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# Howard's Jewelers

## Holiday Diamonds In Fancy Colors, Fancy Shapes And Fancy Settings

This holiday season, fancy is the word that best describes the most popular kind of diamond jewelry gifts that are not only beautifully unique, but have lasting value too.

No longer is diamond jewelry limited to classic pure white, colorless gems. Today, thanks to advanced technology, colored diamonds, called "fancies" are now very affordable and available in a host of beautiful hues that sparkle with a brilliant

inner fire that sets diamonds apart from all other gems.

And you can choose

from a rainbow of vivid colors including red, blue, pink, yellow, brown, peach, orange, purple, green, violet, gray, and black.

Even better, fancy colored diamonds are also available in a variety of special diamond cuts also called "fancies."

These exciting shapes deliver maximum brilliance and include heart, star, double pointed marquise, oval, teardrop, princess, triangle, and emerald.

In addition, you have the choice of a wide array of new and beautiful fancy settings that highlight the diamond's exquisite beauty. They're available in white or yellow karat gold, platinum, palladium, or sterling silver.

This year, you can be sure that a gift of fancy holiday diamond jewelry...a ring, tennis bracelet, necklace, or pin...will not only be the most treasured holiday gift, but will also have value that lasts a lifetime.



**What's New,  
What's Hot**



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