

# BERMAN JEWELLERS

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## NOW FEATURING THE SIF JAKOBS COLLECTION



### Meet the woman behind the brand

Designer Sif Jakobs launched her eponymous brand in 2009 with the simple belief that every woman has the right to shine. Since then she's been dedicated to creating luxury jewelry and watches that are accessible to all.

Born in Iceland, trained goldsmith, Sif now spends her time between Copenhagen and traveling to major European cities finding inspiration wherever she goes. Her unique aesthetic combines Nordic cool with Italian elegance, resulting in effortless pieces that bring shine and sparkle to

every day and every occasion.

Book a shopping appointment with our GIA Gemologist, Debra Berman, to look through  
and try one our new collection.

☐ → **BOOK NOW!**

## What's the difference in 14K, 18K, and Platinum

Not all gold is created equal and the karat you choose makes a big difference in how your jewelry looks, feels, and lasts. Here's a quick guide to help you pick the perfect metal for your next piece.

### 14K Gold

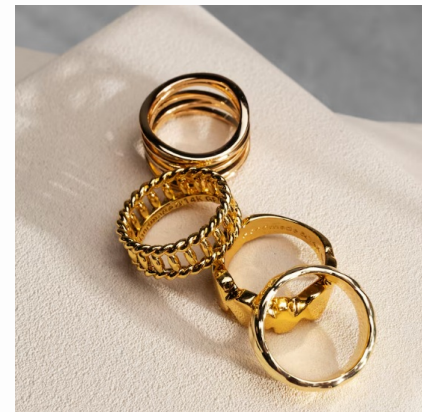
Made of 58.3% pure gold, 14K is the most popular choice for everyday jewelry. It's durable, resistant to scratching, and offers a beautiful balance between strength and shine.

**Best for:** active lifestyles and daily wear.

### 18K Gold

With 75% pure gold, 18K offers a richer, deeper yellow tone and luxurious feel. It's softer than 14K, so it's ideal for special pieces rather than everyday wear.

**Best for:** engagement rings, heirlooms, and elegant statement jewelry.



### Platinum

Naturally white, hypoallergenic, and incredibly durable, platinum is a timeless favorite. It's heavier, rarer, and often considered the premium metal for engagement rings.

**Best for:** those who want maximum durability and a lifetime of shine.

**Quick Tip:** The higher the karat, the purer (and softer) the gold. The lower the karat, the stronger the metal.

**Not sure which metal fits your lifestyle or budget?**

Stop by the store or book an appointment with our GIA Gemologist, Debra Berman, to learn how to care for and protect your jewelry — and keep it sparkling for years to come!

☐ → **BOOK NOW!**

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## **SPECIAL HOLIDAY FINANCING!**

### **6 Months Interest Free Financing**

Book an Appointment Today with our GIA Certified Gemologist, Debra Berman.

☐ → **BOOK NOW!**



### **Store Hours**

Tuesday: 11am to 5pm

Wednesday: 10am to 6pm

Thursday & Friday: 10am to 5:30pm

Saturday: 10 am to 4 pm

Sunday and Monday: Closed

Evenings by appointment!!

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**Berman Jewelers**

**856-795-9105**

[www.bermanjewelers.com](http://www.bermanjewelers.com)

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