



RUBY

A CRIMSON CORE FROM THE EARTH'S
DEEPEST SECRETS

BORN FROM NATURE'S FIERY ALCHEMY

- Ruby rules over other colored gemstones and many say it is one of the most valuable jewels.
- This gem has beautiful color, exceptional hardness, and superior brilliance.
- Praised in the bible as a stone of beauty and wisdom, ruby jewelry remains a popular gift symbolizing love and passion.
- Ruby is also considered traditional and modern July birthstone and is a favorite in contemporary design.



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A DIVE INTO RUBY'S HISTORY AND LORE

- Ruby holds great historical significance among colored stones.
- The name "ruby" is derived from the Latin word "ruber," meaning "red," representing love and passion.
- Early cultures believed that rubies possessed the power of life.
- In Sanskrit, ruby is known as "ratnaraj," meaning "king of precious stones."
- Ruby has accumulated a host of legends over the centuries.



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GEM FACTS



Ranks 9 on Mohs
Scale of Hardness.



It is a birthstone
of July.



A stone for 15th &
40th anniversary.



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CERTIFIED & APPRAISED LUXORO AAA NIASA RUBY (FF) 105.00 CTW BEADED NECKLACE 14K YELLOW
GOLD 18-20 INCHES

DECODING THE ENDURING FASCINATION WITH RUBY



Prominent and revered throughout history.



Intense hue attracts attention instantly.



Highly prized for rarity and desirability.



Timeless legacy, cherished for generations.



Symbolizes love, passion, vitality, & courage.



Durable for everyday wear.



COLOR, CUT, CLARITY, CARAT



COLOR

Fine gems are a pure, vibrant red to slightly purplish red.



CUT

Rubies are commonly fashioned as mixed cuts, which have brilliant-cut crowns & step-cut pavilions.



CLARITY

If a ruby's inclusions affect its transparency or brilliance, they reduce the gem's value significantly.



CARAT WEIGHT

Fine-quality rubies over one carat are very rare and price goes up significantly as size increases.

CLARITY

If a ruby's inclusions affect its transparency or brilliance, they reduce the gem's value significantly.



GRADE
AAA

Premium Investment
Ideal for collectors or
heirloom-quality pieces.



GRADE
AA

High Value
Suited for fine jewelry
and giftable luxury.



GRADE
A

Smart Choice
Everyday elegance with
trusted value.



GRADE
B

Smart Choice
Everyday elegance with
trusted value.

COLOR

Factors Determining The Color Of Rubies



Medium Intense
(Hot pink)



Intense
(Pink Ruby)



Vivid
(Pigeon Blood)



Deep
(Royal Red)



Dark
(Dark Red)

Fine gems are a pure, vibrant red to slightly purplish red

COLOR GIVING ELEMENT



- Ruby gets its color from trace amounts of the element chromium.
- The more chromium, the stronger the red.

CUT

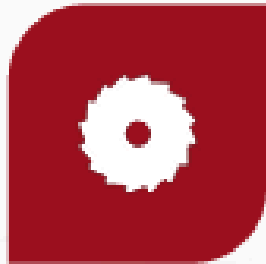
Rubies are commonly fashioned as mixed cuts, which have brilliant-cut crowns & step-cut pavilions.

EXTREME HARDNESS COLOR ORIENTATION (PLEOCHROISM)

INCLUSIONS & CLARITY MANAGEMENT

IRREGULAR CRYSTAL SHAPES CARAT WEIGHT PRESERVATION

POST-TREATMENT SENSITIVITY POLISHING DIFFICULTY



CUTTING REQUIRES
HIGH EXPERTISE.



CUTTERS MUST
CONSERVE AS MUCH
WEIGHT AS POSSIBLE.



HARDNESS OF RUBY
MAKES CUTTING
MORE CHALLENGING.



FACETING SMALL SIZE
GEM REQUIRED
PRECISION.



APPEAR COLORLESS
IN ITS PURE FORM.



LARGER SPECIMEN
ARE RARELY FANCY
CUT.



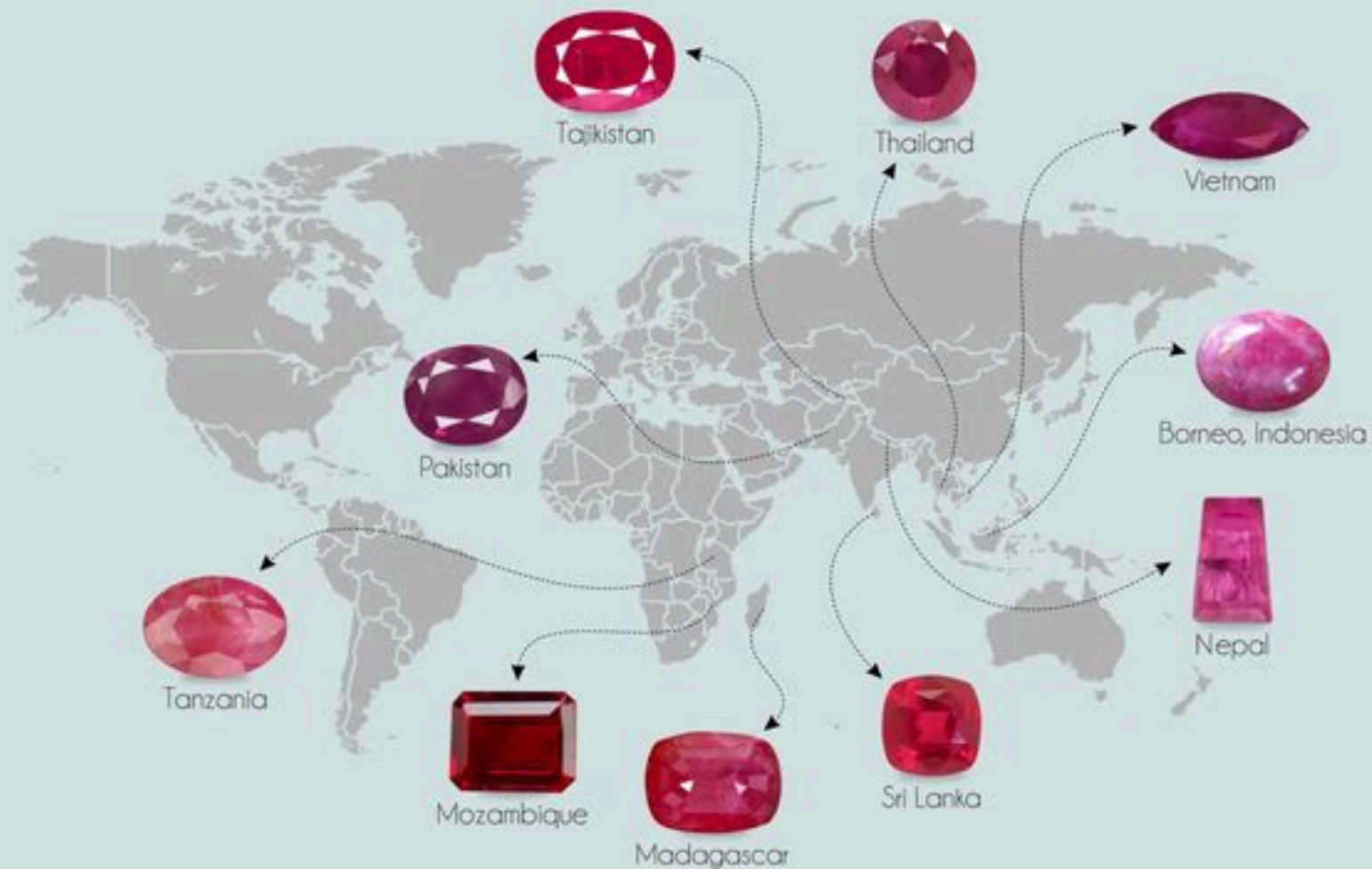
PROCUREMENT

Rubies occur throughout the world. Some of the most famous stones come from mines in Kenya, Madagascar, Sri Lanka, Tanzania, and Thailand. Shop LC partners with vendors across the globe in sourcing the finest and most affordable ruby stones.

Challenges

- Sizes above 12 mm are difficult to procure and currently unavailable from Madagascar.
- The biggest size offering is 14x10, with 18x13 also available.
- Rough stones are not available, and the slow supply has resulted in increased prices.
- Finished stones have been successfully procured despite the challenges.
- Small sizes of star rubies are not easily available.
- Multiple vendors offer finished stones, including some from existing inventory.

RUBY ORIGIN MAP





EXQUISTE VARIETY

Montepuez Ruby: Mining at Montepuez is an open-pit operation, which means no tunnels, and a largely mechanized process to scoop up the gravel and gemstones for sorting.

Star Ruby: These special ruby gems are known for their unique inclusions, known as asterism. They create captivating star effects in these gemstones.

Niassa Ruby: Frequently compared to sources, these ruby gems from Mozambique are popular for their vibrant red color.



Certified Montepuez Ruby



Indian Star Ruby



Niassa Ruby



Certified Montepuez Ruby



Montepuez Ruby

**Mining from Montepuez
Ranks 9 on Mohs hardness scale.
Colors present in a variety of reds
ranging from pink to blood red.**

**Birthstone for July.
Traditional gift for 15th and 40th
anniversaries.**



Indian Star Ruby



Star Ruby

Sourced from Kenya.
Ranks 9 on Mohs hardness scale.
Colors present in a variety of reds
ranging from pink to maroon.
Member of the corundum family.
Birthstone for July.
Traditional gift for 15th and 40th
anniversaries.



Niassa Ruby



Niassa Ruby

**Sourced from Mozambique.
Ranks 9 on Mohs hardness scale.
Colors present in a variety of reds
ranging from pink to blood red.**

Birthstone for July.

**Niassa ruby is fissure filled to improve
durability and appearance.**



GENUINE RUBY AND FIXTURE FILLING

HOW TO IDENTIFY GENUINE RUBY

Firstly, look at the color. Genuine rubies usually have a vibrant red hue, often described as “pigeon’s blood” red.



Next, check the clarity. Genuine rubies may have some inclusions but should be minimal and not affect the stone’s overall beauty.



Thirdly, consider the hardness. Rubies are one of the hardest gemstones, so they should resist scratches.



Lastly, examine the cut. Genuine rubies are often professionally cut to enhance their brilliance and reflect light.

FIXTURE FILLING

Fissure filling, also known as fracture filling, is the process of filling in small fissures on the surface of a gemstone. Fissures are small, narrow gaps on the surface of the gem. The treatment improves the clarity of the stone by concealing these tiny cavities.

Enhanced Clarity: The treatment masks the visibility of internal cracks, creating a cleaner, brighter surface.

Improved Marketability: Stones that might otherwise be unsellable due to visible flaws are made more attractive and salable.

Affordability: Allows customers access to larger, more vibrant-looking stones at a fraction of the cost of untreated high-clarity gems.

At Shop LC, the two most common fissure filled stones are emerald and ruby.



CHERISHING YOUR RUBIES – A GUIDE TO LASTING BEAUTY

Shop LC recommends basic jewelry care for ruby jewelry. You only need a bowl of lukewarm water, a drop of liquid dishwashing soap, a soft brush, and a soft cloth for drying.

If stones are treated with any method other than heating, avoid ultrasonic and steam cleaners. They can damage the stone beyond repair.

Store your jewelry in a safe place, like a jewelry box, when it's not being worn. As a hard stone, store ruby gems separate from other jewels to avoid damaging them.





LEGENDS IN RED: THE RUBY'S TIMELESS ALLURE



Commissioned in 1973, this regal tiara was crafted using 96 rubies gifted by the people of Burma as a wedding present. In Burmese tradition, rubies are believed to ward off illness and evil.

Designed by Garrard, the rubies were set among diamonds in a rose motif—each ruby forming the heart of a diamond blossom. The diamonds were repurposed from another royal tiara, blending heritage with symbolism.

Worn by Queen Elizabeth II on several state occasions, it remains one of the most striking and meaningful tiaras in the Royal Collection.

Sources: Leslie Field, Royal Collection Trust, Tatler UK, Garrard Archives



THE BURMESE RUBY TIARA – QUEEN ELIZABETH II



Originally part of a 19th-century French royal parure, this exquisite tiara was passed down through generations of Danish royalty before being gifted to Princess Mary upon her marriage to Crown Prince Frederik in 2004.

Set with rich red rubies and old-cut diamonds in a delicate floral and leaf design, the tiara was later modernized by Danish jeweler Dulong to improve its wearability and versatility – allowing the elements to be worn in multiple ways while preserving its historical elegance.

A frequent choice for state banquets and New Year's galas, the tiara symbolizes Princess Mary's graceful blend of modernity and royal tradition.

Sources: The Court Jeweller, Danish Royal House Archives, Vogue Scandinavia, Royal Order of Splendor



PRINCESS MARY'S RUBY PARURE TIARA – CROWN PRINCESS OF DENMARK



Famed for her beauty and bold style, Elizabeth Taylor's jewelry collection was as legendary as her film career. Many of her most iconic pieces were gifts from Richard Burton, including some of the world's most coveted rubies.

In 1968, Burton gifted her an 8.24-carat Burmese ruby and diamond ring, which later sold at Christie's for \$4.2 million, setting a world record for ruby price per carat at the time. A Cartier ruby and diamond necklace, also from Burton, fetched \$3.8 million at the same auction in 2011.

These pieces reflect Taylor's lasting legacy and the powerful symbolism of rubies in love and luxury.

Sources: Christie's, Vogue, Forbes, The Jewellery Editor, Elizabeth Taylor: My Love Affair with Jewelry (2002)



ELIZABETH TAYLOR'S RUBIES – A LEGACY OF GLAMOUR AND LOVE



RUBY LORE: MYTHS AND MEANING ACROSS CULTURES

Ruby has been called the most precious of the 12 stones created by God.

Hindu tradition suggests they contain inner fire.

Exemplifies beauty, desire, splendor and allure.

Praised in biblical passages as a stone of beauty and wisdom.

In Western tradition, color of Ruby symbolizes heat and energy.

In the East is represents luck, happiness, and fertility.

Symbolize love and passion.



What is Secure Shield?

- Covers all manufacturing defects.
- Simply add Secure Shield to your item at checkout.
- Provides worry-free protection for 2 years.

What is the fees of Secure Shield?

- Under \$50: **Not available**
- \$50 - \$100: **\$15**
- \$100 - \$500: **\$20**
- \$500 - \$2000: **\$65**
- \$2000-\$4000: **\$210**
- \$4000 above- **Not available**

Exclusions:

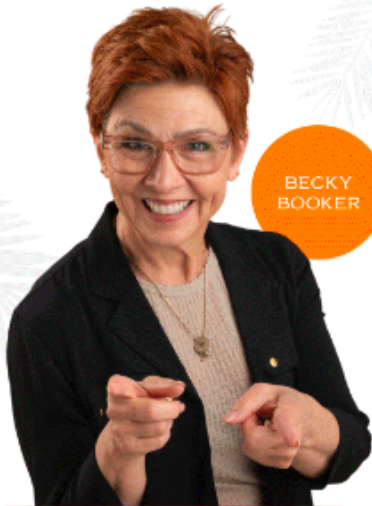
- Jewelry below \$50 and above \$4000.
- Stainless-Steel Jewelry
- Watches
- Loose Gemstones
- All Non-Jewelry products

How Does Secure Shield Work?

- Call 1-877-899-0078 or submit a repair request on our website.
- A pre-paid return label is included in the package or can be requested via email.
- We'll inspect, repair, and return your jewelry.
- If it can't be repaired, we'll replace it with an identical item.
- If not in stock, we'll issue a full refund, including any applicable taxes.

- Customers who have added Secure Shield to their purchase, will receive a separate email in addition to the order confirmation email.
- They will also get a T&C card in the package.

EVENT HIGHLIGHTS



BECKY
BOOKER

GEMSTONE WORKSHOP

with Becky Booker

Uncover the magic of Ruby and what makes it so special.



CHERYL
BRIGGS

CRYSTAL TALK

with Cheryl Briggs

Discover how gems can spark your confidence and bring calm to your day!

SHOP LC

GEMfest

JULY 2025

GEMS, JOY & SHOPPING

All in Austin! Join us for our **7th Gem Fest** - It's back & better than

JULY | **18** | 2025

FRIDAY | (2 PM - 6 PM)

LOCATION: SHOP LC,

100 Michael Angelo Way Suite 100,
Austin, TX 78728, U.S.



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DON'T MISS IT!

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featuring jewelry & accessories straight off the runway.
Shop what you love right on the model!



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Cleaning & Repairs



On-site Appraisals
for just \$55



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and **Treats**



Up to 30% OFF
Event-Only Steals!

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*Save your seat and pick up your
Free Goodies in person!