

Jewelry Shoppers Top Ten Tips - Part 1 Sterling Silver

Buying jewelry can be fun, exciting and confusing. Whether you're considering a gift of jewelry for someone special or as a treat for yourself, take some time to learn the terms used in the industry. Here's some information to help you get the best quality jewelry for your money, whether you're shopping in a traditional brick and mortar store or online.

Top Ten Tips

1. When you're in the market for a piece of jewelry for yourself or someone you love, shop around. Compare quality, price, and service. If you're not familiar with any jewelers in your area, ask family members, friends, and co-workers for recommendations.
2. Ask for the store's refund and return policy before you buy.
3. Check for the appropriate markings on metal jewelry.
4. Ask whether the pearls are natural, cultured, or imitation.
5. Ask whether the gemstones have been treated. Is the change permanent? Is special care required?
6. Make sure the jeweler writes on the sales receipt any information you relied on when making your purchase, such as the gem's weight or size. Some jewelers also may supply a grading report from a gemological laboratory.

In addition, these tips apply when you're shopping for jewelry online:

7. Shop with companies you know or do some homework before buying to make sure a company is legitimate before doing business with it.
8. Get the details about the product, as well as the merchant's refund and return policies, before you buy.
9. Look for an address to write to or a phone number to call if you have a question, a problem or need help.
10. If you have a problem with the jewelry you purchased, first try to resolve it with the jeweler. If you are dissatisfied with the response, contact your local Better Business Bureau or local consumer protection agency.

Sterling Silver Buying Tips

Sterling silver jewelry is enjoying an unprecedented popularity with today's fashion conscious public. You know how beautiful sterling silver jewelry is and how brilliantly it shines. Now here is the rest of the story.

Silver has been used since ancient times, but has not survived as well as ancient gold because it tarnishes and decomposes. There have been times, however, when silver was "in"; we are going through such a vogue today.

Silver is the commonest of the precious metals. Fine silver is pure silver, which is seldom used for jewelry because it is too soft. Sterling silver is 925 parts silver to 75 of copper, the alloy most often used. Silver weighs about half as much as gold, has greater flexibility, but is not as malleable, it has always been less expensive as well. A comparable piece of gold jewelry might cost four or five times that of a piece of sterling silver jewelry.

The current fashion trend toward black clothing has made silver jewelry more popular than ever. Silver likes to be worn; it stays cleaner & shinier through movement and friction. So sterling silver is a perfect accessory for today's fast paced lifestyles. Much like gold, sterling silver needs to be cleaned.

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Sam Serio is a Marketer and writer. For more on jewelry and gemstones, we invite you to visit <http://www.morninglightjewelry.com> to get your FREE

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