Article Side

# Birthstone Jewelry: Alternative Gift Ideas for Loved Ones

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Remember back when wearing a coat or wrap made of real fur was considered the epitome of glamour? In much the same way as we disapprove of anyone who dares to wear real fur today, so too will we likely look negatively upon anyone who wears diamonds in the future. Despite the extrinsic value we have always attached to diamonds, it is becoming apparent that diamonds have a bloody history that, some might say, makes their true value questionable.

It is known in the diamond trade that cartels hoard diamonds so they can manipulate prices all over the world. There is even speculation that the actual number of diamonds these cartels have, if released to the market, will drive prices way, way down. To get premium prices, the cartels create value by playing on human emotions: diamonds are sold as perfect representations of loveâ€”and a large amount of money is spent in marketing and advertising them that way. The industry counts on goo-goo-eyed lovers to keep spending millions, if not billions of dollars on diamonds each year.

Other colored stones, on the other hand, donâ€™t seem to hold as much cachet among consumers worldwide. Because of the emphasis on diamonds by popular culture and media, not a lot of people have considered buying other stones. But once you get over the whole diamond hype, youâ€™ll see that other stones look a lot better on jewelry than the often passÃ© look that diamonds offer.

Colored stonesâ€”such as rubies, sapphires, amethysts, garnets, and pearlsâ€”offer a much more vibrant approach to jewelry. More and more people are turning away from diamonds and opting instead to buy colored stones. Birthstone necklaces and rings, for example, are slowly becoming favored gifts for loved ones all over the world.

When you buy birthstone jewelry, make sure that the store has a trustworthy reputation. Donâ€™t let yourself get ripped off. This is important especially when you do your jewelry shopping online. There are a lot of web-based scams that can take advantage of you online.

Also, find a jewelry store that gives you freedom to customize the jewelry that you bought. Some jewelry establishments, like Birthstone Jewelry for example, let you customize the product by putting inscriptions, names, birthdates, or charms on it to make it more personal. Gifts like birthstone necklaces will be perfect for just about any occasionâ€”Motherâ€™s Day, anniversaries, or even when you and your partner had a fight and you need to do something to patch things up.

Want to learn more about getting birthstone rings or necklaces? Or do you just want to learn more about gift ideas? Check out Galleries.com or JewelryTradersOnline.info for more information.

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