



Guides For Brides

More Brides Saying "I Do" To The Everlasting Allure Of Pearls

(NAPSA)—Classic, elegant and refined, pearls continue to be the ever-irresistible accessory of choice for brides to wear on their wedding day. No longer limited to the traditional necklace or pair of earrings, pearls are now being worn from head to toe, in color and in essence.

Historically, the attraction of pearls is believed to go all the way back to 3500 B.C. While the luster and allure of pearls is timeless, so too are the notable women who have always been attracted to these lovely and ancient jewels.

From Cleopatra, who was said to dissolve a pearl in a glass of wine in order to seduce Marc Anthony, to Jackie O., whose elegant, signature style centered around a grouping of pearls at her neck—the pearl has become the gem of choice for discerning women, such as brides of the 21st century.

Customarily, brides have always regarded pearls as one of the most valuable gems, and they are right. Large, perfectly shaped pearls rank in value with the most precious stones. Classic French jewelry houses, such as Boucheron, have been creating one-of-a-kind pearl "works of art" for over two centuries. And as all brides-to-be should know, perfectly round pearls, known as Spherical, are considered the rarest and most valuable.

As more brides say "I do" to pearls, more gowns are being



Many brides are adding luster and joy on their wedding day by wearing pearls.

adorned by this enigmatic and angelic embodiment of feminine allure. From a simply decorated hemline to a fully ornamented bodice, this classic, shimmering jewel is making its way beyond the dress to spectacular accessories; hairpieces and handbags, decorated gloves and glimmering shoes.

While pearls are conventionally valued for their shape and size, it is their color and intriguing nacre that is becoming more prevalent. No longer is pure-white the only color of choice, in jewelry or in dress. Today's precious pearls can be discovered in a vast array of shades, from pale pink and honey-toned gold, to the extremely rare Green Tahiti and Black Tahiti pearls that are found in French Polynesia.

Today, in the 21st Century, the pearl's shimmering reflection of

light now transcends traditional jewelry, entering into an innovative marriage with technology—as the pearl is ground into micro-particles and utilized in cutting-edge cosmetics. The result, light-diffusing lotions that yield "pearlescent" radiance for the face and shimmering body creams that give a complete head-to-toe glow.

But for the bride wishing to evoke all the appeal of pearls in an entirely new way, consider the gift of Initial, also known as *Le Parfum Perle*, or "The Pearl-Fragrance." The new precious jewel from the revered House of Boucheron, Initial, is a pure Oriental fragrance unlike any other. Rich and subtle as the iridescent luster of a pearl, the fragrance is much like a bride on her wedding day: filled with emotion and sensuality, love and passion.

What's more, Boucheron was the first jeweler to set up shop in Paris's Place Vendôme, which is still today the international capital of high jewelry. For more than 140 years, Boucheron has been carrying on its tradition, combining passion and devotion for precious stones with an unrelenting creativity and unique know-how. Today, the spirit of the House of Boucheron is reflected in its exquisite jewelry and fine fragrances: from the extraordinary sapphire, from which it's borrowed its deep blue hue, to the ultimate purity of the pearl—their standard of excellence remains true.