

Thomas Sabo launch new summer collection

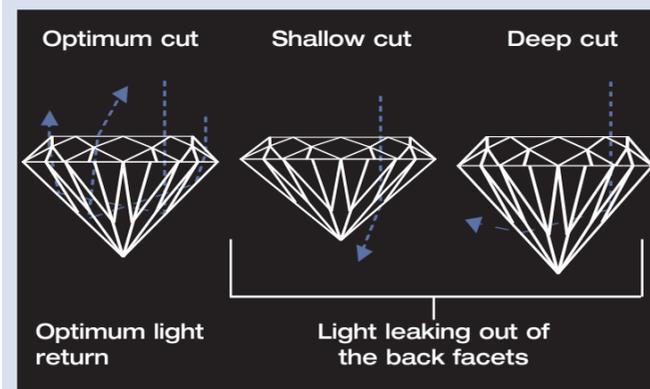
With its new summer collection, Thomas Sabo has chosen striking symbols as their fashion message for 2008. The It-Girl on the beach collection is a beautiful range of necklaces and a must have fashion accessory for the summer months.

East meets West is a stylish design interpreting the Asian culture with the Art Deco era. Modern and contemporary in design this collection is full of feminine elegance

Diamonds are forever

We are lucky to enjoy a personal relationship spanning some 29 years with our diamond merchant Brian Chalfen. We have complete trust in Brian and his team to supply us with only the finest diamonds and he remains our preferred supplier of these amazing gemstones.

It's all in the cut!



Nature may determine the carat, clarity and colour of a diamond but it is in fact the cut that can make one diamond more desirable than any other gemstone. All Chalfen diamonds are either Antwerp or South African cut. A diamond has a unique crystal structure that bends light like no other stone. Consequently if a diamond is not cut well then the light leaks away from the inside causing less light to be returned to the top, and reduces the sparkle. A well-cut stone allows the light to enter through the top and then bounce like mirrors inside and out and back on top again. This unique light reflection from a well cut diamond causes flashes of white and sparks of green, orange and blue, often referred to as the 'life' of the diamond. Our advice is to always check the cut of the diamond, a well cut stone is a true joy and is the most desirable.

Incidentally all our diamonds adhere to the 'Kimberley Process' which means that the stones can be traced back to source with a written guarantee that they have not been obtained from organisations involved in funding conflicts.

Berridges can be found at:
 4 Dial Lane, Ipswich Suffolk IP1 1DL
 Tel: 01473 225525
 Fax: 01473 225524
 www.berridges.com
 Email: berridges@msn.com

£595

£482

Berridges

JEWELLERS

>> spring/summer 2008

news >>

A jewel in the town Lobe Dazzlers



Fantastic Offer

1 carat diamond ear studs £2700

We have recently had the opportunity to purchase a very large parcel of loose diamonds at a very keen price. The stones are all sold to us in US dollars, which make the prices even more attractive, indeed many stones are less expensive now than they were 8 years ago. The parcel was too large for us to purchase independently so we have 'cherry picked' 20 half carat stones all of colour G/H clarity VS.

We have mounted them, as diamond stud earrings in 18carat white gold and are able to offer them at £2700 the pair the normal price would be £3600. We have only 10 pairs and expect them to sell very quickly!

Now into our second decade in Ipswich we are extremely proud of our strong reputation for the quality and exclusivity of our jewellery, as well as the service and expertise provided to our customers.

Customer service and creating the right atmosphere has always been important to our business, and with this in mind we made the decision to embark upon a complete refurbishment of our ground floor; This involved complete redecoration, new flooring, lighting, furniture and cloakrooms to create a sophisticated interior suited to the needs of today's customers. The refurbishment of the premises also signifies our commitment to the town and its' future growth.

As we are a family-run, independent business we enlisted the help of fellow local craftsman. We have some very talented people on our doorstep who we are always keen to support. Local businesses make an enormous and positive contribution to the community, creating jobs and ultimately putting money back into our community. Something that at Berridges we are proud to say we do.

The unique relationship in a family run business creates a comfortable and welcoming atmosphere, which do hope you will appreciate. We very much look forward to welcoming all our customers, old and new, to call in and have a look around. Have a good summer.

Christopher and Angela Hardman



>> spring/summer 2008

All set to sparkle



Sympathetic re-designing and refurbishment has brought a modern influence to the Dial Lane premises.

Enlisting the help of local suppliers was key to our project therefore we were delighted to find Nicholas Webb, a local craftsman, who is based in Needham Market. Suppliers of bespoke furniture to specialist shops and interior designers throughout the UK and world, we commissioned Nicholas to design and

make all the furniture to complement the interior and age of the building. Interestingly the Building was once an old hotel and meeting place for the suffragette movement.

Other local suppliers who helped us were interior designers Michael Morgan from Ipswich and The Lighthouse in Woodbridge who supplied our beautiful new hanging Chandelier.

