

Bangles, baubles, & Belt buckles

1. Sterling-silver Swirl Collar with tiger's-eye pendant from Dark Horse Silver Co.
2. Sterling-silver engraved King Ring from Silver King.
3. Jumper Heart pendant with chain from Crumrine Mfg. Gold & Silversmiths.



Go for

Western and English jewelry designs make every outfit unique. Today's affordable choices make it a buyer's market.



Today's cowgirl sports extra sparkle, whether riding the range or out on the town. In addition to her favorite fashions, jewelry accents complete the total look.

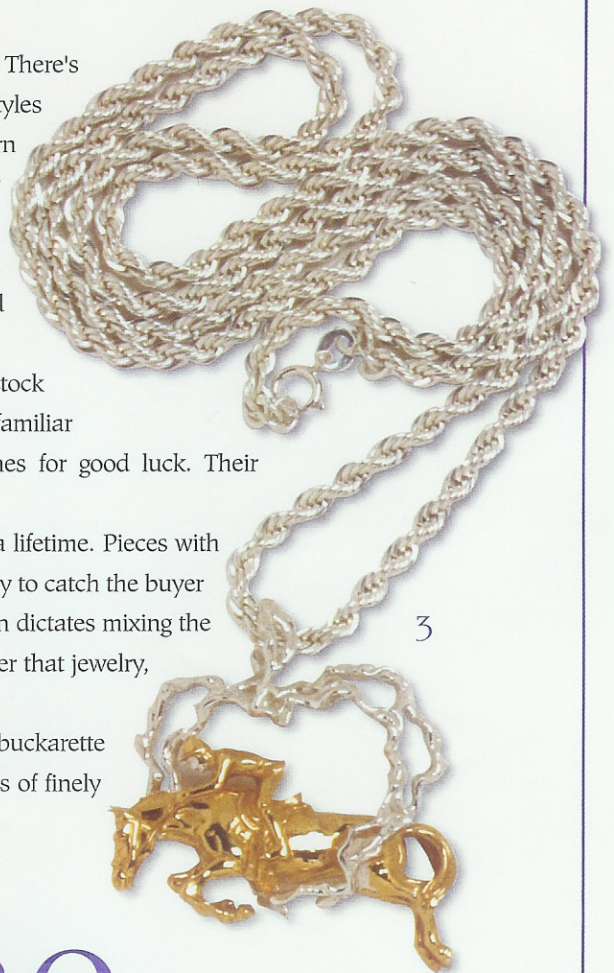
For a woman's many moods, choices in Western jewelry run the gamut from Southwestern themes by Best Friends to contemporary styles by Silver Sage. New designs are colorful with stones like tourmaline, turquoise, blue topaz, and garnet. Silver Pony Designs loves sodalite. Metals include sterling silver, vermeil, copper, stainless steel, and 14-karat gold, especially from Cut Above Fine Jewelry. From Bow River, you'll find white gold and diamonds. Horse-themed pieces are the favorite for both Western and English riders. Fresh interpretations in pendants, charms, and pins are ideal gifts and a great way to salute a winner or remember any of life's special moments.

Leather- and silver-slide bracelets and watches lead holiday purchases. There's never been a better selection of quality timepieces in formal or informal styles for men, women, and children. For those who enjoy traditional Western designs in silver and gold (especially engraving, now making a major comeback) manufacturers such as Vogt, Crumrine, Montana Silversmiths, and Silver King deliver classic Western buckles, bolos, earrings, and bracelets. Silver King introduces a hefty engraved ring, unique and impressive. Dark Horse elegantly handcrafts silver.

Although the classic English look is tailored and clean, the traditional stock pin has been re-imagined by Chippendale with choices ranging from the familiar safety-pin style to elegant Victorian reproductions, some set with stones for good luck. Their stainless-steel waterproof watches are especially noteworthy.

For most women, jewelry is an impulse-purchase item, collected over a lifetime. Pieces with sentiment become keepsakes, while others might just be fun and trendy. Try to catch the buyer with items that speak to him or her, whatever the age and lifestyle. Fashion dictates mixing the real with the frankly fake, novelty with better pieces. In addition, remember that jewelry, buckles, and belt-keepers sell year-round and can be personalized.

So catch your buyer's eye with a pair of simple silver earrings for a little buckarette or an engraved belt buckle for a winning buckaroo, and capture the profits of finely crafted jewelry.



the Shine.

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