



Prices available upon request.

Todd Reed Jewelry Stuart Benjamin Jewelry Designs

Uncut stones are the latest hit in the gemology world, thanks to Stuart Benjamin Jewelry Designs. The store recently started carrying unique, fine-art jewelry by renowned goldsmith Todd Reed.

Reed uses raw, uncut diamonds set in sterling silver mixed with 18-karat gold. The look is often rustic—a bit ancient, a bit ethnic, even a bit earthy. According to the self-taught Reed, his line started as a way to question society about the idea of perceived value. While diamond companies' ad campaigns often talk of "the most perfect diamond," Reed believes his raw, uncut, unpolished diamonds with natural geometry are in fact the most perfect diamonds.

One interesting feature of this jewelry is women and men can

wear the same ring—such is the unique style to Reed's designs. According to Benjamin, customers, especially the younger crowd, are enjoying it.

Stuart Benjamin Jewelry Designs is located in Mission Valley's Hazard Center. Having opened in 1997, the store is celebrating its 10th anniversary. Benjamin and partner Barbara Wasserstrom were both in the jewelry industry for 25 years prior to opening Stuart Benjamin Jewelry Designs.

Stuart Benjamin Jewelry Designs is located at 7510 Hazard Center Drive, Suite 4050 in Mission Valley, 619-297-7666; stuartbenjaminjewelry.com.

Ask for customer
Tablet look
33-34
46%
11 1/4"
Shapes
round
oval
emerald
trapezoid
cut - shape, proportions & finish
carat - 20grams is the standard unit of weight for diamonds
color - based on D-Z = colorless to colorless to colorless
clarity - setting determines how clear the stone is
cut - shape, proportions & finish
crystal - how clear or "clean" the stone is

This is one way to learn.

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This is another.

Collins Family Jewelers is a member of the American Gem Society™. We didn't just crack a book or two to meet their membership standards. We undergo rigorous gemological training — every year. It isn't easy. Only 5% of jewelers have met the requirements necessary for membership.

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