

Fine Turquoise Jewelry Sales Skyrocket During Holiday Season, says Turquoise-Color.com

Site Says Turquoise Jewelry Sales Numbers Rival Gold, Diamond Counterparts

The sales of fine turquoise jewelry skyrocketed during this past holiday season. In fact, numbers show that turquoise jewelry sets were purchased nearly as much as traditional gold and diamond pieces. Caring and preserving these precious pieces can be a bit of an issue for some, but Turquoise-Color.com is here to help.

“When it came to jewelry during the Christmas holiday, few items were more popular than turquoise jewelry sets,” said Turquoise –Color spokesman Dave Collins. “Keeping the stone as radiant as the day you first saw it isn’t difficult and we will tell you how.”

Collins added that it wasn’t just women who received fine turquoise jewelry, as rings, belt buckles and money clips were very popular gifts for men.

In addition to preservation tips and techniques, the site covers the different types of turquoise jewelry available and their importance and relevance in fashion today.

“Some of the biggest entertainment stars have been seen on red carpets wearing fine turquoise jewelry all over the world,” said Collins. “We keep our finger on the turquoise fashion pulse.”

Turquoise has been worn by some of the most powerful men and women in the history of mankind, and the site explores the amazing history and cultural significance of the stone.

“The story of turquoise is truly a fascinating one,” said Collins. “We take a trip through time so readers know just how precious their new stone is.”

In addition to the beauty of turquoise jewelry sets, the stone is considered by some to hold healing properties. Some also believe it can bring good luck and enhance positive energy. Collins said those are just some of the reasons why turquoise is still wildly popular today.

For more information on the history of turquoise, or for the latest in turquoise fashion trends, please visit turquoise-color.com.