



**AQUA TERRA IN TURQUOISE**

This new Seamaster Aqua Terra combines a classic OMEGA style with a vivid turquoise colour. Each lacquered dial is made even more captivating by its subtle black gradient, while the grey hands and indexes create a distinguishing contrast. Take a unique approach to your next timepiece choice with this 41 mm model that was born to stand out.



JOSEPHS JEWELERS MAGAZINE 2025

# Josephs

JEWELERS MAGAZINE

**COLORFUL COUTURE**  
COLOR DRENCHING

**HOLIDAY**  
GIFT GUIDE

**155 YEARS OF BRILLIANCE**  
*The Josephs Legacy*

**MODERN GENTLEMAN**  
STAND OUT STYLE

**TASTE OF LUXURY**  
FASHION JEWELRY

**THE CHAIN EDIT**  
CONNECT THE DOTS

**EVER AFTER**  
WEDDING DAY WARES

**JOSEPHS COUPLES**  
REAL MOMENTS



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WITHOUT QUESTION  
**Josephs**  
Family Owned Since 1871

# Josephs

5425 Mills Civic Parkway West Des Moines, IA 50266

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*Simon G.*  
FINE JEWELRY



# LETTERS *From the President & the Editor*

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### ON THE COVER

**Platinum and 18K Yellow Gold Emerald and Diamond Ring**  
CSRG00144 | Starting at \$94,550

**14K White Gold Tsavorite and Diamond Ring**  
CSRTS00028 | Starting at \$3,550

**18K Two Tone Emerald and Diamond Ring**  
CSRG00090 | Starting at \$41,250

**Estate Platinum Emerald and Diamond Ring**  
JESRG00070 | Starting at \$3,650



As we reflect on another remarkable year at Josephs, I am proud to share how our team continues to reach new heights through dedication and ongoing education. Our commitment to learning ensures that we provide you with the very best service and expertise in every interaction. This next year is especially meaningful as we celebrate 155 years of tradition, growth, and excellence. Since 1871, Josephs has been part of life's most meaningful moments, and this milestone honors not only our heritage but also the trust and loyalty of generations of families.

Looking ahead, we are excited to continue evolving and bringing you exceptional jewelry experiences that combine timeless craftsmanship with modern vision. While much has changed over the years, our values remain the same: to serve our customers with integrity, passion, and care.

Thank you for being part of our legacy. Thank you for being part of our Josephs Jewelers family. We look forward to serving you in the coming year and beyond.

Jake Joseph PRESIDENT

Welcome to this year's edition of the Josephs Magazine—our most colorful and spirited yet! From bold gemstones to subtle shimmer, every spread bursts with energy and invites you to picture yourself in the jewelry. The faces are left out intentionally—because this issue is about you imagining your own story within these pages.

Each year, creating this magazine is a highlight for me. Josephs gives me the space to let my imagination and creativity flow, and I'm lucky to collaborate with such a talented team who brings their expertise and enthusiasm to the table. Together, we dream big, take risks, and have a lot of fun making it all come to life.

I hope this issue inspires you to see jewelry in a fresh way—whether it's layering bold pieces to make a statement or choosing a timeless treasure you'll never want to take off. Because at the end of the day, the most important part of every Josephs piece is the person who wears it—you.

Paige Reed EDITOR & MARKETING COORDINATOR



# COLOR COUTURE

Ready to take your style to the next level? Say hello to color drenching!



# RED



## GET THE LOOK

1. 18K White Gold Ruby and Diamond Bracelet  
CSBR00042 | Starting at \$33,950
2. Platinum Ruby and Diamond Bracelet  
CSBR00040 | Starting at \$53,950
3. 14K White Gold Ruby and Diamond Ring  
CSRG00259 | Starting at \$2,400
4. Platinum and 18K Yellow Gold Ruby  
and Diamond Ring  
CSRRB01722 | Starting at \$188,680
5. 14K Yellow Gold Hexagon Garnet  
and Diamond Ring  
CSRGA01321 | Starting at \$1,075
6. 14K Yellow Gold Oval Ruby and Diamond Ring  
CSRRB01713 | Starting at \$12,850
7. 14K Yellow Gold Round Ruby and Diamond Ring  
CSRG00050 | Starting at \$2,625
8. 14K Yellow Gold Square Emerald Cut Garnet  
and Diamond Ring  
CSRG00080 | Starting at \$2,550
9. 14K White Gold Bezel Set Ruby Stud Earrings  
CSERB01232 | Starting at \$1,125
10. 14K White Gold Diamond and Ruby  
Stud Earrings  
CSER00136 | Starting at \$3,450
11. Platinum Oval Ruby and Diamond Pendant  
CSPD00007 | Starting at \$10,950
12. 14K White Gold Ruby and Diamond Pendant  
CSPRB01330 | Starting at \$24,000
13. Platinum and 18K Yellow Gold Heart Ruby  
and Diamond Pendant  
CSPD00158 | Starting at \$56,250
14. 14K White Gold Diamond and Ruby Halo Ring  
CSRG00146 | Starting at \$68,250

# BLUE



## GET THE LOOK

1. **14K Two Toned Blue Topaz Necklace**  
CSPBT02115 | Starting at \$950
2. **14K Yellow Gold Aqua and Diamond Pendant**  
CSPAQ01018 | Starting at \$4,175
3. **14K Yellow Gold Blue Topaz and Diamond Pendant**  
CSPBT01964 | Starting at \$3,275
4. **18K White Gold Oval Sapphire Bracelet**  
CSBR00038 | Starting at \$26,450
5. **18K White Gold Diamond and Sapphire Tennis Bracelet**  
CSBR00026 | Starting at \$13,750
6. **14K White Gold Tanzanite and Diamond Bracelet**  
CSBTZ00037 | Starting at \$4,525
7. **14K White Gold Sapphire and Diamond Bangle**  
CSBSA00844 | Starting at \$4,000



8. **Platinum Sapphire and Diamond Ring**  
CSRG00148 | Starting at \$99,250
9. **18K White Gold Oval Tanzanite and Diamond Ring**  
CSRTZ00349 | Starting at \$5,500
10. **18K White Gold Cushion Sapphire and Diamond Ring**  
CSRG00091 | Starting at \$65,000
11. **14K White Gold Tanzanite and Diamond Ring**  
CSRTZ00364 | Starting at \$3,675
12. **Platinum Sapphire and Diamond Ring**  
CSRG00150 | Starting at \$62,500

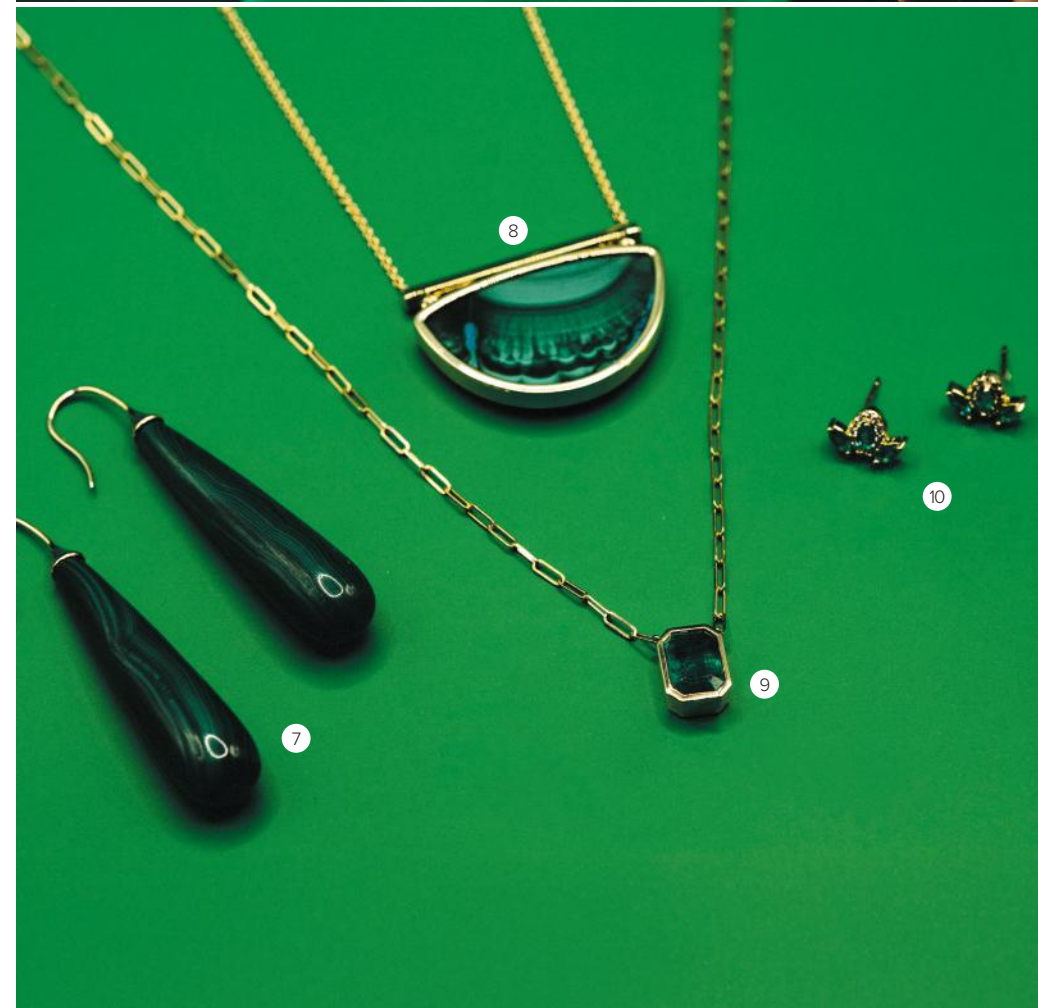
**GET THE LOOK**

1. 14K Yellow Gold Emerald and Diamond Ring  
CSRG00074 | Starting at \$5,725
2. 18K Two Toned Emerald and Diamond Ring  
CSRG00094 | Starting at \$53,100
3. Estate 18K Yellow Gold Emerald and Diamond Ballerina Ring  
JESCR03748 | Starting at \$14,750



4. 14K Yellow Gold Tsavorite Bracelet  
CSBR00010 | Starting at \$3,650
5. 14K Two Toned Tsavorite and Diamond Bracelet  
CSBR00028 | Starting at \$6,750
6. 14K Yellow Gold Peridot Bracelet  
CSBPD00091 | Starting at \$2,450
7. 14K Yellow Gold Emerald and Diamond Bracelet  
CSBR00044 | Starting at \$16,550

EMERALD  
BRILLIANT



**GET THE LOOK**

1. 14K White Gold Emerald and Diamond Bracelet  
CSBEM00166 | Starting at \$13,500
2. 18K Two Toned Emerald and Diamond Bracelet  
CSBR00018 | Starting at \$6,490
3. Platinum Oval Emerald and Diamond Ring  
CSRG00144 | Starting at \$94,550
4. Estate Platinum Emerald and Diamond Ring  
JESRG00070 | Starting at \$3,650
5. 14K White Gold Tsavorite and Diamond Ring  
CSRTS00028 | Starting at \$3,550
6. 18K Two Toned Emerald and Diamond Ring  
CSRG00090 | Starting at \$41,250
7. 14K Yellow Gold Malachite Earrings  
CSEMS02311 | Starting at \$1,275
8. 14K Yellow Gold Malachite Necklace  
CSNK00027 | Starting at \$2,775
9. 14K Yellow Gold Emerald Cut Emerald Necklace  
CSNK00047 | Starting at \$3,750
10. 14K Yellow Gold Emerald and Diamond Earrings  
CSER00116 | Starting at \$1,700

# PINK

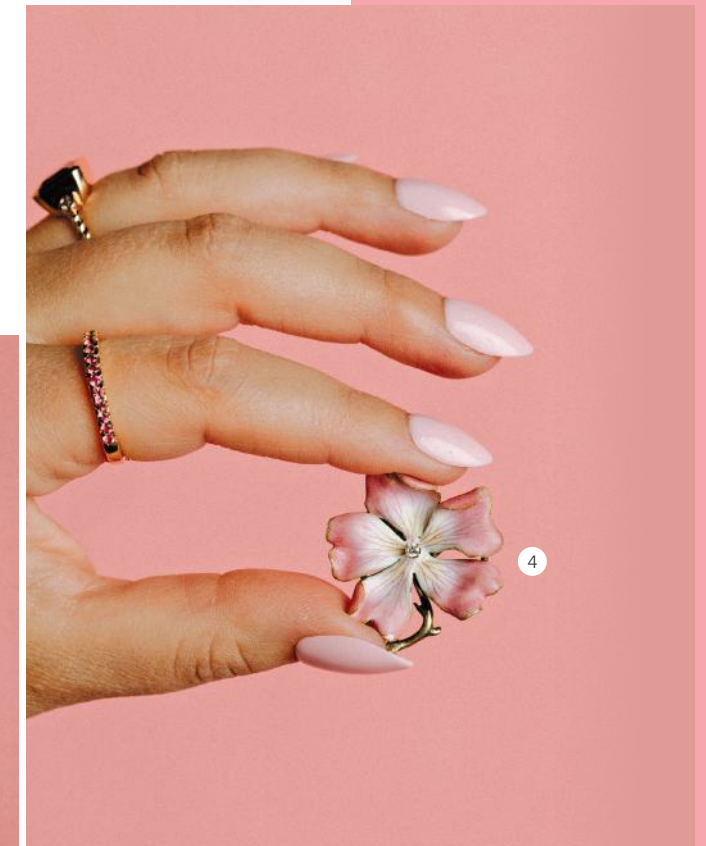
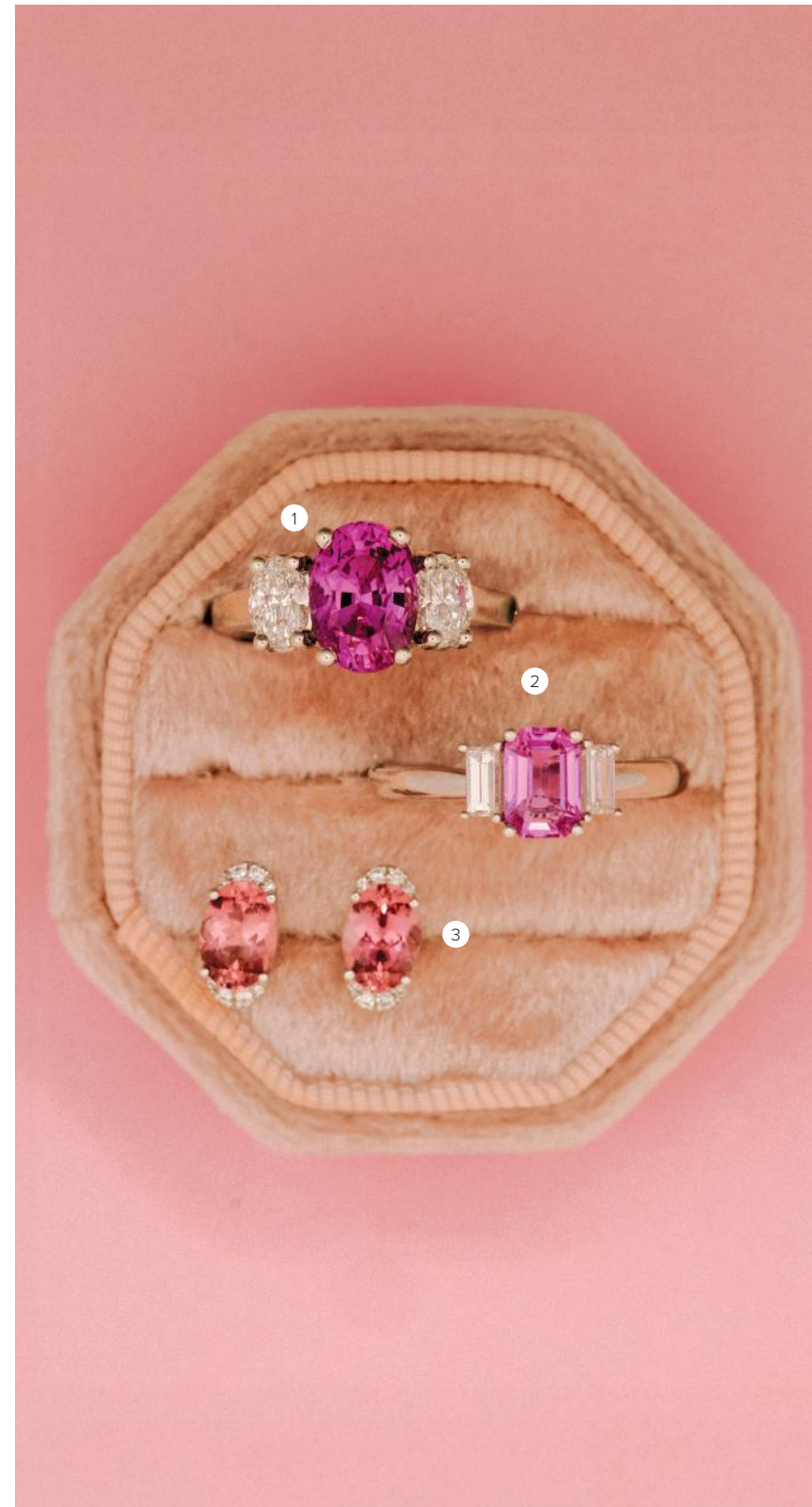
## GET THE LOOK

1. **Platinum Pink Sapphire and Diamond Ring**  
CSRG00081 | Starting at \$37,000
2. **14K White Gold Pink Sapphire and Diamond Ring**  
CSRG00032 | Starting at \$5,675
3. **14K White Gold Pink Tourmaline and Diamond Earrings**  
CSER00017 | Starting at \$1,375
4. **Estate 14K Yellow Gold Flower Pin**  
JESDM00398 | Starting at \$4,300
5. **14K Yellow Gold Pink Sapphire and Diamond Earrings**  
CSER00142 | Starting at \$4,250
6. **14K Yellow Gold Pink Sapphire Pendant**  
CSPD00145 | Starting at \$2,950



## GET THE LOOK

1. **14K Rose Gold Tourmaline Ring**  
CSRTP00539 | Starting at \$1,925
2. **14K Yellow Gold Pink Tourmaline Ring**  
CSRTP00448 | Starting at \$725
3. **14K Rose Gold Pink Sapphire Ombre Bracelet**  
CSBR00027 | Starting at \$4,500
4. **14K Rose Gold ID Bracelet**  
GLDBR00073 | Starting at \$500
5. **Estate 18K White Gold Pink Sapphire and Diamond Flower Ring**  
JESRG00067 | Starting at \$8,150
6. **Sterling Silver Pink Fresh Water Pearl Bracelet**  
JPLBR00016 | Starting at \$295





# GOLD

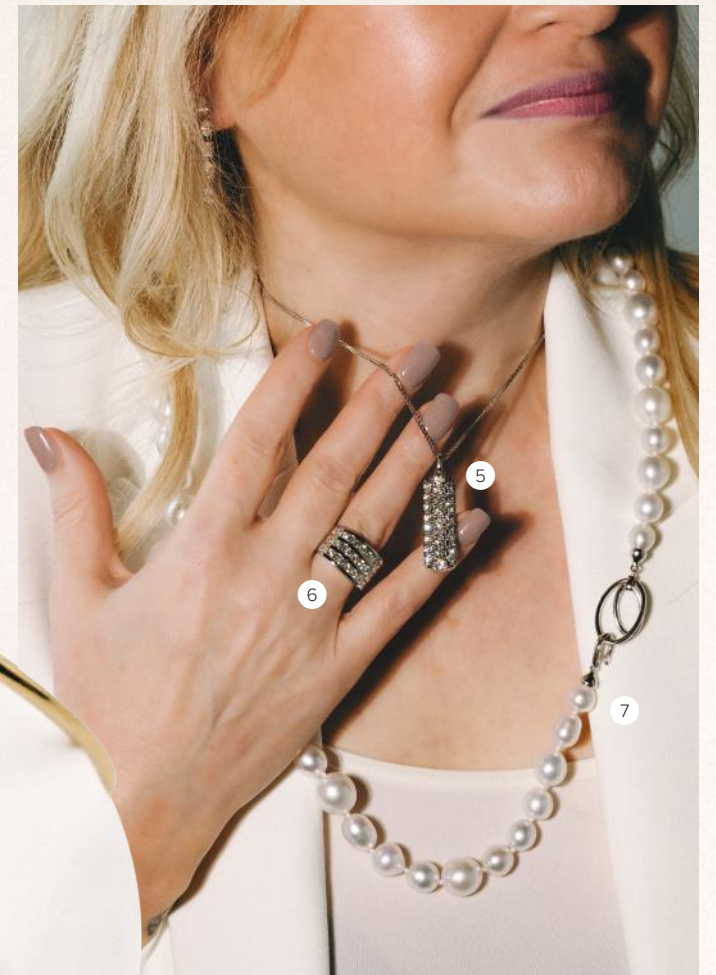
## GET THE LOOK

1. **Sterling Silver and 24K Yellow Gold Tubular Bangle**  
JLBB00046 | Starting at \$2,110
2. **Oxidized Sterling Silver and 24K Yellow Gold Bracelet**  
JLBB00082 | Starting at \$3,300
3. **18K Yellow Gold Hidden Halo Diamond Engagement Ring**  
ENGRG00015 | Starting at \$62,500
4. **Oxidized Sterling Silver and 24K Yellow Gold Ring**  
JSKTR00208 | Starting at \$540
5. **24K Yellow Gold Snake Ring**  
JLBR00046 | Starting at \$4,480
6. **Oxidized Sterling Silver and Yellow Gold Plated Tourmaline Bead Necklace**  
JSCNK01447 | Starting at \$295
7. **Oxidized Sterling Silver and Yellow Gold Plated Tourmaline Bead Necklace**  
FASHNK00038 | Starting at \$375
8. **Oxidized Sterling Silver and Yellow Gold Plated Rolo Chain**  
JLBN00182 | Starting at \$900
9. **Oxidized Sterling Silver and Yellow Gold Plated Diamond Pendant**  
JLBN00240 | Starting at \$2,340



## GET THE LOOK

1. **14K Yellow Gold South Sea Pearl and Diamond Bangle**  
JPSBR00028 | Starting at \$1,850
2. **18K Yellow Gold Akoya Pearl Strand**  
JPLNK00006 | Starting at \$2,375
3. **14K Yellow Gold Akoya Pearl and Diamond Necklace**  
JPA1800372 | Starting at \$1,925
4. **14K Yellow Gold Pearl Earrings**  
JPFER01438 | Starting at \$1,025



5. **14K White Gold Diamond Bar Necklace**  
DNPD00008 | Starting at \$9,875
6. **18K White Gold Diamond Wedding Band**  
DWBL48116 | Starting at \$8,475
7. **18K White Gold South Sea Pearl Necklace**  
JPSNK00046 | Starting at \$13,250

# WHITE



FANA



*Lafonn*

LUXURY WITHIN REACH

FROM \$100 MSRP

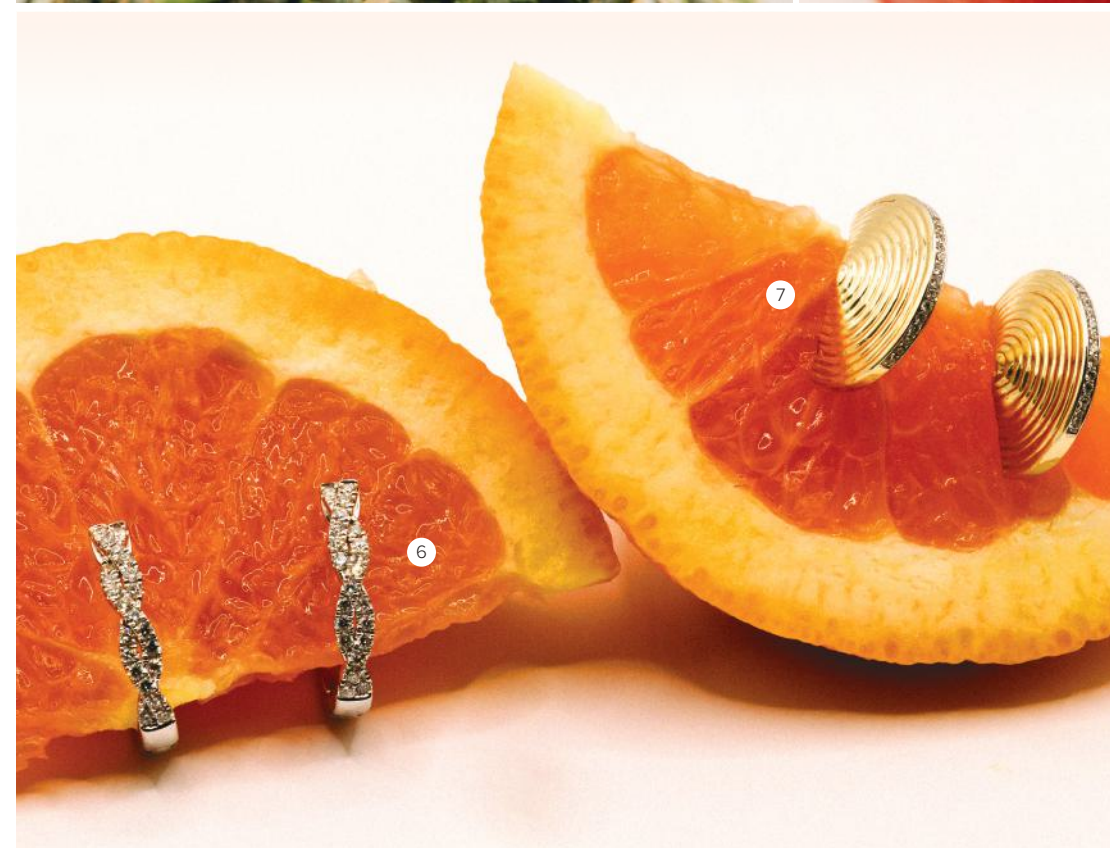
METICULOUSLY CRAFTED IN STERLING SILVER, BONDED WITH PLATINUM,  
YELLOW OR ROSE GOLD, SET WITH THE WORLD'S FINEST SIMULATED DIAMONDS, LAB-GROWN  
GEMSTONES AND GENUINE GEMSTONES • LAFONN.COM • 855.252.3666

# TASTE OF LUXURY

*From delicious golden diamonds to the sweetest colored gemstones, Josephs offers a taste of luxury that is ripe for the wearing.*

## GET THE LOOK

1. **14K White Gold Diamond Cluster Earrings**  
DETW11908 | Starting at \$575
2. **14K White Gold Diamond Dangle Earrings**  
DNER00045 | Starting at 1,550
3. **14K Yellow Gold Butterfly Earrings**  
GLDER00039 | Starting at \$365
4. **14K Yellow Gold Honeycomb Earrings**  
DNER00086 | Starting at \$925



## GET THE LOOK

1. **Estate 14K Yellow Gold and Sterling Silver Fly Brooch**  
JESMS00017 | Starting at \$1,225
2. **Estate 14K Yellow Gold Multi Gem Fly Pendant**  
JESCP01964 | Starting at \$2,450
3. **14K Yellow Gold Bi-Color Tourmaline and Diamond Earrings**  
CSER00120 | Starting at \$3,550
4. **14K Yellow Gold Bi-Color Tourmaline Ring**  
CSRG00096 | Starting at \$3,950
5. **14K Yellow Gold Bi-Color Tourmaline and Diamond Necklace**  
CSNK00065 | Starting at \$3,150
6. **14K White Gold Diamond Twist Hoop Earrings**  
DEHF14829 | Starting at \$2,075
7. **14K Yellow Gold Ribbed Diamond Earrings**  
DETD09341 | Starting at \$1,650



**GET THE LOOK**

- 1. **14K White Gold Diamond Bypass Ring**  
DFR07049 | Starting at \$16,950
- 2. **Platinum and 18K Yellow Gold Radiant Yellow Diamond Ring**  
DNRG00082 | Starting at \$96,500
- 3. **18K White Gold Oval and Pear Shaped Diamond Ring**  
DFR07361 | Starting at \$6,875
- 4. **14K White Gold Diamond Band**  
DWBG17459 | Starting at \$7,850
- 5. **Platinum and 18K Yellow Gold Radiant Yellow Diamond Ring**  
DSPL00028 | Starting at \$38,175
- 6. **Sterling Silver Figaro 7.5" Toggle Bracelet**  
FASHBR00022 | Starting at \$200
- 7. **Sterling Silver 7" Curved Bar Bracelet**  
JSLBR24273 | Starting at \$115
- 8. **Sterling Silver 7.5" Oval Link Bracelet**  
JSLBR22517 | Starting at \$225
- 9. **Omega Seamaster Planet Ocean 600M Watch**  
WAOM00018 | Starting at \$8,500



**18K Rose Gold Diamond and Purple Enamel Necklace**  
DNP000100 | Starting at \$3,190

# THE CHAIN EDIT

*Chains aren't just accessories. They're attitude. The width, the weave, the way they catch the light ... every detail tells a different story. Whether you're into barely-there sparkle or bold, boss-level shine, there's a chain (and a millimeter) for every mood and attitude.*

## Nebula Fitta

A modern chain with sculptural, dimensional links for a unique, standout style.

## Diamond Cut

Any chain with faceted surfaces cut into the links for extra sparkle and shine.

## Fluted Paper

Elongated paper clip-shaped links enhanced with grooved or fluted texture.

## Spiga (Wheat)

Four strands of twisted oval links woven together to resemble wheat stalks.



### GET THE LOOK

- |                                                                                                 |                                                                                |
|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 1. <b>18K Yellow Gold Diamond Cut Nebula Fitta Necklace</b><br>GLDNK00039   Starting at \$1,775 | 3. <b>14K Yellow Gold 30" Spiga Chain</b><br>C30YG00046   Starting at \$3,695  |
| 2. <b>18K Yellow Gold 34" Fluted Paper Clip Necklace</b><br>JRCN00265   Starting at \$6,400     | 4. <b>18K Yellow Gold 27" Link Necklace</b><br>JRCN01296   Starting at \$8,250 |

## Curb

Interlocking links that lie flat, making it one of the most classic and versatile chain styles.



## Flat Mariner

Oval links with a bar across the center, inspired by nautical anchor chains.

## Figaro

An Italian style with a pattern of two or three short links followed by one long link.

## Cuban

A heavier, rounded version of the curb chain, known for its bold, luxurious look.

### GET THE LOOK

- 14K Yellow Gold 8.5" 3.9mm Figaro Bracelet**  
GLDBR00069 | Starting at \$850
- 14K Yellow Gold 8" 5mm Flat Mariner Bracelet**  
GLDBR00068 | Starting at \$850
- 14K Yellow Gold 22" 3.2mm Concave Curb Chain**  
CHN2200013 | Starting at \$1,275
- 14K Yellow Gold 20" 2.6mm Miami Cuban Chain**  
CHN2000010 | Starting at \$2,050
- 14K Yellow Gold 22" 6mm Cuban Chain**  
CHN2200012 | Starting at \$10,500
- 14K Yellow Gold 24" 6mm Concave Curb Chain**  
CHN2400008 | Starting at \$3,800
- 14K Yellow Gold 20" 4.8mm Figaro Chain**  
CHN2000009 | Starting at \$3,325

# MODERN GENTLEMAN



*Men's jewelry doesn't have to be all silver and gold.*

It's okay to mix it up—add a little color, try a different texture, or layer a few pieces. The best part? Jewelry is a simple way to show your style, make an outfit feel complete, and stand out without trying too hard.



## GET THE LOOK

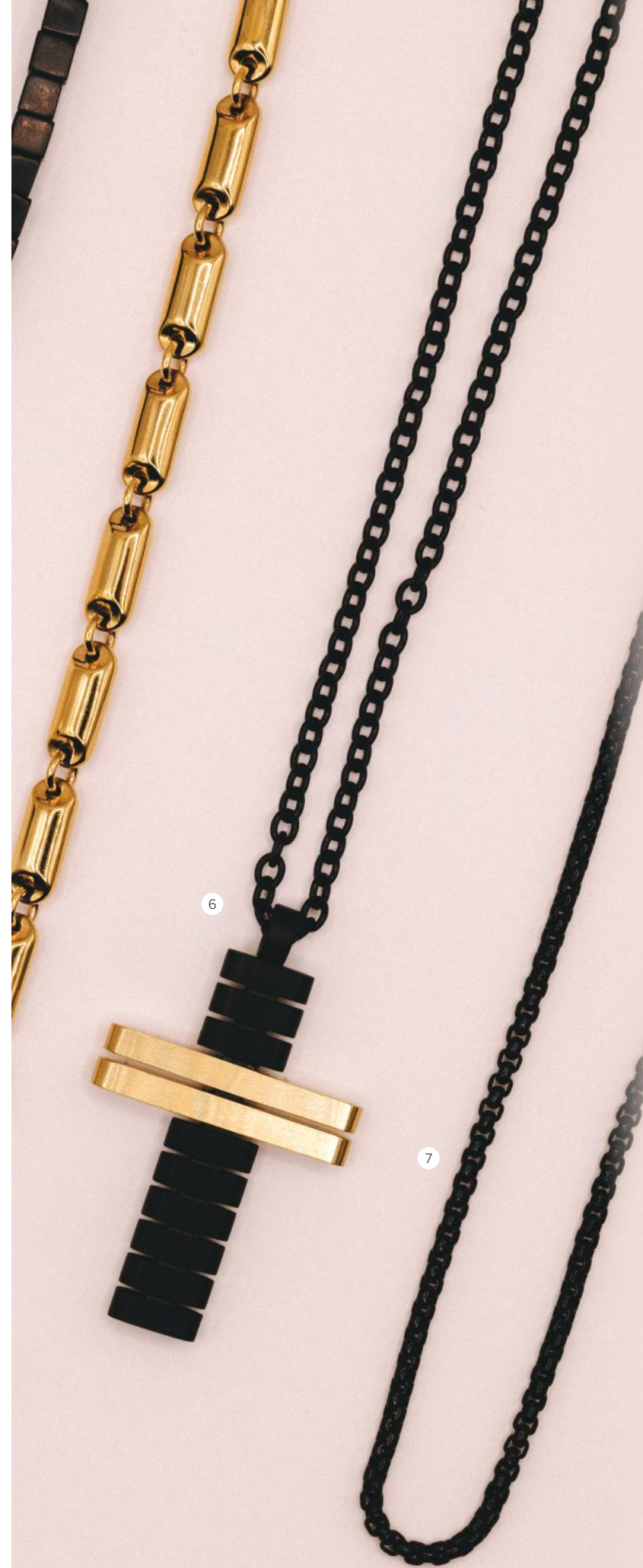
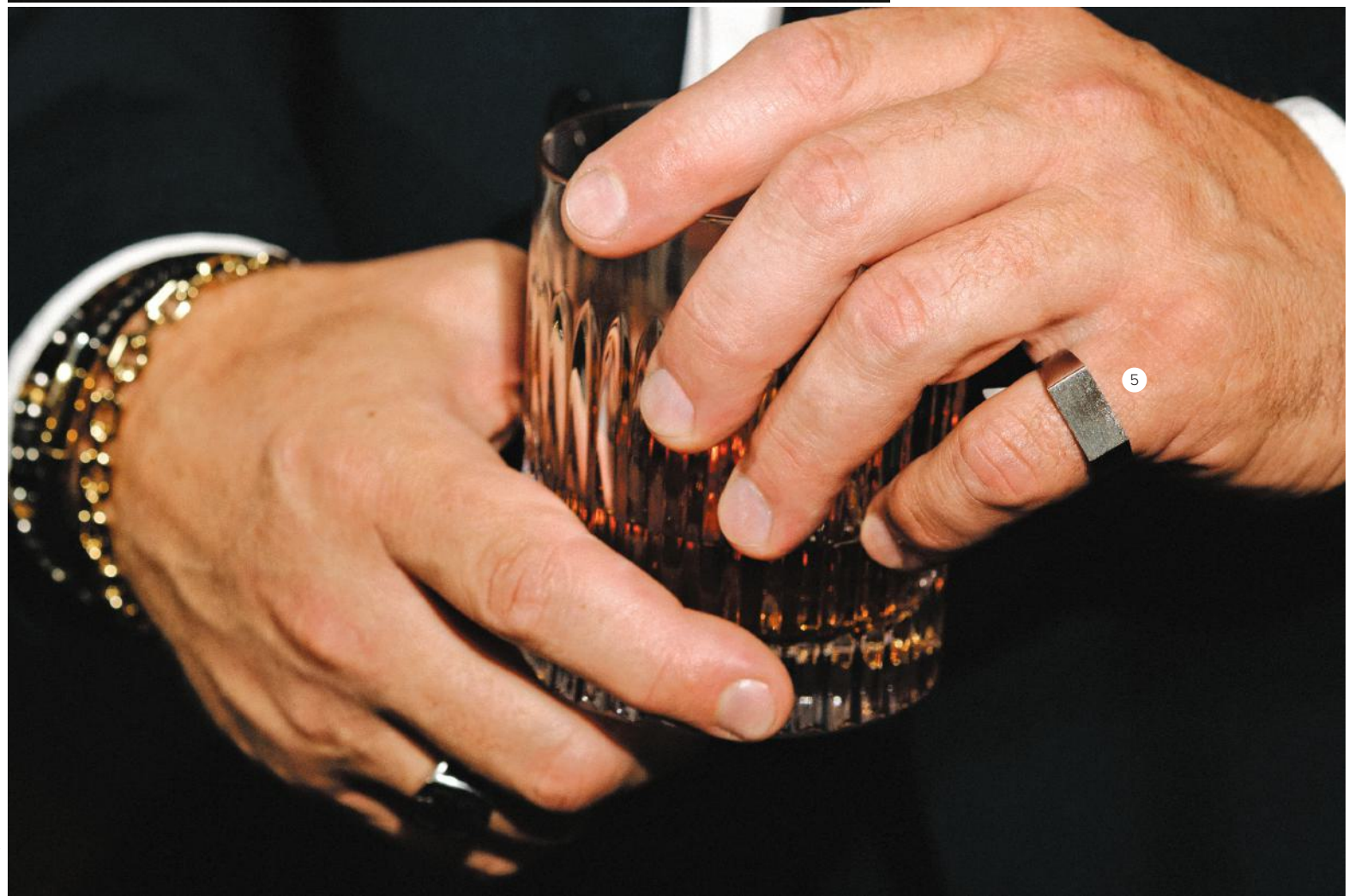
1. TAG Heuer Carrera Watch  
WTGG05899 | Starting at \$7,050
2. 14K Yellow Gold 6mm Wedding Band  
RW11L00091 | Starting at \$1,775
3. 14K Yellow Gold Oval Catseye Ring  
RGMSG04131 | Starting at \$4,850
4. Tigers Eye Beaded Bracelet  
FASHBR00198 | Starting at \$90
5. Stainless Steel Yellow Gold Plated Hematite and Lapis Heshi Bead Bracelet  
FASHBR00093 | Starting at \$110
6. Rainbow Jade Beaded Bolo Bracelet  
CSBR00012 | Starting at \$450
7. 14K Yellow Gold Lapis and Diamond Ring  
RGMSG04596 | Starting at \$3,425
8. 14K Yellow Gold Onyx Bead Bracelet  
DBRMS10231 | Starting at \$1,100
9. 14K Yellow Gold Miami Cuban Bracelet  
GLDBR00027 | Starting at \$5,225
10. Stainless Steel Square Onyx Bead Bracelet  
JGNBR02008 | Starting at \$90
11. Stainless Steel Yellow Gold Plated 5mm Solid Link Bracelet  
JGNBR02080 | Starting at \$135
12. TAG Heuer Monaco Gulf Watch  
WATG00057 | Starting at \$8,200





**GET THE LOOK**

1. **Stainless Steel Onyx and Hematite Bead Bracelet**  
FASHBR00157 | Starting at \$225
2. **Stainless Steel Yellow Gold Plated Black Leather Braided Bracelet**  
FASHBR00201 | Starting at \$75
3. **Stainless Steel Yellow Gold Plated Oval Link Bracelet**  
FASHBR00218 | Starting at \$100
4. **Stainless Steel North Star Signet Ring**  
RKTGI01599 | Starting at \$90
5. **Stainless Steel Rectangle Signet Ring**  
RKTGI01615 | Starting at \$60
6. **Stainless Steel Yellow Gold Plated and Black Cross with Chain**  
JGNPD00844 | Starting at \$90
7. **Stainless Steel Black 22" Box Chain**  
FASHNK00218 | Starting at \$45
8. **14K Yellow Gold 5mm Miami Cuban Chain**  
CHN9900013 | Starting at \$8,500



# GIRLS NIGHT

*It's that little spark that makes the ritual of getting ready feel like pure celebration.*

There's a certain thrill in getting ready with all the girls—the chatter, the music, the mirror selfies, the last-minute outfit debates. And then come the jewelry moments: the perfect necklace draped just so, a stack of bracelets catching the light, earrings that make everything feel a little brighter. Jewelry isn't just an accessory—it's the final flourish, the exclamation point that turns “almost ready” into “effortlessly unforgettable.”

## GET THE LOOK

1. **18K Yellow Gold Peridot Stacking Ring**  
CSRPD00620 | Starting at \$1,075
2. **18K Yellow Gold Pink Tourmaline Stacking Ring**  
CSRTP00380 | Starting at \$1,025
3. **Sterling Silver and Yellow Gold Plated Paper Clip Bracelet**  
FASHBR00101 | Starting at \$60
4. **Sterling Silver Yellow Gold Plated Mesh Bangle**  
JSLBR23788 | Starting at \$150
5. **Sterling Silver Beaded Anklet**  
FASHBR00118 | Starting at \$55
6. **Sterling Silver Beaded Anklet**  
FASHBR00119 | Starting at \$65
7. **Sterling Silver Multi Chain Dangle Earrings**  
JSLER61846 | Starting at \$225



**GET THE LOOK**

1. **18K Yellow Gold 17ct Diamond Bracelet**  
DNBR00038 | Starting at \$38,500
2. **18K Yellow Gold 7.75" Link Bracelet**  
JRCB00406 | Starting at \$6,810
3. **14K Yellow Gold Diamond Link Bracelet**  
DBRMS10181 | Starting at \$8,950
4. **14K Yellow Gold Citrine and Diamond Ring**  
CSRG00052 | Starting at \$2,375
5. **Roberto Coin 18K Yellow Gold Diamond Verona Band**  
JRCR00037 | Starting at \$5,190
6. **18K White Gold Three Row Ring**  
DWBL48116 | Starting at \$8,475
7. **18K White Gold Diamond Ring**  
DNRG00031 | Starting at \$6,300
8. **Lismore Diamond Martini Pair**  
GIFT00190 | Starting at \$220
9. **18K White Gold Tahitian Pearl and Diamond Ring**  
JPLDR00455 | Starting at \$6,000
10. **18K White Gold Diamond Pave Ring**  
DNRG00078 | Starting at \$12,500
11. **18K White Gold Alexandrite and Diamond Ring**  
CSRAL00307 | Starting at \$75,000
12. **Platinum Oval Diamond Engagement Ring**  
ENGRG00005 | Starting at \$90,150



*Cocktail rings that  
always make a splash.*



# SHAKEN AND STYLED

Gear up for your next night of martinis and memories with the perfect amount of sparkle and drip. Just be careful—these jewelry pieces can cause quite a stir.



S Y L V I E

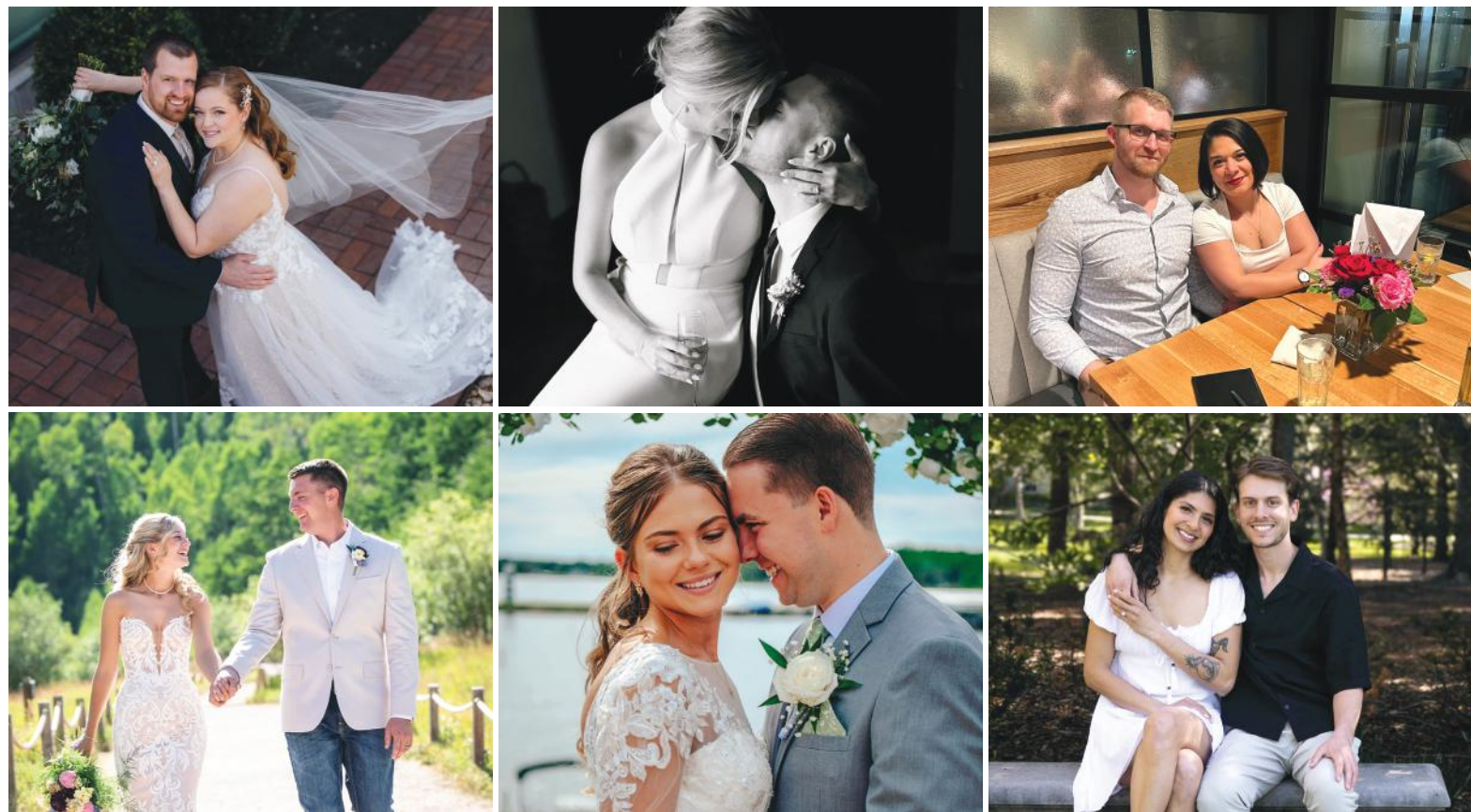
[sylviejewelry.com](http://sylviejewelry.com)



# JOSEPHS COUPLES

*Real Love. Real Moments.*

Share your moments on social media with [#josephscouples](#).



# EVER AFTER ELEGANCE



## GET THE LOOK

1. **TAG Heuer Aquaracer Professional 200**  
WATG00028 | Starting at \$4,250
2. **18K Two Tone Diamond Semi Mounting**  
SAMP02188 | Starting at \$2,400\*  
*\*Price Does Not Include Center Stone*
3. **14K Yellow Gold Diamond Twist Wedding Band**  
DWBL00488 | Starting at \$2,350
4. **14K Yellow Gold Euro Comfort Fit Wedding Band**  
RWBM19034 | Starting at \$2,150
5. **Mariposa Pearled Cake Stand**  
GIFT00317 | Starting at \$189
6. **Square Gray Jade Beaded Bolo Bracelet**  
CSBR00014 | Starting at \$325
7. **14K Yellow Gold Diamond Necklace**  
DNK09573 | Starting at \$6,850





- GET THE LOOK**
- 14K White Gold Diamond Wedding Band**  
DWBL76091 | Starting at \$5,230
  - 14K White Gold Diamond Semi-Mounting**  
SAMP01991 | Starting at \$3,770\*  
*\*Price Does Not Include Center Stone*
  - Waterford True Love Flute Pair**  
GIFT00498 | Starting at \$195
  - 14K White Gold Euro Comfort Fit Wedding Band**  
RW10E00082 | Starting at \$2,375
  - Omega Stainless Steel Seamaster 300M**  
WOMG04499 | Starting at \$8,000
  - 14K Yellow Gold Diamond Bangle Bracelet**  
DNBR00003 | Starting at \$8,750
  - 14K Yellow Gold 2ct Dangle Earrings**  
DEOC11007 | Starting at \$4,500
  - 14K Yellow Gold Diamond Double Bar Earrings**  
DNER00044 | Starting at \$1,525



**GET THE LOOK**

1. **14K White Gold Diamond Necklace**  
DNK10686 | Starting at \$4,875
2. **14K White Gold Diamond Engagement Ring Mounting**  
*\*Price Does Not Include Center Stone*  
SAMPM01982 | Starting at \$7,180
3. **18K White Gold Double Bangle Bracelet**  
DBRMS09626 | Starting at \$7,920



AMMARA STONE



WITHOUT QUESTION  
**Josephs**  
*Family Owned Since 1871*



*The Joseph Family*  
Deb, Jake, and Trisha

# JOSEPHS JEWELERS

*A legacy that lasts: 155 years of brilliance.*

For 155 years, Josephs Jewelers has been more than a jewelry store—it's been a witness to history, a pillar of the community, and a trusted partner in life's most cherished moments. Founded in 1871, just six years after the Civil War, Josephs has stood the test of time, enduring world wars, the Great Depression, the space race, and even witnessing the construction of the iconic gold dome on the Iowa State Capitol.

"Our success has always been rooted in our commitment to the community," says Jake, President of Josephs Jewelers. "That dedication has been the foundation of everything we do."

#### **A Personal Legacy**

Jewelry is more than an accessory. It's a reflection of life's most meaningful moments. "My approach has always been about the human and emotional connection that jewelry represents," says Trisha, VP and

Head of Marketing. "Each piece tells a story or marks a milestone, and that personal significance is what makes it truly special."

For generations, Josephs has understood that a diamond isn't just a stone. It's a symbol of love. A watch isn't just a timepiece. It's an heirloom. That connection between jewelry and memory is what makes their work so much more than selling luxury; it's about helping customers tell their stories.

#### **A Legacy of Timepieces**

As the only Official Rolex Jeweler in Iowa, the Josephs showroom is an unrivalled destination for prestigious, high-precision timepieces. "A truly special watch combines form and function," says Deb, VP and Watch Buyer. "It's not just about keeping time—it's about craftsmanship, precision, and the story it tells. A great watch should feel like an extension of the person wearing it, blending everyday practicality with artistry that can be passed down for generations."

Continued →

Deb has seen the industry evolve, from the rise of smartwatches to the renewed appreciation for traditional mechanical pieces. “Customers today value both innovation and tradition,” she explains. “Josephs has embraced that balance by offering modern styles while continuing to honor the heritage of fine Swiss watchmaking.”

As trends shift and technology evolves, watches remain a cornerstone of Josephs’ heritage. For Deb, that legacy is what excites her most. “We’ve been trusted for generations to help people find pieces that mark milestones in their lives. Watches, in particular, connect people to both the past and future.”

#### **A Legacy of Community**

Giving back has long been a central component of the company’s mission. “We have always taken great pride in supporting the wonderful causes that shape the Des Moines area,” Trisha shares. “Our community involvement isn’t just something we do—it’s part of who we are.”

Jake echoes this sentiment stating, “No one can truly predict the changes that will come, but I know we will continue to be deeply involved in our community.”

#### **Honoring the Past, Defining the Future**

While the 155th anniversary is a moment to celebrate, it’s also a time for reflection. A time to develop long-term strategies. “The top leadership positions in the

jewelry industry have traditionally been held by men, while the majority of consumers have been women,” Trisha notes. “But the landscape is shifting. More men are embracing diamonds, pearls, and colored stones—layering jewelry and experimenting with bold colors. At the same time, women are increasingly purchasing jewelry for themselves, particularly from our colored stone and estate collections. We’re also seeing growth in gender-neutral designs that anyone can wear. Today’s clients are seeking pieces that reflect their individuality, and we welcome that inclusivity. Jewelry should always be a personal expression of who you are.”

Deb adds that the female self-purchaser is one of the fastest-growing areas of the business. “Women are buying jewelry to commemorate their own milestones, whether personal or professional,” she explains. “It’s a powerful shift that reflects both independence and the enduring role of jewelry as a meaningful marker of life’s journey.”

As Josephs looks ahead, it remains dedicated to its core values: exceptional craftsmanship, a deep connection to the community, and a commitment to evolving while staying true to what has always made it great.

Here’s to 155 years of brilliance—and many more to come.



# BAUME & MERCIER

MAISON D’HORLOGERIE GENEVE 1830





# MASTERING TIME

*Our founder, Solomon Joseph, earned his reputation as a meticulous jeweler and the official timekeeper for the railroads in Des Moines.*

*Vintage Watches Pictured*

His precision set the standard that still guides us today. From heirloom restorations to world-class brands, our watchmakers continue his legacy of craftsmanship and care. Every piece we offer is more than an accessory—it's a connection to the past, a statement in the present, and a legacy for the future.



## GET THE LOOK

1. 14K White Gold Lab-Grown Diamond Bracelet  
LABBR00216 | Starting at \$4,890
2. TAG Heuer Aquaracer Pro 200 Solar Watch  
WATG00050 | Starting at \$3,050
3. Baume & Mercier Riviera  
WABM00019 | Starting at \$2,900
4. TAG Heuer Carrera Chronograph  
WTGG05899 | Starting at \$7,050
5. Omega Stainless Steel Aqua Terra  
WAOM00037 | Starting at \$7,400



# HOMEBODY

*There's no place like home—especially when it's filled with the little luxuries that make you never want to leave.*

Josephs Jewelers' curated collection of home décor, barware, and giftware transforms your space into a sanctuary.

From sparkling crystal vases and timeless picture frames to artisanal barware and

elegant serving pieces, each item is chosen for its ability to bring beauty and purpose to your everyday moments.

Whether you're hosting friends for cocktails or savoring a quiet evening in, Josephs' home collection helps you create a space that's warm, welcoming, and unmistakably yours. Because when home feels this good, going out becomes optional.

## GET THE LOOK

1. **Waterford Crystal Assorted Double Old Fashioned**  
GIFT00499 | Starting at \$440
2. **Simon Pearce Vintner Nick & Nora Glass**  
GSPG00069 | Starting at \$95
3. **Round Cambridge 5.25" Frame**  
GIFT00251 | Starting at \$115
4. **Square Cambridge 3x3 Frame**  
GIFT00252 | Starting at \$66
5. **Madison Oval 4x6 Frame**  
GIFT00249 | Starting at \$100
6. **Mary Jurek Black Round Durango Leather Tray**  
GMJG00020 | Starting at \$345
7. **Waterford Crystal Cluin Square Decanter**  
GWFG28530 | Starting at \$415



- GET THE LOOK**
1. **14K Yellow Gold Tahitian Pearl and Montana Sapphire Ring**  
JPLRG00002 | Starting at \$2,075
  2. **Yellow Gold Plated Snake Chain Bow Earrings**  
FASHER00232 | Starting at \$150
  3. **14K Yellow Gold Montana Sapphire and Diamond Necklace**  
CSNK00054 | Starting at \$8,250

# HOLIDAY GIFT GUIDE

*Timeless treasures that sparkle and shine no matter the season.*



**18K Yellow Gold Reversible Malachite and Diamond Ring**  
JRCR00133 | Starting at \$9,450



**14K Yellow Gold Blue Tourmaline and Diamond Earrings**  
CSER00018 | Starting at \$1,625



**14K Yellow Gold Aquamarine and Diamond Dangle Earrings**  
CSEAQ00588 | Starting at \$3,850

**14K Yellow Gold Blue Topaz and Diamond Ring**  
CSRBT01241 | Starting at \$1,100



**14K Yellow Gold Garnet Earrings**  
CSEGA00166 | Starting at \$525

**14K Yellow Gold Garnet and Diamond Ring**  
CSRG00079 | Starting at \$3,175



**14K Yellow Gold Tourmaline and Diamond Pendant**  
CSPMS03917 | Starting at \$4,350



**14K Yellow Gold Ribbed Hoop Earrings**  
GLDER00105 | Starting at \$525

# ROCK OUT TO RING IN



## GET THE LOOK

1. **14K White Gold Diamond Butterfly Ring**  
DFR07343 | Starting at \$3,400
2. **18K White Gold Emerald Cut Diamond Bracelet**  
DNBR00112 | Starting at \$19,500
3. **14K White Gold Diamond Bracelet**  
DBRMS10058 | Starting at \$6,575
4. **18K White Gold Diamond Lariat Necklace**  
DNNK00088 | Starting at \$47,000
5. **18K White Gold Marquise Diamond Earrings**  
DECT16105 | Starting at \$5,830

# SIMON PEARCE



JOSEPHSJEWELERS.COM | 515-440-2991 | 5425 MILLS CIVIC PKWY

# 12 MONTHS OF GIVING

At Josephs, philanthropy isn't a single moment, it's a yearlong journey. Over the past 12 months, we've joined forces with local groups and community leaders who work tirelessly to make life healthier and happier for people, animals, and the environment. Looking back, it's clear — when community thrives, we all shine brighter.

<i>January</i>	<i>February</i>	<i>March</i>
A monetary donation was made to All Creations Refuge	Jewelry was donated to the West Des Moines Community School Tiger Gala	Jewelry was donated to the Best Buddies 8-Ball Pool Tournament
<i>April</i>	<i>May</i>	<i>June</i>
Jewelry was donated to the St. Theresa 75th Anniversary Gala	Jewelry was donated to Freedom for Ministries Youth Golf Tournament	Jewelry was donated to the Alzheimer's Association Purple Soiree
<i>July</i>	<i>August</i>	<i>September</i>
A monetary donation was made to No Foot Too Small Angel Invitation Golf Event	A monetary donation was made to All Creations Refuge	A monetary donation was made to the Professional Educators of Iowa Silent Auction
<i>October</i>	<i>November</i>	<i>December</i>
A monetary donation was made to the Great Outdoors Foundation Wild Prairie Showdown	A jewelry donation was made to Ronald McDonald House Charities of Central Iowa Red Tie Gala	A jewelry donation was made to the St. Augustin School Annual Auction Event

# GEMSTONE QUIZ

- Which gemstone is the birthstone for May?
  - Sapphire
  - Aquamarine
  - Topaz
  - Emerald
- What trace elements are primarily responsible for the vivid green color in emeralds?
  - Iron and manganese
  - Chromium and vanadium
  - Copper and nickel
  - Cobalt and titanium
- Asterism (a star effect) seen in gemstones is generally caused by what internal feature?
  - Hollow gas bubbles
  - Oriented needle-like inclusions
  - Microscopic fractures
  - Color zoning
- Which of the following minerals was once commonly mistaken for ruby, but is a distinct species?
  - Spinel
  - Tourmaline
  - Zircon
  - Chrysoberyl
- Which crystal system does spinel belong to?
  - Trigonal
  - Monoclinic
  - Cubic (isometric)
  - Orthorhombic
- Painite, once considered one of the world's rarest gemstones, was first discovered in which country?
  - Sri Lanka
  - Myanmar (Burma)
  - Brazil
  - Madagascar
- Which gemstone is known for its play-of-color, displaying flashes of multiple colors when viewed from different angles?
  - Opal
  - Moonstone
  - Spinel
  - Topaz





# THANK YOU

From all of us at Josephs Jewelers, thank you for exploring this year's edition of our magazine. We're proud to work alongside a team dedicated to helping you discover pieces that celebrate life's most meaningful moments.

Whether you're looking for a timeless watch, a sparkling gemstone, or a gift chosen straight from the heart, our goal is to make every experience personal, memorable, and enjoyable. We hope these pages inspire you to find jewelry that reflects your style, marks a special occasion, or simply brings a little joy to your day.

We look forward to helping you find the perfect piece that tells your story—and to sharing many more treasures with you in the years to come.

**Kelly Boddicker**  
Assistant Sales Manager

**Melanie Saylor**  
Sales Manager

*"We have been Josephs customers for several years. It's a great Des Moines business with a history of taking care of their customers. Todd Huebner has been our go-to advisor and has taken very good care of us. Selection, value, and overall customer service and satisfaction. AAA+"*

*"Today is our 31st wedding anniversary. My engagement ring and wedding band are from Josephs! Over the past 3+ decades of doing business with Josephs, we have never been disappointed. Customer service long after the sale, quality, and great value for our dollar are just a few of the reasons we will always be Josephs customers."*

*"Always a great experience with wonderful people. I never shop anywhere else for jewelry and fine gifts."*

# SHINING MOMENTS



**We always appreciate kind words from our clients, especially as it relates to customer service. Providing a memorable experience truly matters to us. We invite you to stop in and let us know how we can best serve you.**

*"Casey was a complete pleasure to work with. Very intelligent with product knowledge, great sense of humor, and attentive to customer needs. Walked in to look, walked out with my wrist a little heavier! Thanks for the assistance, I will be back!"*

*"Faith was kind, thoughtful and very patient. I wasn't sure what I wanted and as I fumbled with my ideas, she found exactly what I was looking for! Thank you, Faith!"*

*"I am overjoyed with my experience at Josephs! Valorie was so caring and supportive throughout the entire process of getting my engagement ring fixed. They exceeded my expectations. I will absolutely be returning to Josephs!"*

# BE IN TOUCH

Follow @JOSEPHSJEWELERS1871  
to stay up to date on products,  
news, and events.



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Prices and availability are subject to change. Please contact the store for current pricing and availability.

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