



## Gem of a deal

WITH an aim to offer pure and certified range of gemstones, Manimajra-based Sethi Sons Jewellers have launched a unique 'Vishhwas' range of branded gemstones. The new range was launched by Anita, who was the first customer of Sethi Sons Jewellers, when the jewellery store first opened in 2003. According to gemologist Soli Sethi who is also the managing director of Sethisons Jewellers, "Gems can, and should, bring you good luck. They release positive energy, reinforce the good influence of planets and stimulate the body through the chakra system. However, for gems to bring in benefits, it is important that they are used properly and a correct and pure gemstone is used." Talking about the options available to ensure that a person purchases genuine and pure gems, Sethi said, "Just getting a simple certificate is not the solution, as anyone with a computer and printer can hand over a certificate to you. You must insist that your jeweller gets you a certification from well known labs only," pointed out Sethi." The gemstones under the Vishhwas range, claims Sethi, have been carefully selected by expert gemologists from renowned gemological institutes around the globe. "Each gemstone undergoes seven different kinds of tests before selection All this upholds transparency and accuracy of information which is further mentioned in the individual certificate and each product visualised virtually, so that the customer is assured value for money and purity," he added.