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Title : How can you Take Care of Your Couture Jewellery?

Body Content

Nothing can make you look and feel more glamorous and beautiful than a piece of jewelry. We often save for months and years to buy a piece of couture jewelry. Hence, every piece of it is precious and priceless. Given that it is like a heritage that is passed on to succeeding generations, they deserve sufficient care and attention.

Daily use is the main cause behind the wearing out of ornaments. Here are some tips to keep your jewelry in best condition with perfect appearance:

- **Storage:** Proper storage of ornaments keeps scratches and darkening away. As opposed to storing them in separate boxes, which may take up a lot of space, you can start storing your ornaments in various other interesting ways. You can get yourself a good jewelry tree, the branches of which are meant for hanging neckpieces, earrings, bracelets etc. You can also use a cork board, frame or tacks. It becomes really easy to find a piece of jewelry if it hangs from a board. Moreover, it does not allow brushing against other pieces, thereby avoiding scratches. Another interesting way to store earrings is to hang them over the edge of a china bowl or martini glass.
- **Cleaning:** A mild soap and a soft-bristled brush are all you need to clean your golden and silver jewelry. After you are done with the cleaning, you need to wash it with cold water and dry it. Gold and silver often shows signs of oxidation when they come in contact with air. This process is accentuated due to the PH of our skin. This makes gold take on a reddish hue and silver a yellowish one. In such a case, it is better to give it to a jeweler for polishing.
- **Gemstones and diamonds:** Do not hit them against hard surfaces or expose them to high temperatures. Diamonds may be the hardest stone but it is also fragile. It cannot be scratched but can be broken. Ornaments studded with gems need to be handled with care, otherwise its settings may get disturbed.
- **No mercury:** Mercury is the ultimate enemy of ornaments; hence, any kind of contact with it must be avoided.
- **Corals and pearls:** These should be taken special care of as far as contact with chemicals is concerned. These are of organic origin, so even little contact with chemicals present in hairspray, cosmetics, perfume, etc. can harm their luster.



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- White gold: The rhodium coating in white gold wears away with time and use. Taking it to a jewelry store for polishing can make it look new for a longer span of time.
- No self-repairing: No ornament should be twisted, forced, tightened or snapped. If you need to make any adjustment, take it to a jeweler.

Couture jewelry is not something that you buy everyday. When you invest in a good piece, it is your duty to maintain it so that its sheen and luster is kept intact, so that you and your succeeding generations can flaunt it with style.

~: The End :~

SAMPLE