

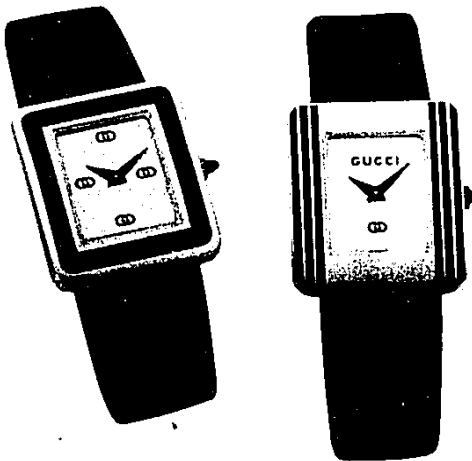
A time for GUCCI.

Formal or casual, according to the hour, the all-occasion watch for men and women.

Sterling silver case with 18kt. gold vermeil overlay.

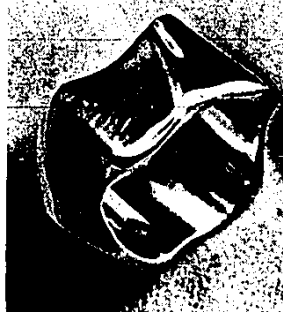
Enameled in assorted colors with matching lizard straps.

17 jewel movement, totally warranted for one year.



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18-karat yellow gold wedding band takes on new dimensions. Priced at \$625.



3-tone wedding band in 18-karat yellow, 14-karat pink and 14-karat white is eye-catching. Price: \$400.

With this ring..

"Repeat after me: With this ring, I thee wed."

The words have not changed at all in the last 400 years, but the rings have. There's a new appreciation for investment and quality in engagement and wedding rings brought on in part by an awareness of the investment qualities of good jewelry.

"Couples used to ask for engagement rings according to the carat size of the diamond," said Jeff Wachler, the second generation partner in the family-owned corporation of David Wachler and Sons Creative Jewelers in Southfield.

"Today, they are interested in the quality of the diamond and the creative design of the setting," he said.

Young couples getting married today want to express their own individual personality through rings designed expressly for them.

"Unlike the generation before them, the young people of today see themselves as unique individuals, one of a kind—and they want rings that express this individuality," said Wachler.

Comparing the prices of today with those of 20 years ago, Wachler said the same plain gold

band that Mom and Dad paid \$60 for when they were married, now carries a price tag of \$180. When you add several diamonds to the band, the price increases to the \$800 mark.

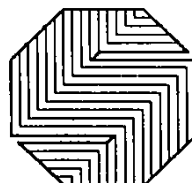
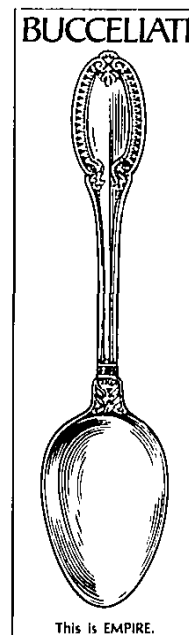
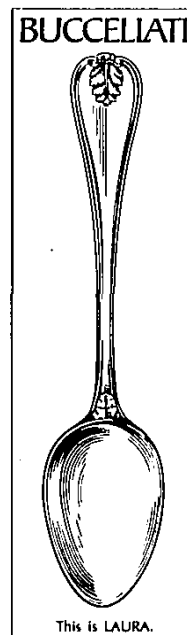
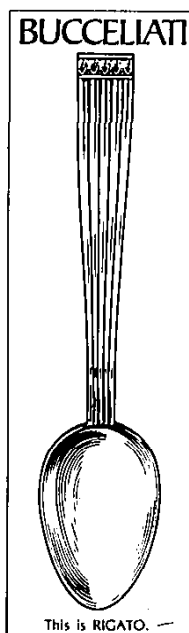
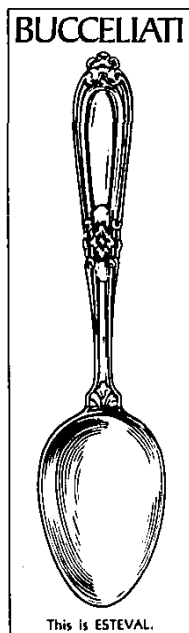
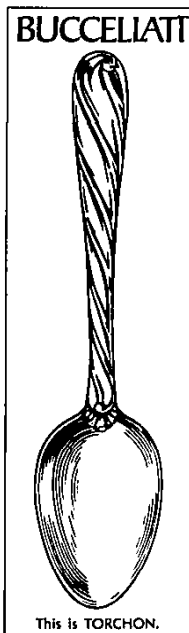
The unique Wachler process of setting and incorporating diamonds into a ring setting is called bezel—a method of setting the diamonds in a tube. The major advantage to the bezel-set diamonds, aside from the fact that it enhances the diamond and makes it seem larger, is that there are no sharp edges to snag clothing.

Wachler also developed a new prong, three-cornered setting for the new modern jewelry which gives a round diamond the appearance of a marquis diamond.

Among the most popular designs for the diamond engagement ring and matching wedding band are S-shaped sets, with the wedding ring fitting into the design of marquis or round set diamond engagement ring. These sets are priced from \$785 for a marquis cut diamond to \$1,325 for an emerald cut diamond.

Wachler said they prefer to show the couple the loose stones and have them select a setting for the diamond. "This way," he said,

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