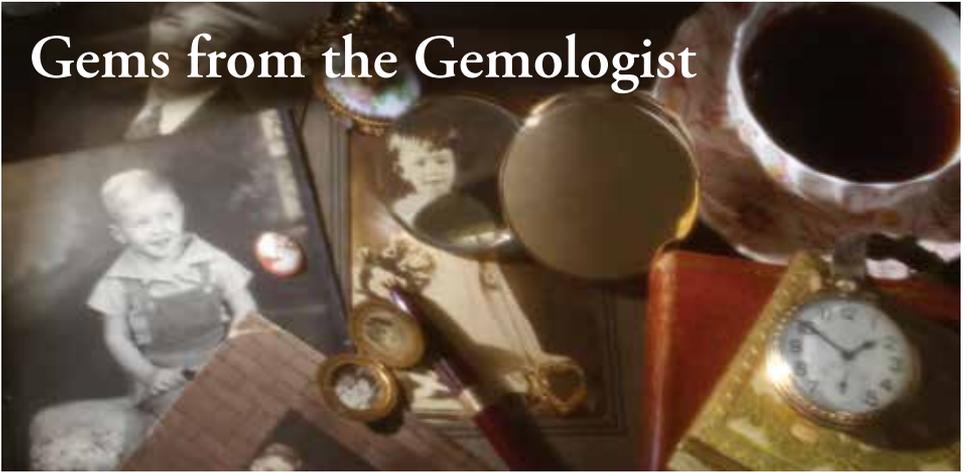
The venue took care of itself, but Will still had to find the perfect ring. Social media acted as a detective in this love story as Kerri had pinned rings that she loved to Pinterest. Will discovered that Kerri loved vintage style jewelry and then collaborated with the Donald Haack staff to find the perfect setting that combined vintage elegance with her family heirloom diamonds.



Kerri was overwhelmed by the gorgeous ring, beautiful backdrop and of course her Prince Charming’s declaration of love. She happily said, “Yes!”



Gems from the Gemologist



By The Skin of Her Teeth

As an appraiser, I hear many fascinating jewelry stories, which are handed down from generation to generation. Recently, I appraised a true heirloom ring. The diamonds were not only vintage, they fit the true definition of “antique,” meaning they were at least 100 years old. The ring was lovely, with significantly sized Old Mine Cut Diamonds (an older version of the Old European Cut and the modern Round Brilliant Cut diamonds). My client had no idea what she had. In fact, she discovered the heirloom in a denture cup! This treasure could have been lost forever had my client not had the presence of mind to open up her late grandmother’s denture cup while going through her belongings.

What we can learn from this near-miss:

- 1. Always know what you have and where it is. Tell one other trusted person.**
- 2. Appraise items and update those appraisals regularly.**
- 3. Act as an advisor for your elderly family members. Insure that they protect their valuables by placing them in a secure location.**

My client’s grandmother found a good hiding place for her treasure... almost too good!

Heidi

On the Button

Ivy Young visited us with a thin, yellow gold wedding band that she received when her grandmother passed away. “I wanted to create a pendant that (honored) my Grandma, who worked for years in a Pennsylvania button factory. As in most factories, everything was done on an assembly line: some ladies ironed the shirts, some hung the shirts on hangers,

and others, such as Grandma Mary, were in charge of buttoning the shirts on the hangers. Working with salesperson Sara Wilkinson, I drew a picture of how I wanted to incorporate my grandmother’s wedding band into a button pendant. Designer Robbie Fowler created a beautiful button pendant that tells a story of my grandmother’s life that I wear around my neck in her memory.”



Alferi & St. John Bangle

Estate doesn't have to mean vintage as is the case with this haute couture 18k white gold and diamond bracelet. The bracelet design includes seven bezel-set, blue diamonds, combining designer elegance with fine Italian luxury and a modern feel.



Art Deco Brooch

Platinum and diamond "Art Deco" brooch with 15.50 carats of Old European Cut diamonds surrounding a 9.50 carat Ceylon color blue sapphire.



Platinum Diamond Baguette Eternity Band

This classic baguette channel-set band is a timeless design with 2.50 carats of diamonds.

Ready for the Wednesday Wow?

Starting Sept. 19, at 10 AM, and every Wednesday thereafter, we will offer a special jewelry item on our blog: DonaldHaack.com/blog. The special will last one day only.

Our Specialities

Diamonds and Engagement Rings

Buying, Selling and Consigning
Vintage and Fine Jewelry

Personalized Gifts for Special Occasions

Fine Jewelry Selections

Our Services Include:

Custom Design
Jewelry Repair
Appraisals
Pearl Stringing
Engraving

Things to Remember

Have your jewelry cleaned and checked twice a year.

Have appraisals updated regularly. Check frequency with your insurance agent.

Learn more about Appraisal Guidelines at DonaldHaack.com

Are you on our email list? If not, you may be missing out on special offers!

Donald HAACK

DIAMONDS | FINE GEMS

4611 Sharon Road
Charlotte, NC 28211

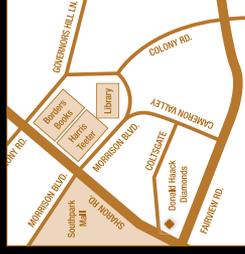
We're Easy To Find

Donald Haack Diamonds is located on Sharon Road at Coltsgate, across from SouthPark Mall. To make an appointment, email us: sales@donaldhaack.com or call 704-365-4400. Our hours are: Tuesday - Friday, 10 a.m. to 6 p.m., and Saturdays, 10 a.m. to 4 p.m. We'll even take appointments before or after hours to serve you better.



Phone: 704-365-4400 Fax: 704-365-3177 DonaldHaack.com

BBB Member and Charlotte Ethics in Business Award Recipient



\$50 Gift Certificate

Bring in this newsletter
and get \$50 off your
next purchase.

Valid through Dec. 31, 2012