

Rubies In The Orchard: Unveiling the Hidden Gems of the Jewelry World

Are you in awe of the mesmerizing beauty and captivating allure of rubies? Their radiant red hue has lit up the imagination of poets, artists, and jewelry enthusiasts throughout history. Rubies have played a prominent role in cultures across the globe, symbolizing power, passion, and prosperity. In this article, we take you on a journey to explore the enchanting world of rubies and reveal their hidden secrets.

The Origins of Rubies

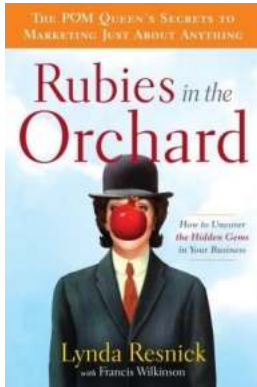
As one of the most sought-after gemstones, rubies have a rich history that dates back thousands of years. Ancient civilizations, such as the Ancient Greeks and Romans, believed that rubies possessed magical powers and could bring good fortune and protection. In Sanskrit, the ancient Indian language, rubies were known as "ratnaraj," meaning the "king of gemstones." This royal association is still strong to this day, as rubies frequently adorn the crowns and jewelry of monarchs.

Rubies are primarily found in Southeast Asia, with Myanmar (formerly Burma) being the most renowned source. The Mogok region in Myanmar is famous for producing the finest rubies in the world, known for their intense red color and exceptional clarity. Other significant ruby-producing countries include Thailand, Sri Lanka, and Madagascar.

Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business by Lynda Resnick (Kindle Edition)

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Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 178 pages



The Allure of the Ruby

What makes the ruby so alluring? It's the combination of its vibrant red hue, remarkable durability, and mesmerizing glow. The color of rubies varies from deep crimson to a lighter pinkish shade, but the most prized rubies have a vivid, pigeon-blood red color. This distinctive red hue comes from the presence of chromium in the gemstone.

Rubies are a type of corundum mineral, typically known for their blue variety, sapphires. However, the red form is known as ruby. Corundum is a very hard mineral, ranking 9 on the Mohs scale of hardness, just below diamonds. This hardness makes rubies extremely durable and resistant to scratches, making them ideal for everyday wear.

Another captivating feature of rubies is their natural fluorescence. When exposed to ultraviolet light, rubies emit a vibrant red glow, further enhancing their beauty in different lighting conditions. This unique property adds to the allure of these radiant gemstones, making them one of the most coveted choices for jewelry.

Symbolism and Metaphysical Properties

Throughout history, rubies have been associated with power, passion, and protection. One of the most famous rubies, the Black Prince's Ruby, is set in the British Imperial State Crown and is believed to have protective qualities. Legend has it that wearing rubies can bring good fortune, ward off evil spirits, and promote vitality.

In addition to their symbolic value, rubies are also believed to have metaphysical properties. It is said that rubies can increase energy levels, inspire love and devotion, and enhance one's confidence and passion. Some healers believe that rubies can stimulate the heart chakra, promoting emotional well-being and fostering a sense of abundance.

The Rarity and Value of Rubies

The rarity and quality of rubies have a significant impact on their value. Fine rubies with vivid, pure red color and minimal inclusions command exorbitant prices in the market. Rubies over one carat in size and untreated are particularly rare and sought after, making them even more valuable.

One of the most famous ruby auctions in history was the sale of the Sunrise Ruby in 2015. This Burmese ruby, weighing 25.59 carats, fetched a staggering \$30 million, setting a new world record for the price-per-carat of a ruby.

Choosing and Caring for Rubies

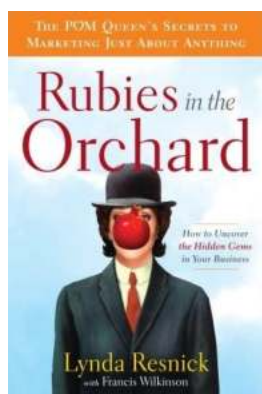
When choosing a ruby, it's important to consider the four Cs - color, clarity, cut, and carat weight. Look for rubies with a vivid and consistent red color, good clarity with minimal inclusions, and a well-cut shape that enhances the stone's brilliance. As with any precious gemstone, size also plays a role, with larger rubies typically commanding higher prices.

To care for rubies and keep them looking their best, avoid exposing them to harsh chemicals, heat, or excessive sunlight. Clean your rubies with a mild soap and lukewarm water, using a soft brush to remove any dirt or debris. Proper storage in a fabric-lined jewelry box will protect your rubies from scratches and other potential damage.

The Enduring Charm of Rubies

Rubies fascinate and captivate jewelry enthusiasts with their unparalleled beauty, symbolism, and rich history. Whether adorning a regal crown or a cherished engagement ring, rubies continue to be treasured globally for their mesmerizing appeal.

When next you come across a radiant ruby, take a moment to appreciate its vivid color, enchanting glow, and the hidden stories it carries. Let these captivating gemstones remind you of the wonders that lie within the orchard of rubies.



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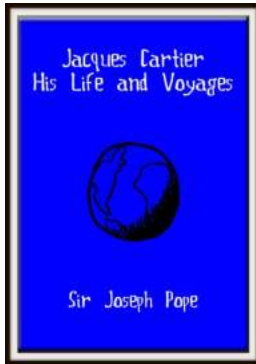
NATIONAL BESTSELLER

POM Wonderful. FIJI Water. Teleflora. The Franklin Mint. Lynda Resnick's marketing triumphs read like an encyclopedia of branding. She is the smartest and hardest-working marketing brain in the business - the kind of marketer who can sell "ice sculptures to Eskimos." But her brilliant ideas aren't simply the result of random inspiration; they're the products of a systematic approach to marketing that any company -- large or small -- can adapt to achieve success. In RUBIES IN THE ORCHARD, she divulges her secrets for creating some of the world's most memorable and iconic brands, and the bull's-eye strategies to sell them.

Resnick believes that every company can find "rubies" in its orchard, elements of intrinsic value that consumers will desire. Here, she shows how every successful marketing campaign begins with uncovering these hidden gems, and communicating their value honestly and transparently to the consumer.

Through Resnick's behind-the-scenes narrative, we learn the secrets of her extraordinary successes, including: POM Wonderful, the wildly popular 100% pomegranate juice that created an entirely new product category out of a fickle and obscure fruit; and FIJI Water, a fledgling brand she transformed into the #1 premium bottled water in America, with sales that have increased 300% since 2004.

A born marketer, Resnick shares tales from a remarkable life, from opening her own ad agency at age 19 to the time she famously overpaid for Jackie Kennedy's pearls at auction, then transformed her "mistake" into tens of millions in sales for the Franklin Mint. Here for the first time, Resnick reveals her systematic approach to breaking through marketplace clutter and consumer cynicism, and creating blockbuster brands with true staying power.



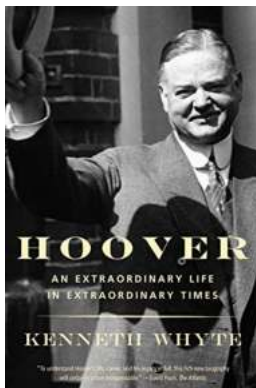
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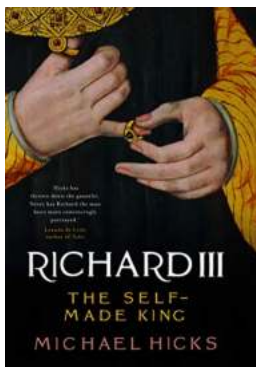
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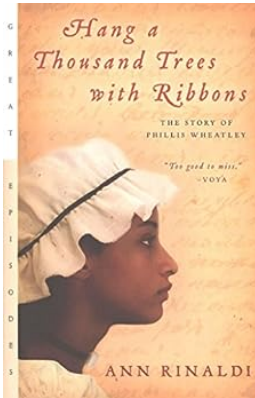
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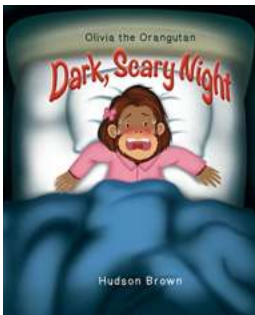
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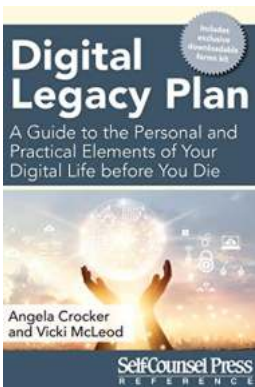
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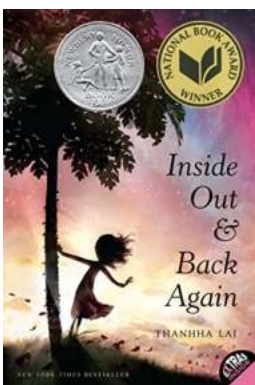
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