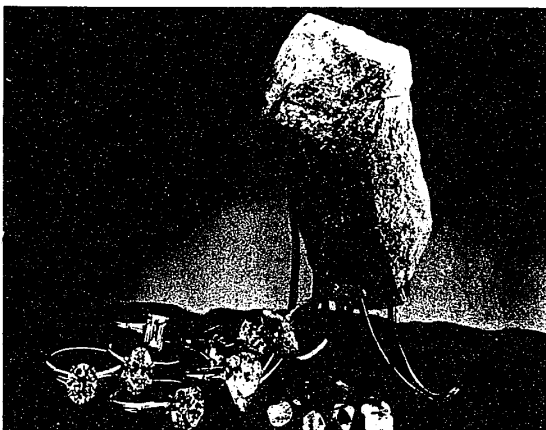


The fashion plate

Diamonds — the ultimate for the look of success



A girl's biggest best friend — on loan to David Wachler & Sons — is a 620-carat uncut diamond valued at more than \$450,000.

By RUSTLE SHAND

"Diamonds are a girl's best friend" may be a tired old line but it still rings true, according to Betsy Irwin, veteran spokeswoman for the Diamond Information Center in New York City.

Ms. Irwin's recent visit to Detroit coincided with the opening of a new Renaissance Center branch store by Southfield-based David Wachler & Sons. The new Wachler shop is featuring a display of the world's biggest uncut diamond, weighing 620 carats and valued at more than \$450,000 in its natural state.

Currently on a tour of major cities, Ms. Irwin said diamonds are a major part of that look of success that should adorn women in business today.

To prove her point, the suited-for-success diamond expert wears diamond stud earrings, a diamond bracelet (specially set so as not to snag her silk shirt) and a diamond ring on each hand. Around her neck hangs a rough cut steel gray gem that looks like a strangely gleaming pebble.

"INVEST IN THEIR beauty," she said of diamonds. "They do last forever. They are virtually indestructible. We like to think diamonds are given as a gift of love. They are an emotional investment

and should not be considered as a hedge against inflation."

Although diamonds are generally considered "a smart investment," Ms. Irwin believes the average consumer knows little about what he or she is buying to make a wise financial investment in diamonds.

"Certainly, diamonds have increased in value and will continue to appreciate," she said.

"They do not depreciate. If you buy a new car, the minute you drive it off the lot it has depreciated considerably. Diamonds, of course, can be handed down from generation to generation and you can't do that with a car today."

The diamond continues to hold a romantic lure, she said, noting a recent survey showing that 76 percent of first-time brides received a diamond engagement ring.

PERHAPS ONE of the most classic examples of the romance of the diamond is enjoying a revival, she said. The diamond eternity ring, formerly a European custom, has become a new symbol to mark important events such as the birth of the first child or an important anniversary. The eternity ring may start as a simple gold band with one diamond and continue to mark special occasions within a marriage until the ring is a complete circle of diamonds.

Diamond eternity rings, gold bangle bracelets set with a single solitaire diamond, and diamond pins are what she listed as must-have classic investment jewelry for women. Provided, that is, that they already own diamond stud earrings and assorted rings.

Among the trendy new items being added to the complement of diamonds by the yard are gold sheriff's badges sparked with diamonds and pins designed to float out of the breast pocket of a woman's suit or blazer.

LITTLE DIAMOND bar pins, stick pins and scatter pins are considered classics and should be worn in multiples on the lapel of your suit jacket, Ms. Irwin said.

"Men are beginning to wear diamonds again," she said. Although the men tend not to make the purchase themselves, they are happy to wear diamonds when they are given as a gift of love.

The important new piece of jewelry for the man to wear is an uncut rough diamond, mounted in yellow gold and worn on a leather thong around the neck. "The ID bracelet with a single cut diamond, or the man's diamond ring in a textured gold setting are important new accessories," she said. "Diamond tie tacks for formal wear also are enjoying a revival."

Thursday, September 27, 1979

Charity cards to be published

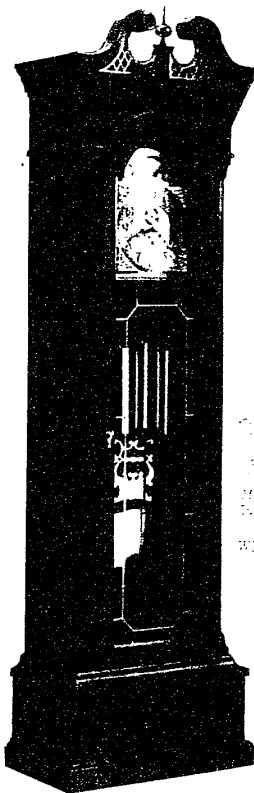
Pictures of holiday greeting cards for the 1980-81 season will be published for charities in the metropolitan area.

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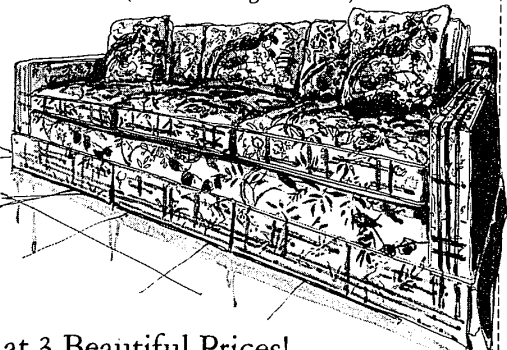
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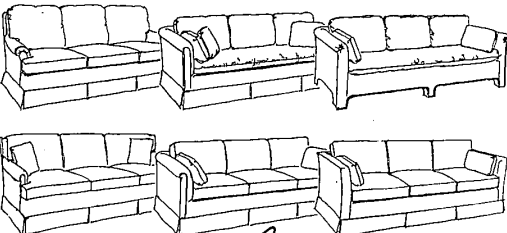


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