

Top Reasons Women Are Turning to High Fashion Jewelry

Steve Reich October 11, 2017



Cherie @ Park Lane Jewelry

Our expert explores how self expression by accessorizing with high fashion jewelry can be empowering to women.

([Newswire.net](#) -- October 11, 2017) Clearfield, Utah -- The peacock's feathers, spread out wide, sparkling like jewels, colorful, beautiful and strong. The peacock displays these bright, jewel-like feathers for confidence and beauty. Humans use jewelry to do the very same. The feeling that a woman gets from putting on a bold pair of earrings, a bright necklace or a ring that stands out, is powerful. Author and jewelry designer, James Garry, in his article, "Why Do We Need Jewelry? A Psycho-anthropological Perspective," theorizes that humans have an 'undeniable need for jewelry' which stands on Maslow's Hierarchy of Needs 'somewhere among social needs and esteem needs'. It fulfills, he says, one's need and desire for recognition

and status. For centuries, the sparkle and the metal have been sought after and shown on the necks, ears, wrists and fingers of women everywhere.

Are there different types of jewelry, though? And what jewelry fulfills the need to shine, with quality, without breaking the bank? And where are the best places to get it?

Yes, there are at least 3 different kinds of jewelry. These include, fine jewelry, high fashion jewelry and costume jewelry. Fine jewelry is usually precious metals like solid gold or platinum and can be set with precious stones such as diamonds, sapphires or rubies. These pieces can be purchased from jewelers, including Tiffany's, and range from hundreds to thousands of dollars. High fashion jewelry is made with strong metals, silver, gold solutions containing real gold, rhodium from the platinum family and can be set with semi-precious stones such as turquoise, rose quartz or high-end crystals and high quality cubic zirconia. This jewelry can be purchased at shopping center stores such as Dillard's or by private appointment with places such as **Park Lane Jewelry** and range from double to triple digits in price. Costume Jewelry is usually made with plastic, possibly rhinestones, and beads. It can be purchased at places like Wal-Mart or mall stores. The jewelry is fairly inexpensive and is often considered disposable.

So what kind of jewelry appeals to most women on a regular basis? First we must realize that adding to our look with jewelry has been happening for thousands of years. From ancient cultures to today, we have been fulfilling a desire to look good and to feel good with jewelry. It has represented stature and beauty during times of wealth and times of depression. Because of this, women look for jewelry that serves those purposes, while still being affordable.

When asking Cherie Thorsness, a top executive leader with Park Lane Jewelry, to explain this further, she said, "*The thing is, jewelry has an intrinsic power to make us feel. Women want to feel strong, beautiful, and confident. When we put on jewelry, we do that for ourselves. We don't need anyone else to tell us that we are beautiful, because we feel it. The power of jewelry, though, is that people will tell us. The compliments on the amazing pair of earrings we are wearing, or the stunning ring on the hand that just shook another's are valuable and add to those feelings. We walk away from a sincerely complimentary conversation with more confidence than we had before. There is something about the exchange that just feels good. We all like to feel good.*"

What is your opinion on purchasing Fine Jewelry to achieve those feelings? "Well," Cherie says, "*a beautiful pair of real diamond earrings is luxurious and a very expensive necklace is amazing to buy or receive. For the majority of women; however, pieces like this are rare. They are received for anniversaries, holidays, and other special occasions. They are wonderful and special and we love them. These pieces can be very empowering and joyful to have and to wear. But also, they tend to evoke feelings of guilt in women, such as, 'These are too expensive' or 'You shouldn't have.'* Because of the value, we often worry about where and when we can or should wear these pieces. Conversely, we can feel that we should never take them off and get stuck in

the rut of wearing the same thing every day. These can be conflicting feelings for something that we enjoy so much.

Would it then be better to have a lot of Costume Jewelry? Cherie tells us, "Costume jewelry also serves a purpose." Ultimately, we get the opposite effect from a fine jewelry purchase because we know how cheap it is. In my business, I hear women dismissing any value while wearing costume jewelry by such phrases as; 'Well this one is nothing, it's just super cheap' or 'I just picked it up for \$5 and I don't really care about it.' "We don't have the same uplifting feeling that comes from wearing a great piece of jewelry."

How does High Fashion Jewelry fit with the desire to feel confident or beautiful? "The truth is," Cherie asserts, "that there is something very special about high fashion jewelry. The pieces range dramatically in style, so there is something to fit everyone's personality. But more than that, there is something to help every woman step beyond the box of her 'personality' when she desires a change. In high fashion jewelry; you can find dainty, delicate pieces as well as large, statement pieces. You can enjoy earthy stones on burnished metals or the brilliance of bling and sparkle. The beautiful thing is that you can find prices that are not so high that it makes this jewelry rare in your life, or so low that you have to feel the old adage, 'You get what you pay for.' That is why I love **Park Lane Jewelry**. You get the best of both worlds. You have your choice of a variety of gorgeous, high quality pieces at a price that doesn't kill your pocketbook."

"There is something so great about making a fashion statement," Cherie continues, "or looking down at your wrist and admiring a bracelet that reminds you of something or someone special. Jewelry that is just expensive enough to be valuable to you, without being so expensive that you can't have very much of it, gives you joy! It allows us creativity in self-expression that we don't always get to express in everyday life! I am one who believes in that expression. I have always found jewelry to be such a powerful way of sharing it. I love the look on a woman's face, especially one who purports, 'I'm not a jewelry person,' when she puts on a piece that she's never seen before, and realizes that it's perfect for her. She is then complimented on how good it looks on her and you can just feel the rising excitement and joy that is happening inside of her. That is the power of jewelry."

Do you feel that many women, then, are drawn to high fashion jewelry? "I would say definitely," Cherie confirms. "High fashion jewelry fills the need to be recognized. Wearing it adds confidence and beauty to our demeanor. It gives joy and feels really good!"

Why did you accept a position with Park Lane Jewelry? "Empowering women." Cherie says with no hesitation. "That has been Park Lane's motto for a very long time. It fits right in with what I believe and want to spread. Women should feel strong, feel beautiful, feel empowered and confident. We should enjoy being creators in the world, not only of children, but of businesses, friendships, homes, inventions and so many things that make this world a better place. Jewelry adds to those feelings of enjoyment. Park Lane Jewelry is a platform to build women, to add to their income, and to help them stand strong."

We have been accessorizing ourselves all through the ages. This extends from the days of rocks and animal teeth to today's chains and crystals. We accessorize for recognition, status, confidence, to be trendy or to just feel good. With so many different options for jewelry; high fashion jewelry stands out as a good quality, affordable way to dress with a purpose. Wearing high fashion jewelry also adds sentiment and confidence to a woman's day, whether she spends it as a mother, a business executive, an artist, or pursuing many other roles. She can then project those feelings into all that she does.

For more information on jewelry, women empowerment, or Park Lane Jewelry feel free to contact contributing source Cherie Thorsness at cherie@myparklane.com.

About Cherie's Park Lane

Park Lane Jewelry was founded in 1955. Cherie has been affiliated with Park Lane Jewelry since 2008 and is a top executive leader in the company. Besides being a successful business woman; Cherie is a wife, a mother, and a



mentor to business women in her community.

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