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MODERN JEWELER

LAST

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IT'S THE ELEMENT SCIENTISTS LOOK FOR AS A SIGNAL THAT LIFE MIGHT EXIST ON OTHER PLANETS. ON OUR OWN PLANET, CARBON IS ESSENTIAL FOR EVERYTHING FROM PENCIL LEAD TO FOSSIL FUEL TO DIAMONDS. IT'S ALSO THE KEY TO A SURPRISING NEW JEWELRY COLLECTION FROM **ARMAND JACOBY**. IN THE NEW "SOLARE" COLLECTION, DIAMONDS ARE SET IN CARBON POLYMER INSTEAD OF PRECIOUS METALS. "THE CARBON MAKES SENSE FOR SEVERAL REASONS," SAYS WAYNE KIVITZ, VICE PRESIDENT. "FIRST, DIAMONDS ARE ALSO CARBON. BUT THIS TRANSLUCENT CARBON MATERIAL PERMITS LIGHT TO PASS COMPLETELY THROUGH THE DIAMOND PAVÉ, SOMETHING UNACHIEVABLE IN PRECIOUS METALS." SINCE THE DIAMONDS ARE HELD IN THE CARBON RATHER THAN GRIPPED BY PRONGS, THERE ISN'T ANY PROBLEM WITH DIRT OR DUST ACCUMULATING BENEATH THE STONES. THE PIECES, WHICH RETAIL FROM \$800 TO \$5,000, HAVE BEEN ESPECIALLY POPULAR WITH RETAILERS IN RESORT AREAS SINCE "THEIR LIGHT, AIRY FEELING JUST GOES WITH AN OUTDOOR LIFESTYLE." — JEFF PRINE

DIAMOND PAVÉ AND CARBON PENDANTS FROM ARMAND JACOBY'S "SOLARE" COLLECTION, (800) 355-1111. PHOTO BY CHRIS TRAYER.

www.armandjacoby.com