



What's on Watson & Son™

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ances
the tradition of fine classic jewelry design and the superior technology available today.

Treasure hunt

◆ Every day at Watson & Son is a treasure hunt. We are always looking for worthy treasures. We offer discrete buying and consignment services. If you don't use it any more! Why not trade in or trade up to something that fits your lifestyle now? We offer the highest prices and the most comprehensive consignment programs. We believe in a win-win attitude and in keeping things simple.

Discover your treasures at Watson & Son.



Treasure du Jour

A wonderful example of a platinum brooch featuring diamonds and calibre cut emeralds from the Edwardian period

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"Be a Happy Valentine"

From the desktop of Mark Watson:

Happy New Year! The new year is always a great time to take stock of where you are and what you have. I love doing this as I always find forgotten treasure such as loose gems and jewels to be set or refurbished. They are usually projects that I have put off for months.

What treasures and projects do you have?

Have you taken a good look at your own box of treasures?

- ◆ Does anything need cleaning, repairing, or replacing?
- ◆ Is your appraisal up to date and photographed?
- ◆ Is your watch due for a service?
- ◆ Are you even using your jewelry and watches?

Service:

Watson and Son is a full service jewelry company. Our services include:

- ◆ Jewelry repairs and alterations done in platinum gold and precious metals. Period and signed jewelry are our specialty.
- ◆ Watch repairs are undertaken on most brands.
- ◆ Diamond and gemstones matched, repaired and replaced.
- ◆ Appraisals done while you watch, for insurance and probate.
- ◆ Custom design and re-modeling of your existing jewelry. Move up to platinum.

What is platinum?

Platinum is one of the purest of all precious metals. Being 95% pure, it is hypoallergenic. This differs from white gold which so often has many alloys mixed with it generally making it 75% at best. Platinum is a hard wearing precious metal. However the ductility of platinum allows it to be bent, twisted or formed without fracture. Making platinum a marvelous setting medium, lending itself beautifully to intricate forming, carving

and engraving. The first recorded use of platinum was by the ancient Egyptians in 700 BC. They mastered the techniques of processing platinum. High Priestess Schepenupet's document casket is embellished with platinum hieroglyphics. Towards the end of the 1800's platinum mania swept throughout Europe. Due to platinum's high melting point simple goldsmithing techniques such as soldering and casting could not be applied. It was not until the hotter burning flame known as oxy-acetylene was introduced that it really took off. Great houses including Tiffany, Cartier and Faberge were very excited by this new medium and went on to produce legendary designs featuring such important stones as the Star of Africa, the Hope, Jonker I and Koh-I-Noor. The roaring twenties saw an plethora of precision cut gemstones and an abundance of artisans to fashion them into jewelry utilizing platinum's unique properties (see Edwardian example lower right of page).



A three stone ring representing the past the present and the future. An art deco design in platinum that is a classic even to this day. At the start of World War 11 platinum all but disappeared in jewelry as the US government declared platinum a strategic metal. Replaced temporarily by its alternative, white gold. Today with state-of-the-art design and manufacturing techniques, the possibilities are boundless for this most timeless precious metal. There has never been a better time to upgrade or own a treasure in platinum.

With the warmth of 18 kt yellow gold and the timeless beauty of the platinum settings. This princess cut diamond ring