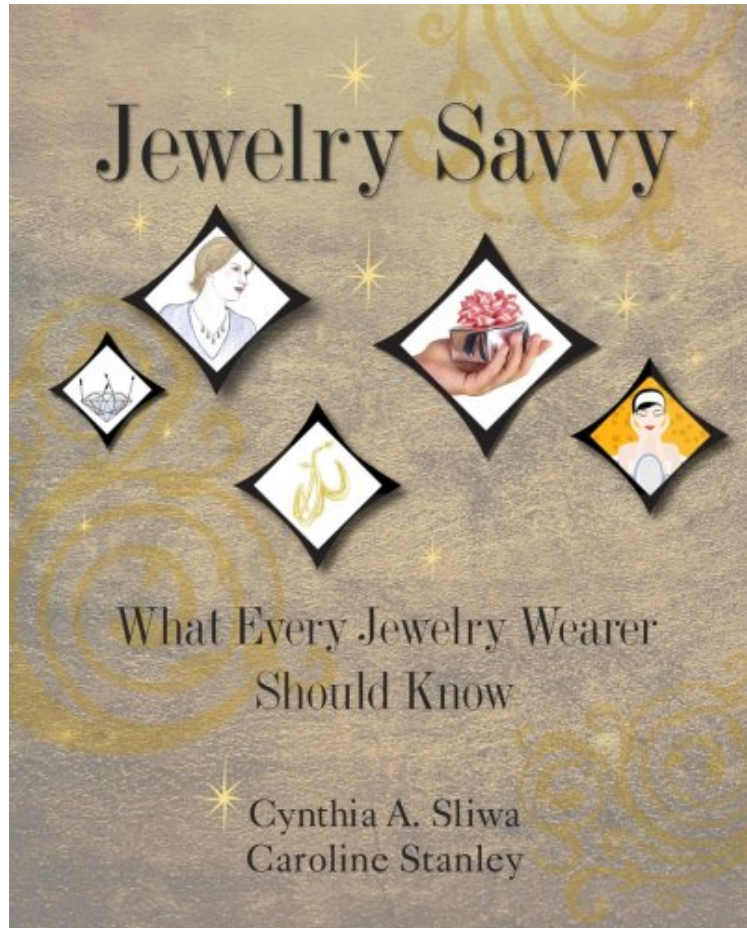


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Jewelry Savvy: What Every Jewelry Wearer Should Know

Cynthia A. Sliwa, Caroline Stanley
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Cynthia A. Sliwa, Caroline Stanley : Jewelry Savvy: What Every Jewelry Wearer Should Know before purchasing it in order to gage whether or not it would be worth my time, and all praised Jewelry Savvy: What Every Jewelry Wearer Should Know:

1 of 1 people found the following review helpful. A fun read and a good resource.By Ada McCroskeyCoco Chanel said that the purpose of jewelry is not to make a woman look rich, but to adorn her. This book explains how to choose jewelry that suits your coloring, features, and view of the world. I got the book because I did not know much about jewelry and wanted to learn. I enjoyed the pictures of the same person wearing three different pairs of earrings and three different necklaces and the explanation of why some suit her and why some don't. I could identify with the person wearing the wrong choices. :) This book is a fun read and a good resource. It is clear that the authors know what they are talking about and love their work.My inital thought was that this this topic was just a fun one and not too serious, but then if bringing your outward appearance in line with your real self has value or makes you happy, maybe it is.I highly recommend this book.0 of 0 people found the following review helpful. Every women needs to read this!

If you are ...By HeartofGemsEvery women needs to read this! If you are in the jewelry business this is a must have! Very well written and organized!0 of 0 people found the following review helpful. jewelry savvyBy gumby4yogaGood detail on how to protect and wear jewelry.

Jewelry Savvy takes a fresh approach to jewelry, emphasizing the wearer's personal experience. The book creatively combines jewelry product knowledge with image consulting principles. This approach, plus the numerous illustrations, result in a practical guide that educates and inspires readers to view their jewelry wardrobes from a new perspective. Jewelry Savvy carries the reader from making smart choices in developing a jewelry wardrobe to creative methods of recycling jewelry that no longer delights. Learn how to select jewelry you'll love and how to love the jewelry you have! Use this book to develop your own personal jewelry savvy.

How to be Savvy It seems so easy: See sparkly bauble; buy sparkly bauble; wear sparkly bauble. Well, that can work if you're a novice, that is. But those who truly love wearing jewelry need to think about more than just whatever catches their eye. It's about finding pieces that complement your features and personality, and building those pieces into a cohesive wardrobe. Enter Jewelry Savvy: What Every Jewelry Wearer Should Know, a new book by two industry insiders, Caroline Stanley and Cynthia A. Sliwa. The 224-page softcover volume covers everything from choosing pieces that flatter (both your build and your outfit) to helpful information on how to clean, store, buy, and carry jewelry. The most practical how-to we've seen on the subject, the text is peppered with shaded boxes that contain Savvy Tips (of Darn, why didn't I think of that? variety). This writer's favorite (because it actually generated that reaction): When you put your other watches in a drawer for a nap, pull out their stems (to the setting position). This stops the watch and saves the battery for future use. Clearly written, with the user-friendly format of a textbook (complete with comprehensive glossary), this book is designed for the consumer who loves jewelry. JCKstyle thinks jewelers out there could learn a thing or two as well, especially from the chapters on understanding a woman's personal style and styling jewelry to complement her face, body, age, and wardrobe. After all, when it comes to jewelry, you can never be too rich, or too savvy. --Carrie Soucy, editor, JCKstyle (Jewelers' Circular Keystone)About the AuthorCynthia A. Sliwa, AICI (Association of Image Consultants International), is a certified professional image consultant and the creator of Apprecia Fine Jewelry, a line of jewelry developed to flatter full-figured women. A lawyer by trade, she is also an avid collector of vintage costume jewelry. Sliwa provides image consulting workshops and services for jewelers and other professionals and their clients, writes for several publications, and coaches individuals on personal image. She was awarded the Rising Star Award by AICI in 2005. Caroline Stanley, a lifetime jewelry veteran, is a third-generation jeweler running her own jewelry-marketing firm. She grew up behind the jewelry counter helping customers and learning the business. Today, Caroline writes, teaches and works with her varied clients.