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*Showcase magazine*

February 2015



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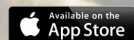


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From the  
**EDITOR**

February 2015

February is the third month of meteorological winter in the Northern Hemisphere. In the Southern Hemisphere, February is the third month of summer (the seasonal equivalent of August in the Northern Hemisphere, in meteorological reckoning). It's ranking as the second month of the year is only in the Julian and Gregorian calendars. This vital bit of information may well come in handy one day.

Benjamin Mark is back again this month with two new articles. The first: Xenathra concerns itself in a rather oblique fashion with a piece of jewelry of an animal with which many of us are vaguely familiar. You will be surprised at its beauty and its peculiar habits. The second article is about Gemellus ... a name used to describe a Gimmel Ring. Benjamin's article concerns itself with the ring's construction ... its history ... and the rituals involved in its usage. Both articles are quite interesting.

When you know a thing, to hold that you know it; and when you do not know a thing, to allow that you do not know it – this is knowledge. This was written sometime between 551-479 B.C. by a gentleman who went by the name of Confucius. It is a sound philosophy to which we subscribe for it is as important to know what we know as it is to know what we don't know. It is this kind of thinking which keeps us and our clientele firmly entrenched on the path to success. Come. Let us travel together.

Sincerely,  
*Zev Oster*

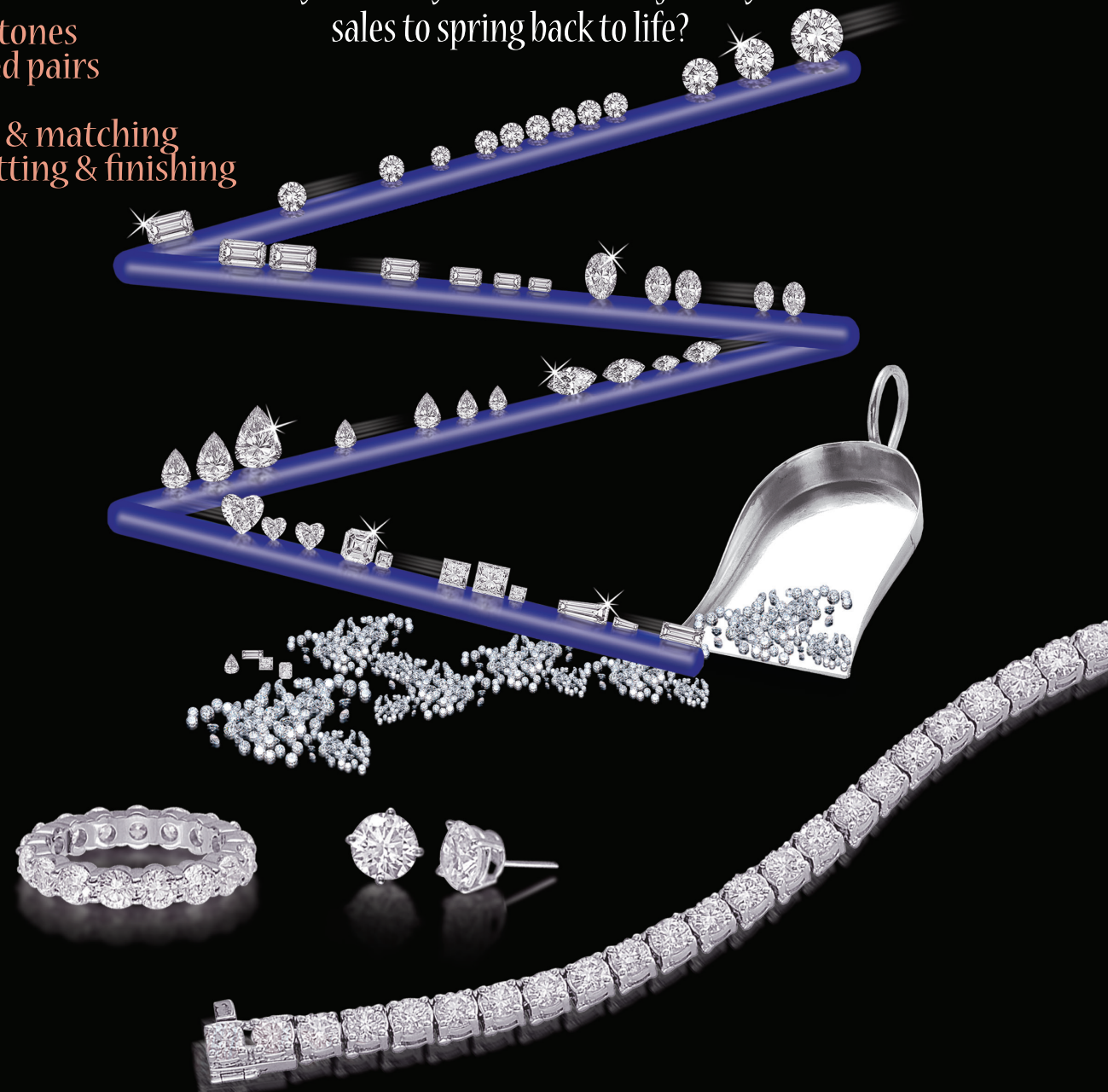


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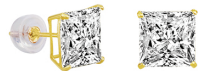
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So ... it's Latin. It's derived from Old French. In today's French it's Jumelle (feminine version). And in English ... ah yes ... well ... we're in a country where--I once read--the language has more words in it than any other language in the modern world. To wit: English. And in English it's "Twin". And from the Latin we come to the name of an interesting ring with an interesting history. The Gimmel Ring. Extrapolate a tad and you can see the derivation. It dates back to the 16th or 17th century. It was also known as a Puzzle Ring. A 17th century poet by the name of John Dryden made reference to it

in a piece entitled Don Sebastian which--at the time--received high literary praises. Here's what he said as regards to the Gimmel Ring: "A curious artist wrought 'em, / With joynts so close as to not to be perceiv'd; / Yet are they both each other's counterpart." Yeah. Well. They spoke a little funny in them thar days. Today's equivalent would be something like: "A strange little jeweler made it so's you couldn't see the rivets and each part looked like a clone of the other." A rose by any other name and all that.

In England they called it a Joint Ring. Even the old bard Shakespeare mentioned it in Othello. Here's how it worked. It was a betrothal ring. And since the one I'm going to show you is in three parts ... we'll cover that scenario. She and He fall in love. It happens. And they commit. No jokes on this one folks. Too easy. And so ... as tradition had it from the time we emerged from the caves and stopped slaying woolly mammoths with clubs ... he bought her a ring. A three part ring. And he went around to his friends and said: Hey. You

want to be my witness? Sure Benjamin. We'd love to. Believe it or not ... by the purist coincidence ... this guy's name was Benjamin too. Who woulda thunk it? So Benjy takes the ring ... twists it open ... and hands one part to his witness ... one part to his lady fair ... and one part he keeps for himself.

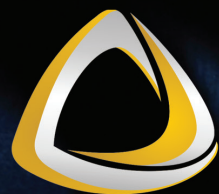
And then there were some vows. Listen. Do you swear you're going to marry me. Hell yes. You got my ring? Of course. Here's yours. I'll wear one. And my friend Irving here will wear the other one till we tie the knot. He's our witness. And when we marry you get to wear all three. And in utter glee she would gambol through the meadow yelping little throaty sounds of ecstasy while Benjy tried to figure out how to pay for the durned thing. He wasn't making that much as a wick-twister in the candle factory and he worried about his future because rumor was rife with stories about the imminent emergence in the next hundred years or so of some sort of a contraption that would be called a light bulb which would replace the candle. His earnings were on the verge of teetering to the edge of extinction. Life hasn't really changed all that much since then. Today the steering wheel is on it's way out and before you know it we won't know what we'll do with our hands while we're driving. All suggestions here welcome. Life is complex. The dilemmas are endless.

As to the Gimmel Ring I have to show you ... it is rather magnificent looking. The hand mechanism twists to unlock. It has what appears to be an amethyst in the center. And I think the inscription says something to the effect of "Whom the Lord has joined together, Let no man put asunder." Just out of curiosity ... without looking it up ... how many of you know what "asunder" means? Hmmm? Go ahead. Use it in a sentence.

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An amazing creature. Let's talk about its swimming techniques. It comes upon a narrow stream or river ... it walks in ... and because it has no buoyancy ... it walks along the river bed till it reaches the other side. However ... let us suppose the river is wide and our creature is unable to hold its breath for as long as is required in order to travel across this new great span. What does it do? It gulps down air into its intestines ... and then more air ... till it is now so filled with air that it can float ... and it can now swim across the river. But here's the thing of it. Once on the other side ... it can take a few hours for it to get rid of the excess air it has taken in. I think this is a good thing ... for if it were to release all that air rapidly ... I imagine it would suddenly find itself shooting forward ... as though propelled from sling-shot ... unexpectedly airborne ... careening in zig-zag fashion ...bouncing off the trees .. out of control ... much akin to a rapidly deflating noisy balloon... wondering after it landed in a bewildered crumpled heap on the forest floor ... what intarnation happened? Mother nature clearly knows what she's doing.

But there are more amazing facts in

regards to this creature. Aside from humans ... it is the only other mammal in the world that can contract Leprosy. It is for this reason ... sadly for them ... that they are used by the medical profession for leprosy research.

How long ... you may well ask ... does it take from the moment the male inseminates her to the time she gives birth? The answer ... pretty much as long as she wants ... for she has the ability to delay implantation for as much as two years ... giving the illusion of a virgin birth.

And then there are the children. Ah yes. The children. Life often comes down to that. Well ... there are always four. And they are always an identical set of quadruplets. Here's how it works. The babies are conceived from a single egg. The initial embryo divides into two and those two divide into two more ... making four from one egg ... a.k.a. identical quadruplets ... always ... no exceptions.

Yeah yeah. And what ... pray tell dear Benjy ... what has this to do with jewelry? Hmmm? Yes. Well. Funny you should ask. I'll tell you what it has to do with jewelry. I have an image of an 18 karat gold plique-à-jour enameled automated Xenarthra--also known as an armadillo--designed by Asprey. It's body is additionally enhanced with diamond spacers and fringes. It has cabochon emerald eyes and it comes with a key which winds the concealed mechanism which makes it walk and bend to the ground for food. As an aside ... may I add that it's a good thing the critter is not so realistic as to take in enough air to make it buoyant as I would not want to be around it in case of misfire.

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# OFF THE CUFF: CUFF LINKS

BY SANDY ELLER

Whether your customers prefer traditional silk knots, swivel bar styles that toggle into place or double paneled models with twice the artistic impact, one thing is for sure - cuff links continue to remain a sartorial medium

of art that allow the wearer to express their individuality in a variety of ways. Cuff links are thought to have debuted in the 1600's, a useful adornment that developed with the evolution of the men's shirt, or more importantly, their cuffs.

According to The New York Times, the first appearance of cuffs was in the early 1500's when small ruffles were stitched onto the wristbands of men's shirts. Those wristbands featured small holes and the wearer would thread thin ribbons through the shirts as a method of keeping their sleeves closed.

Over time, men began joining buttons together with a small chain and using them to keep their sleeves fastened and by the 1700's there were some who painted miniature portraits onto those buttons, turning their sleeve fasteners into something that was both artistic and functional. As the 1800's rolled around, shirts continued to evolve and cuffs as we know them began making their appearances. With the emphasis on formality in that era, cuffs were starched, making them stiff, rendering buttons impractical. While early cuff links were simple and practical, the Prince of Wales, who later became known as Edward VII, wore bold Faberge cuff links, transformin the humble fastener into a fashion accessory, setting into motion a sartorial trend that continues until this very day.

In the ensuing years, most shirts were made buttonless, with many, including women, jumping on the cuff link bandwagon. Ironically, it was the Duke of Windsor, who himself was a cuff link wearer, who caused

cuff link to fall out of favor. The Duke, considered to be a male fashion icon, favored casual wear and as sport shirts were invented in the early 20th century, un-starched cuffs became the norm,

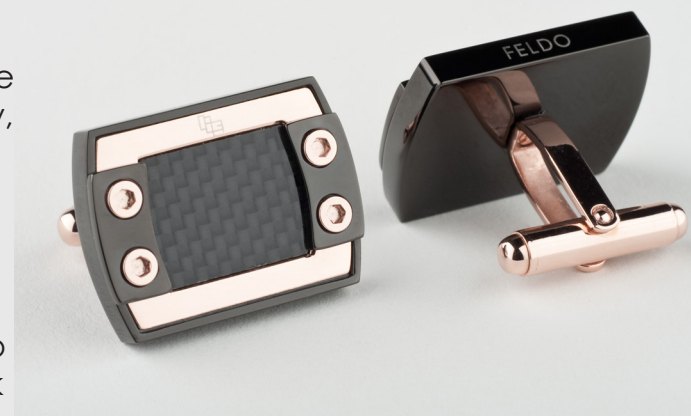
eliminating the need for cuff links in typical day to day wear.

Thankfully, fashion is a cyclical business and by the 1950's men once again developed an interest in fashion accessories. As tie pins, money clips and cigarette lighters came in vogue, cuff links were once again back in style, falling in and out of favor as the decades rolled by throughout the end of the 20th century.

Typically associated with both luxury and formality, cuff links give the wearer an opportunity to put his own sartorial stamp on his ensemble and make it totally unique and an expression of his own personal style. Despite their diminutive size, cuff links have become a medium of expression that come in all shapes and sizes and may be adorned with precious and semiprecious stones and made out of gold, silver, enamel, silk, horsehair or any material imaginable.

While some favor cuff links with functionality (wrist watch cuff links, lighter cuff links or level cuff links) others like to take their cuff links high tech with USB flash drive cuff links and QR code cuff links. From the more formal monogrammed, initialed or jewel emblazoned cuff links to trendy styles incorporating

mustaches, drums, skulls, Harry Potter Lego figurines and Rubik's cubes, cuff links make a fashion statement for all the world to see. Even quirky cuff links have made it to the big leagues, with







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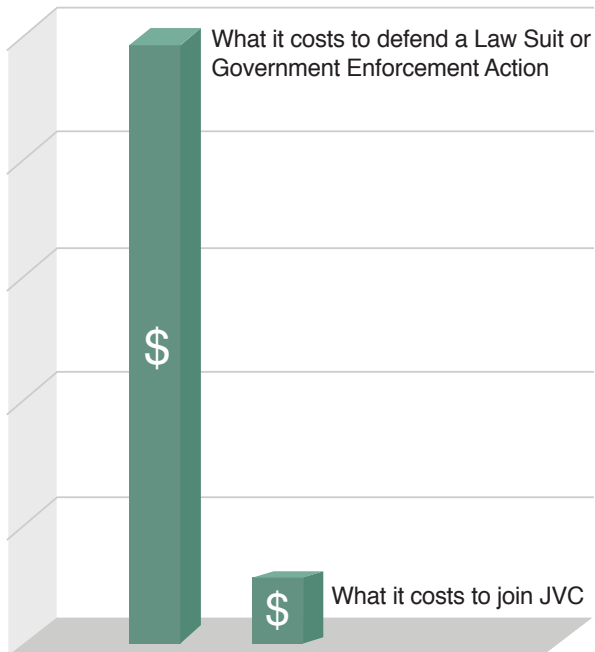


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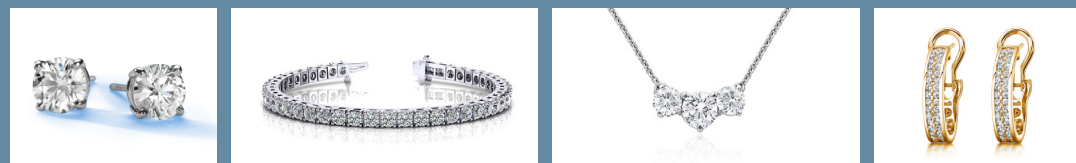
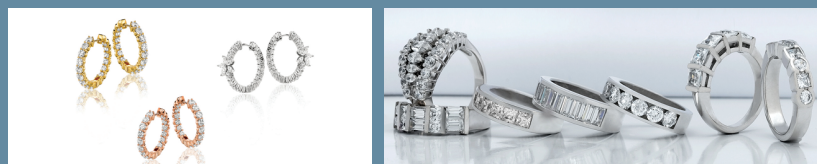
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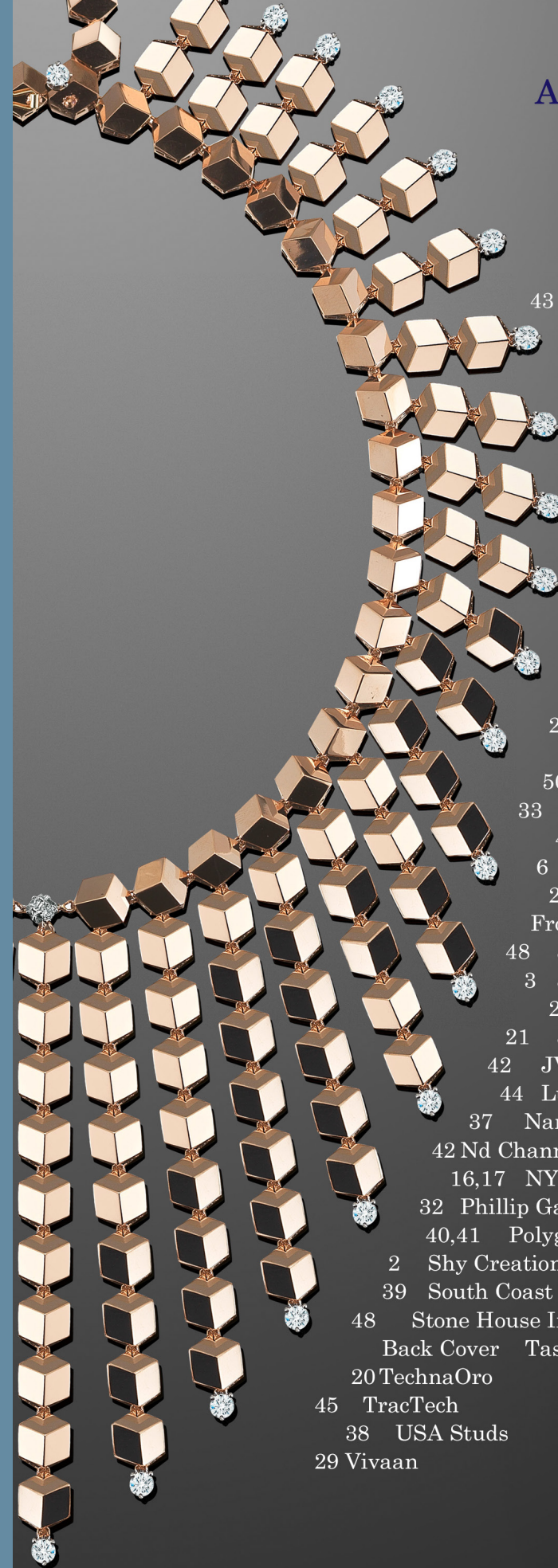
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a pair of gold nut and bolt cuff links, which graced the cover of the book Masterpieces of American Jewelry, having the humblest of origins. Designed by celebrity jeweler Paul Flato in the 1930's, the idea for nut and bolt cuff links came about when Flato was dressing for a dinner party one night and realized he had no cuff links. Managing to find two matching brass nuts and bolts, Flato pressed them into service as cuff links and was later asked by well known bandleader Eddie Duchin to create an identical pair in gold. In a listing of the most expensive cuff links available posted one year ago, TheRichest.com ranks the priciest pair of cuff links on the market as a



pair of emerald cut canary diamond octagon cuff links. With a total of 21.29 carats of diamonds set in 18 karat gold, the pair sells for an astonishing \$4,195,000. Maybe those cuff links aren't going to appeal to the average customer, but one thing is for sure: despite the cyclical nature of fashion, cuff links are one accessory that is here to stay.

Sandy Eller is a freelance writer who writes for numerous websites, newspapers, magazines and many private clients. She can be contacted at sandyeller1@gmail.com.

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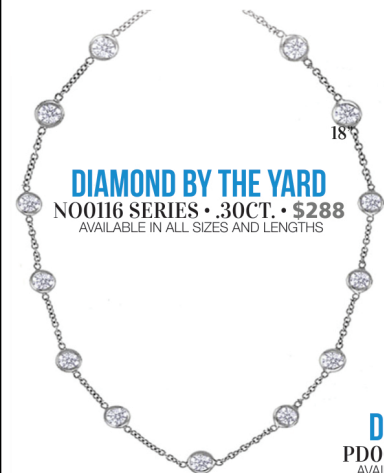


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<b>\$1,099</b>	1.50 ct	10ptrs
<b>\$1,699</b>	2.00 ct	15ptrs
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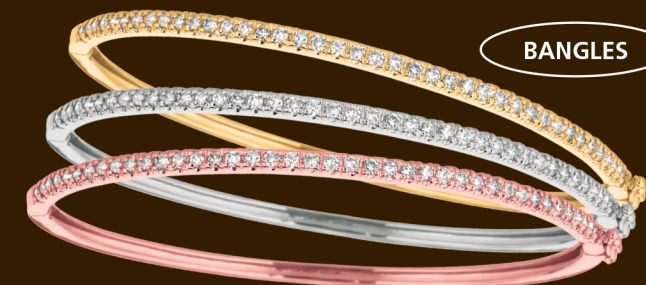
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E5398.50	<b>\$599</b>	0.50 ct

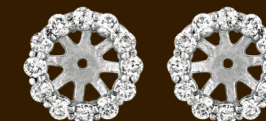


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E5251WD-4MM	<b>\$499</b>	0.64 ct
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E5251WD-6MM	<b>\$599</b>	0.80 ct
E5251WD-7MM	<b>\$649</b>	0.88 ct
E5251WD-8MM	<b>\$719</b>	1.00 ct
E5251WD-9MM	<b>\$769</b>	1.12 ct



HOOPS

E5157WD2

<b>\$799</b>	1.00 ct	15/16"
<b>\$1199</b>	1.50 ct	1 1/4"
<b>\$1599</b>	2.00 ct	1 5/8"
<b>\$2799</b>	3.00 ct	2 1/4"



N5254.25	<b>\$289</b>	0.25 ct
N5254.33	<b>\$349</b>	0.33 ct
N5254.50	<b>\$449</b>	0.50 ct
N5254.75	<b>\$699</b>	0.75 ct



N5391.25	<b>\$299</b>	0.25 ct
N5391.40	<b>\$449</b>	0.40 ct



N5264.25	<b>\$349</b>	0.25 ct
N5264.50	<b>\$599</b>	0.50 ct
N5264.75	<b>\$899</b>	0.75 ct
N5264-1	<b>\$1,599</b>	1.00 ct

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