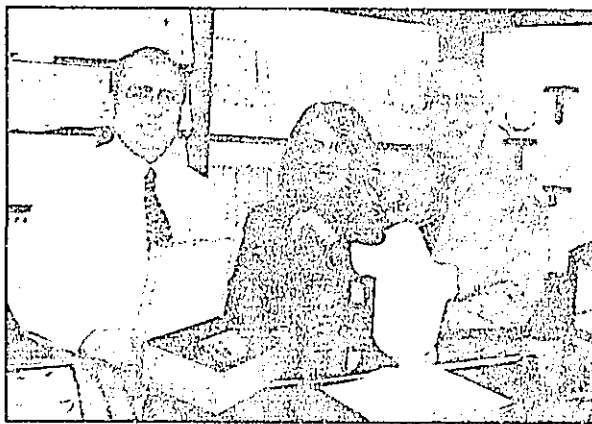


LET THERE BE LIGHT!



Raffi Eurdikian, G.G., Aline, buyer and sales consultant, and Harout Eurdikian, master jeweler/designer

If you want to buy jewelry from a jeweler who knows the industry, stop in at Swiss Jewelers of Southfield. The success of this family owned business is due, in part to their unique combination of talent, background, knowledge and love of beautiful jewelry in general. Harout Eurdikian, both designer and master jeweler, has been in the jewelry business since 1952. His son Raffi, is a graduate gemologist of the Gemological Institute of America and a professional appraiser. Raffi is also an expert witness in court cases for jewelry related fraud or disputes, FBI cases, and provides various jewelry and gemstone related consulting.

This unusual mix of scientific expertise and customer service ideals combined with current jewelry trends makes Swiss Jewelers a Unique Jewelry shopping destination.

The success they've enjoyed for almost 30 years is due, in part to the quality of merchandise they carry. They have a vast selection of merchandise from designer jewelry to custom designs all in 14K, 18K, or Platinum. But what Swiss Jewelers is specifically known for is the niche they fill in the diamond arena. They specialize in diamonds which are cut to exacting proportions and symmetry designed to maximize fire and brilliance. They showcase Lazare and Hearts on Fire Diamonds and eagerly share their knowledge and expertise as to why Hearts On Fire Diamonds are the best on the market.

All of the 4C's are important considerations when buying a diamond. But it is the *Cut* which is unquestionably the single most important factor in determining the true beauty of a diamond. A diamond is cut to have many surfaces, or "facets." Most round diamonds are cut with 58 facets. These facets act like a series of lenses and mirrors. When cut with perfect proportions and symmetry a diamond will capture, focus and return light to the viewer in a dazzling display for fire, brilliance and scintillation.

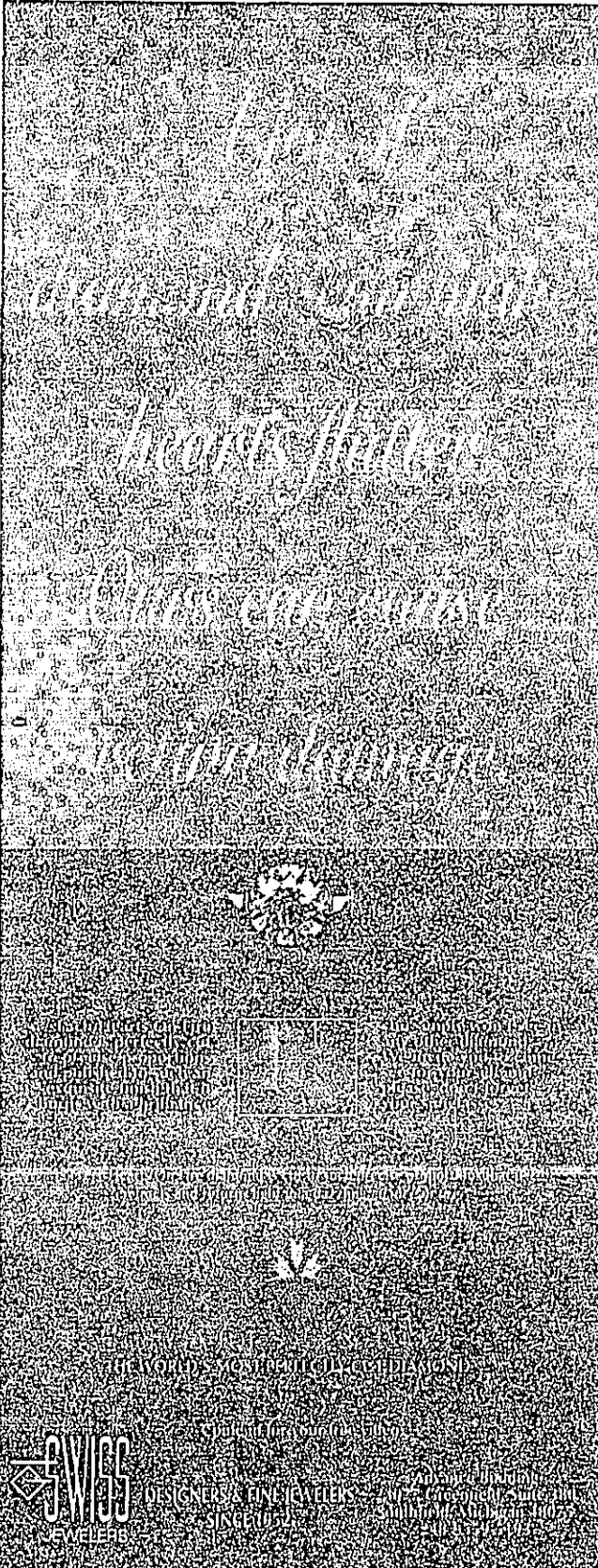
The cut is the only factor that man can control and more often than not the diamond cutter will cut the rough diamond in order to retain weight. By doing so they can sell a heavier carat weight (usually a deeper cut diamond with less fire and brilliance) for a higher price. Carat weight is simply the weight not the size of a diamond i.e. 5 carats equals 1 gram. Weight does not equal size!

What's really important is what you see face up and what you see face up is the diameter across the top of the diamond. A 0.85 carat Hearts On Fire Diamond looks as big as an ordinary one-carat diamond because the diameter across the top is almost identical. Less is definitely more in this case, because the extra weight in the bottom of an ordinary diamond actually takes away from its beauty and merely adds to its cost.

Hearts on Fire Diamonds take the art of diamond cutting to a new level. Each diamond is cut to express its inner beauty and release its incredible fire in a way never seen before. Each of its 58 facets are cut with precise care and exquisitely polished to maximize an elegance, beauty and rare inner fire that is uniquely Hearts on Fire. A Proportion Scope™ allows customers to view the perfectly symmetrical ring of hearts, seen via the bottom view and the perfect fire burst seen via the top view, often eliciting a simple, yet definitive, "wow!"

Comparison shopping for a diamond can feel overwhelming or complicated and many shoppers rely on cost (or a "good deal") to make a final decision. There is a certain psychological appeal to price, and unfortunately little attention on real value" said Raffi. But before you buy, he adds, take the time to shop at Swiss Jewelers to ask questions and get real answers which can help to "quantify value" to learn as much as you can on such an important purchase. "Many people end up buying a diamond that isn't what they think it is. Sometimes they even have a written certificate or grading report that just doesn't match with the diamond upon appraisal," said Raffi. "With a Hearts On Fire Diamond the value is verifiable. Each diamond is laser inscribed with a Hearts On Fire name and unique identification number." An independent gemological laboratory (AGS gemological laboratories) evaluates each diamond for the 4C's and provides a diamond grading report attesting to its findings. The number on the certificate, which matches the number inscribed on the diamond, authenticates the diamond that earned the ratings is actually yours.

Swiss Jewelers is committed to honesty, education and unparalleled customer service. Swiss Jewelers is located in Southfield at 23077 Greenfield Rd., Suite 380 in the Advance Building. Store hours are Mon.-Fri., 10 am-6 pm; Sat., 10 am-5 pm. To learn more about Hearts On Fire Diamonds, call Raffi for an appointment and free video. Call (248) 559-5193.



SWISS
JEWELERS

DESIGNER & JEWELERS
SINCE 1952