

## **Turquoise Jewelry is Popular Celebrity Fashion Trend This Season**

*Turquoise jewelry is surging in popularity as celebrities step out in style sporting the stone, and premium online jewelry retailer Silvertribe.com has boosted their abundant stock in response.*

Native American jewelry is becoming increasingly popular with celebrities and fashion enthusiasts alike. In fact, it isn't uncommon to see reality TV stars adorned with a chunky, beaded turquoise necklace.

Actress Kate Hudson is an avid collector of turquoise jewelry, and model Heidi Klum wore a dazzling turquoise studded bib necklace to the 2012 Golden Globes. According to SilverTribe.com, they aren't the only celebrities to appreciate the beauty of the native Southwest mineral.

"It's not unusual to see actors or musicians pair couture designs with Native American jewelry," says SilverTribe spokesperson Chris Anderson. "The legendary Elvis Presley regularly wore turquoise rings on stage and a squash blossom necklace or concho belt with his casual wear."

In response to the growing number of celebrities wearing turquoise to compliment this year's bright jewel tones, SilverTribe has increased their stock of turquoise jewelry. It is one of the few gems that can be worn year-round, because it coordinates with autumn hues as well as summer's vibrant yellows and pinks.

Turquoise was one of the first known minerals to be mined. Deposits are found throughout the Southwestern United States, with Arizona being the region's largest producer of jewelry-quality turquoise. The stone was worn by the ancient Aztecs as a protective talisman, and early Native Americans believed it had healing properties.

Celebrities are attracted to the stone not only for its rich history, but its durability and beautiful coloration. Silvertribe.com, the nation's leading online retailer of Native American jewelry, carries a multitude of modern styles including bracelets, rings, and beaded necklaces.

"Our selection is extensive and offers something for every taste," Anderson said. "Whether you prefer a simple pendant on a silver chain, or a cluster necklace worthy of a red carpet evening, SilverTribe.com has it."

To learn more about SilverTribe's growing collection of turquoise jewelry, visit <http://www.silvertribe.com/Turquoise-Jewelry>.