

Pearls - - For Today, Tomorrow And Always

A renaissance of elegance, ushering in the Golden Sixties, brings the glowing beauty of cultured pearls into full fashion focus.

For the first spring of this brilliant new decade, the Imperial Pearl Syndicate presents a distinguished collection of precious jewels that are the fashion darlings of today, the heirlooms of tomorrow. Necklaces, pins, bracelets, earrings and charms feature the finest of cultured pearls, alone or in combination with precious stones set in yellow or white gold. Imperial's cultured pearls also highlight a wide range of gold-filled jewelry, imaginatively designed and priced for popular appeal.

Destined for round-the-clock wearing, gleaming cultured pearls—round beauties or lustrous baroques—are the elegant accent for spring's pale and muted fashion palette. The simplicity of the new daytime necklines, the wide and deepened décolletage for evening provide a perfect setting for the new Imperial necklaces that go to many lengths. Precious pins glowing with cultured pearls spotlight above-the-waist interest of the spring silhouette. The bare-sleeved look invites the display of jeweled bracelets clustered in new alliances of pearl, gold and diamonds. Fabulous "high-rise" rings point-up the pearl of fashion. Pearl and jeweled earrings attain new fashion status with the vogue for upswept coiffures.

The long and short of the new fashions in pearl necklaces ranges from the incoming vogue for matinee-length strands of graduated or uniform pearls to highrise collars of multi-strand pearls. For wardrobe versatility, Imperial suggests a "second necklace" in 20-to-22 inch length to be worn separately or in combination with other pearls. Matinee strands can also combine with pearl chokers in a "high and low" effect. Even a single pearl choker can play a dual role for day and evening with one of Imperial's exquisite diamond-studded "clasp-on" pendants that clips over the center pearl and converts the necklaces into a formal fashion. "Clasp-on" pendants range from a single pearl drop to a lavish teardrop pearl paved with diamonds.

Baroque pearls rise to a new fashion heights in a regal, throat-hugging collar with five strands of alternating white and blue-grey pearls. Other new baroque fashions that make the most of the high lustre and tonal nuances of the pearls include triple-strand matinee necklaces, fabulous ropes and multi-strand bracelets.

Pearl sprays, star-dusted with diamonds, wear their precious look with a light and airy manner in the new pins and earrings designed by Imperial. Pearlstrand bracelets—three and four rows of lustrous beauty—are clasped in fabulous fantasy with dia-

mond flowers that conceal "mystery openings" known only to the wearer.

Imperial's designing staff, headed by Natalie Bloch, have chosen the Florentine finish for many of the 14-carat gold designs, to enhance the beauty of cultured pearls. Grape clusters, starbursts, leaves and flowers are among the motifs that counterpoint the glow of the pearls against the muted finish of the gold. Large mabe pearls gleam in solitary splendor from wide frames of Florentine gold in important new earrings. Italian-finish gold bangles studded with pearls, and link bracelets that intersperse pearls with golden "chunks" are designed for wearing in multiple array.

Handsome high-mounted rings in yellow or white gold form extravagant settings for large single, round or mabe pearls. Diamonds add a new flash of fire to many of the gold and pearl rings. Asymmetric motifs give other rings a two-way look, changing appearance when the ring is reversed.

A special group of 14-carat gold and cultured pearl jewelry to retail for \$25, features pins, earrings, bracelets, rings, charms and necklaces of graduated and uniform pearls.

Texture variations and the interplay of satin with dull gold give fashion interest to Imperial's new collection of gold-filled designs. Both yellow and white gold feature hand-engraved, checkerboard, ribbed and deeply etched surface treatments to form the textured settings for cultured pearls. An unusual two-toned effect is achieved with white dull-finished gold highlighted with touches of polished yellow gold in pins and earrings.

The beauty of spring foliage from airy mountain fern to graceful English ivy has been translated into charming jeweled designs for pin and earring sets. The sentimental lovers' knots of another era turn up in this 1960 collection as smart gold accessories for tailored costumes. Classic circle pins, some set with cultured pearls, have the understated look of fine jewelry.

A varied range of gold-filled bangles introduce many new textures and widths. Combined with flexible gold-filled and pearl bracelets, they provide an arresting armload of fashion for the new sleeveless modes.

Filigree gold filled pendants, tiny gold floral motifs centered with a cultured pearl, and pearl pendants set with white zircons are among the delicate new jeweled touches for spring.

For the charm collector, Imperial's gold-filled whimsies commemorate all important events and even provide for emergencies—such as a mad money purse or a taxi whistle.