



Beyond the Cut

Spring 2011 Issue 10

JEWELERS SINCE 1832
Merkley Kendrick
Classic Taste. Infinite Style.

Spring Conjures Visions of Green....

from the greening of Mother Nature, to St. Patrick's Day celebrations, to the magnificent emerald jewels gracing the stars at the recent Academy Awards red carpet.

The fashion industry touts 2011 Spring/Summer as the season of color, with perhaps a bit of 70s glam thrown in. At this year's New York Fashion Week, shades of greens and blues dominated the runways in both fashions and jewelry. Take a look at three of the more popular green jewels taking center stage:

EMERALDS have epitomized the color of green gemstones since the era of Cleopatra. The finest-quality emerald has the color of fresh green grass - almost pure green with a very faint tint of blue. Flawless emeralds are rare, so the inclusions serve as identifying "fingerprints" of this gemstone. A fine emerald is truly a breathtaking sight and well deserving of its placement in the traditional "big four" along with sapphire, ruby and diamond. Take note, all gemstones are considered hard, but emeralds are susceptible to scratches and chipping. Special care should be taken in wearing and handling them. Emerald is the birthstone for May, and given to commemorate the 20th & 25th wedding anniversaries.

The stunning diamond and emerald set featured in this photo is from designer, Gumuchian of New York.



TOURMALINE is the rainbow of gemstones. It is one of the most versatile gemstones available in every color, from colorless to black. You can find every lightness to darkness, from subtle to vibrant, and even one or more colors in the same gem (referred to as bi-color tourmaline). One color combination with a pink center and a green outer rim, called watermelon, may be cut into thin slices similar to its namesake. In most cases (or shades) the tourmaline is a very desirable, versatile and affordable gemstone. The tourmaline shares birthstone status with Opal for the month of October.

PERIDOT rivals the green of a new spring day. Its color can range from shades of yellowish green to darker, purer greens. This history of this gemstone dates back more than 3,500 years ago when prized by ancient Egyptians. Most of today's peridot comes from Arizona, but it is also mined in China, Burma and Pakistan. Peridot is the birthstone for August and is the suggested gemstone gift for the 16th wedding anniversary.



Pictured above: Art Deco period yellow gold and platinum, enamel and diamond locket from the Merkle Kendrick Estate Collection.

She said yes!

Join us for an inside look at one of our Merkley Kendrick couples.

Meet Barbara & Michael Bender

Engaged: October 12, 2008 Wedding Day: September 25, 2010

Sharing a conversation with the bride:

How did the two of you meet?

We first met on December 22, 2000 at a convention in Chicago. When I first saw Michael he was wearing his Air Force dress blues. As a man in uniform, he immediately caught my eye! Unfortunately, I was unable to talk to him that night and I was unsure if I would ever see him again. The next morning I was in the lobby of the hotel getting coffee. As I was walking back to the elevators, I saw him again. I immediately approached him, and said, "Excuse me, did I see you last night in your uniform?" He said, "Yes, weren't you wearing a little red and black dress?" We chatted for a few minutes and made plans to meet for coffee later that afternoon.

Tell us about your first date?

We decided to meet at the corner Starbucks. We talked, laughed, and got to know each other. We had so much fun! We decided we wanted to spend more time with each other that night. Although Michael already had dinner plans with some of his friends, he asked me to come along. After dinner, the two of us went out on the town, Chicago style! I didn't want the night to end.

When did you realize the two of you were meant to be together?

When Michael and I first met, he was in the Air Force, and I was joining the Air Force in just a few weeks. Unfortunately, he was stationed in Virginia and I was stationed in Texas. After dating long distance for a year, I was transferred to Ohio and he was transferred to California. After several more years of dating long distance, we both separated from the Air Force. Michael entered law school in Nebraska, and I returned to Kentucky to complete nursing school. As Michael's graduation drew near, he sent me a letter. In closing, he wrote, "Grow old with me Babs." So after dating long distance for eight long years, we finally decided to be together, in my home state, Kentucky.

Did you talk about marriage at this point?

No. However, after Michael had been living in Kentucky for about year, I started to drop little "hints" in casual conversation. After several months, Michael suggested we look at rings. Of course, I already knew the style of ring I wanted.

So, was the proposal a surprise...and, exactly how did he pop the question?

Yes. In October 2008, we took a vacation to our favorite place, the Outer Banks of North Carolina on Ocracoke Island. At dinner one night Michael seemed especially distracted. He later suggested we go for a walk on the beach. We had the beach all to ourselves, the moon was full and the ocean was breath taking. As we strolled, Michael said "You know, Babs, we've been through a lot together." Before I knew what was happening, he was on one knee with a little white box and ask me to marry him. I said "Yes".

Tell us about your rings.

Michael's wedding band is absolutely gorgeous. It is white gold with a hammered finish. My engagement ring is a fusion of antique and art deco style. The center stone is a brilliant blue sapphire with matching diamonds on each side. The three gems are in an artful band of bead-set diamonds. It is truly one-of-a-kind and represents us well. My wedding band compliments the bead-set diamonds completing our unique set.



Did you wear other jewelry in the wedding?

Seven years ago my Mother passed away from cancer. As a wedding gift, my Father gave me the diamond from her wedding ring. I wore the diamond as a pendant, with two cushion-cut peridots on each side. To keep with tradition, my aunt lent me a peridot and diamond bracelet. My wedding jewelry represented tradition and memories of loved ones.



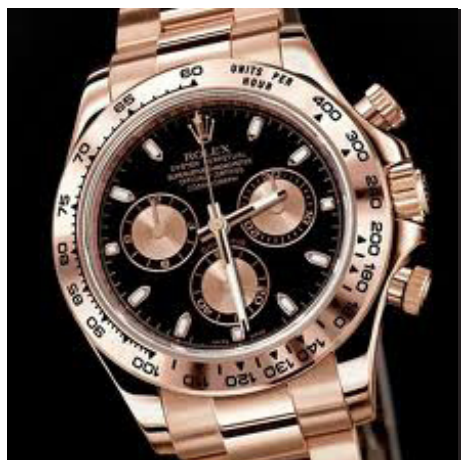
Barbara & Michael with adorable "Spencer."





ROLEX

Oyster Perpetual Cosmograph Daytona Everose



STOP IN
TODAY AND SEE THIS
REMARKABLE TIMEPIECE!

First introduced in 1963, the Cosmograph Daytona was designed to meet the accuracy and durability demands of professional race-car drivers. With elegant and functional design, it met those demands and quickly became one of the most revered models in the Rolex family. Almost 50 years later, the Daytona series has received another member destined to become a classic; the 18kt red gold or “Everose” edition; reference number 116505.

Its matte finish dial with seconds, minutes and hours sub-dials at 6 o’clock, 3 o’clock and 9 o’clock is covered with a scratch-resistant sapphire crystal. Like all modern Daytonas, the Everose features a 40mm case with the trusted Triplock winding crown ensuring water resistance to 100 meters. Model 116505 comes fitted with the Oysterlock bracelet featuring brightly polished centerlinks and the Easylink adjustment system concealed within the clasp. The tachymetric scale engraved on the bezel calculates circuit time and average speed.

The 18kt gold Daytona Everose is the first of its kind constructed of Rolex’s proprietary alloy containing gold, copper and platinum. This unique fusion of metals assures lasting color and unmatched endurance.

Caring for Our Community

For more than 179 years Merkley Kendrick Jewelers has been a part of the Louisville community. We have always stood on the principle of being active stewards within our community. We thank you for your continued patronage, and committ to our future support to our city’s needs.



By the time you read this one lucky lady, from the **2011 Trinity High School Celebration** “Party in Disguise” fundraiser, will be in possession of a 10.67 ct Diamond Riviera Necklace, valued at \$36,040. Chances were sold to win a one-year lease of the necklace, as our contribution to this worthy fundraising effort.

This Baume & Mercier Capeland Gents Watch was donated to the **Catholic Community of St. Patrick’s Celtic Auction 2011.**

This fundraiser allows the parish to fund, and continue, it’s many ministries.



Merkley Kendrick Jewelers is also a proud supporter of the following organizations’ fundraising campaigns:



McDazzle Ronald McDonald House Fundraiser



National Association of Women Business Owners Epic Awards



Celebration of Service & Survival Silent Auction



2011 Crystal Heart Ball Silent Auction



Wesley J. Martin Sales Associate



STAFF HIGHLIGHT

If you have visited Merkley Kendrick Jewelers in the past three years, chances are you have met Wes Martin. Wes has been in the jewelry business for over five years, joining us in 2009 as a Sales Executive. Almost every watch coming through our doors for service is assessed and processed by Wes. His fondness of watches developed in his early teens, finding a passion that serves his career well. "Wes has never met a watch that he didn't know."

Wes is a Louisville native and received his Bachelors degree in Sociology from the University of Louisville. He is currently pursuing his Accredited Jewelry Professional certification through the Gemology Institute of America.

In addition to his in-depth knowledge of jewelry and watches, Wes also has an interest in Jaguars. He drives them, buys them, takes them apart and sometimes puts them back together. Active in the Louisville Chapter of the National Jaguar Owners of America, Wes serves as the Membership Chairman. This past summer his 2005 XJ8L trophied in a National Concours d'Elegance held in Louisville.



NOW MIGHT BE A GOOD TIME
TO FERRET OUT THAT
"WEE POT OF GOLD" IN YOUR JEWELRY BOX
AND EXCHANGE IT FOR CASH!



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AMERICAN GEM SOCIETY

Store Hours

Tuesday - Saturday: 9:30 a.m. - 5:30 p.m.

Thursdays until 9:00 p.m.

Closed Sunday and Monday

