



Sapphire Colors Reign on Hollywood

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As the Hollywood awards season heats up to an Oscars' night climax, more and more celebrity trend-setters have been found reveling in brilliant sapphire colors, such as Nicollete Sheridan with her head turning Armani sapphire-blue silk chiffon gown at the Golden Globe awards, and countless other fashionistas sporting sapphire and diamond Art Deco style jewelry reminiscent of Hollywood's golden age. A sudden desire for exuberance and sun-drenched colors appears ready to take hold of the coming 2006 spring/summer season, with radiant sapphire capturing the spirit of the day.

The continuous fascination with sapphire is no surprise to Sam Kaye, Managing Director of *the rainbow sapphire collection*[™], the fashion-forward jewelry manufacturer/designer that distributes its line of rainbow sapphire jewelry through 450 independent jewelers across the United States, Canada, and the Caribbean. Marketed in Intense and Pastel collections, and crafted in 14K and 18K gold, *the rainbow sapphire collection*[™] jewelry has fast become an iconic symbol of the *magic of rainbows*sm. "The gems we've assembled for the rainbow sapphire collection's 2006 collection are simply bursting with color that wonderfully complements every current fashion ensemble," says Kaye. "We take a tremendous amount of time and care in sourcing only the best stones from mines in countries around the world, such as Myanmar, Sri Lanka, Thailand, Tanzania, and Madagascar."

Sapphire's mystique has long enraptured the world. In ancient times, tribal peoples believed that the world was but a giant blue sapphire with the earth at its heart. For centuries, sapphire has symbolized such enduring human traits as friendship, sympathy, and loyalty. In recent times, sapphires have come to symbolize the individualism of today's independent, professional woman. While sapphires have traditionally been associated with luscious blues, today's jewelry lovers have discovered the gemstone's exciting rainbow color assortment, from reds to pinks to oranges to yellows to greens to violets (all traditionally known as "fancy sapphires"). It is that tantalizing color spectrum which has made sapphires so popular among today's Hollywood starlets and why the rainbow sapphire collection's jewelry has been so desirable. "More than just gorgeous gemstones, sapphires in many ways symbolize the interconnectedness of the 21st century world we love, play, and live in today," added Kaye.