

Turquoise Jewelry Offers Post-Holiday Tips to Keep Precious Stone Looking Good

Site Offers Preservation Techniques for Hot Holiday Gift Item

Turquoise has been used to create some of the finest jewelry throughout the history of mankind. Over centuries, the precious stone has worn by everyone from Egyptian royal, iconic Native American heroes and the stars of the stage and screen today.

Keeping the stone as sterling as the day it was obtained can be challenging for some, but Turquoise Jewelry is offering post-holiday tips to ensure new pieces remain radiant for generations to come.

“Sterling silver turquoise jewelry was an extremely hot item during the gift-giving season,” said Turquoise Jewelry spokeswoman Marlene Fribley. “Those who were fortunate enough to receive it from a friend or loved one may now be wondering how to care for their new piece. We assure you that you won’t find any better preservation tips and techniques anywhere on the web.”

While traditional pieces were mainly the rage, blue turquoise jewelry was also flying off the shelves in retail shops and online outlets.

“The continuing popularity of turquoise jewelry cannot be understated,” said Fribley. “Whether it’s worn out of respect for time honored traditions or in an effort to look like the entertainment stars of today, it seems people just can’t get enough of turquoise.”

The site offers a free beginner’s guide for those who have acquired their first piece of sterling silver turquoise jewelry. It also explains the origins and variations of the stone.

“Our site isn’t just dedicated to jewelry and fashion,” said Fribley. “We have also published the beginnings and historical significance of each individual type of turquoise. Collectors, historians and fashionistas are all encouraged to stop by.”

For tips on how to preserve your sterling silver or blue turquoise jewelry, or for the latest on turquoise fashion trends, please visit turquoisejewelry.com.