

5 Gemstone Superstitions and How to Use Them to Sell More Stones

GEMSTONE SUPERSTITIONS

Not too long ago, we explored [six jewelry superstitions and explained how to use them to your advantage.](#) This time, we're back to discuss five spooky gemstone superstitions just in time for Halloween!

Remember, storytelling sells. Perhaps the gemstone superstitions below will help to seal the deal on a few gemstones and jewelry items in the weeks to come.

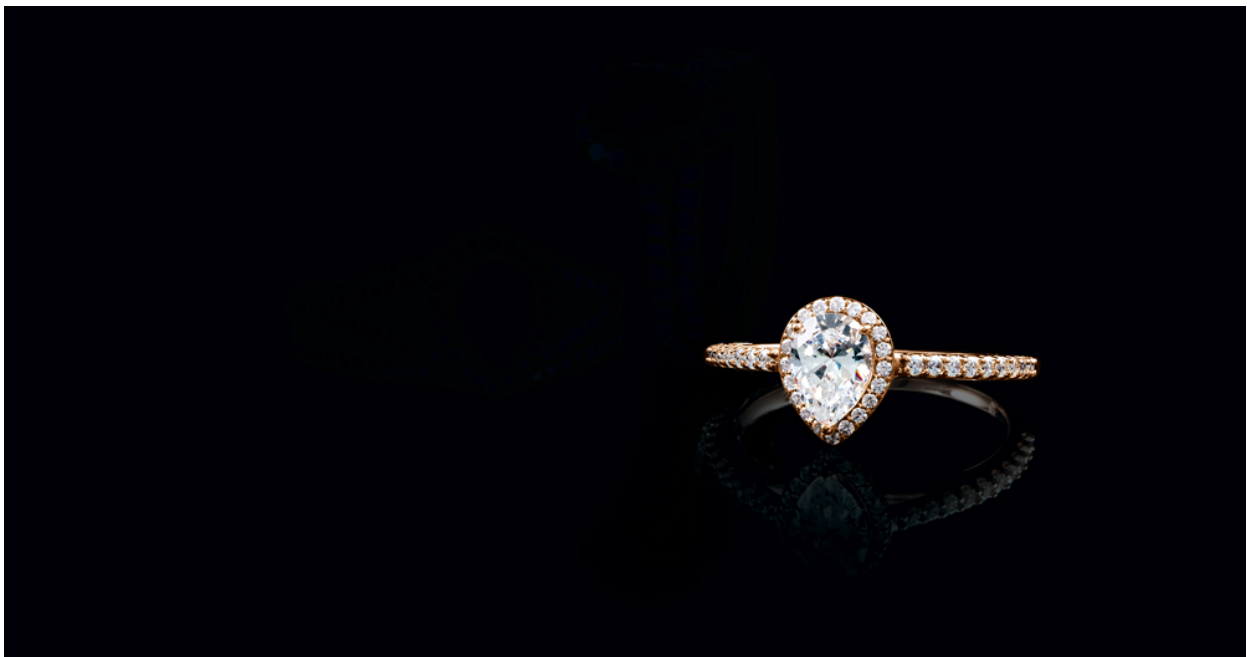
1. Perilous Pear Shapes

Pear-shaped Diamonds and gemstones have soared in popularity lately, [especially since big celebs like Cardi B and Paris Hilton each received enormous pear-shaped engagement rings.](#) But some claim that pear-shaped stones aren't cut out

for engagement ring center stones. It's been rumored that pear-shaped stones – since they resemble teardrops – will lead to a marriage full of tears.

Here's the Takeaway:

This gemstone superstition is nothing to cry over. I say it's bogus! Plus, no one specified which type of tears will be shed. So, here's a better spin: [pear-shaped Diamonds](#) and gemstones will bring a lifetime of *happy tears* to any marriage.



2. Jade the Protector

In China, Jade carries centuries of gemstone superstitions. It's had a long association with encouraging and understanding dreams. It's also said to grant unique access to the spiritual world, opening "a bridge between earth and heaven."

Jade bangles are commonly worn for protection and can shield away negative energies, too. Even further, Jade is said to crack as it absorbs any harm aimed toward its wearer. Therefore, a cracked bangle is rendered helpless and no longer

fit for protection.

Here's the Takeaway:

Chinese culture has a spiritual connection to [Jade gemstones](#) that stretches back thousands of years. Until recently, the Chinese valued fine Jade more highly than Diamonds. And many still do. Why? Jade gemstones symbolize status, spirituality, purity, and health.

Offer to take in any cracked Jade bangles and gemstones while replacing them with new, unharmed Jade jewelry. Then, see what you can make of the old Jade fragments. Perhaps you can use them in your lapidary practice or incorporate them into other jewelry applications.

3. Sway From Blue Sapphire

According to Hindu astrology, [Blue Sapphire](#) or *Neelam* represents Saturn and is an incredibly powerful stone. But legend holds that the stone is only meant for certain people. For some, Blue Sapphire will bring fortune beyond measure, good health, and a lifetime of prosperity. But for others, the stone will immediately cast darkness and chaos.

So, the only way to know its effect is to test the stone. The wearer should spend a few nights with the Blue Sapphire under their pillow. If they have good dreams and positive vibes, the stone's a keeper! If they experience nightmares or bad fortune, they should return the stone at once.

Here's the Takeaway:

Our best advice is to be mindful of other cultures and traditions. If a customer purchases Blue Sapphire jewelry and returns within a few days, try your best to work out a mutually beneficial solution.

With that said – along with all the other gemstone superstitions – most myths are baseless. After all, there are countless Blue Sapphire engagement ring examples, starting with Kate Middleton and Princess Diana.



4. Turquoise = Togetherness

[Turquoise](#) reaches across geography, religion, and culture in its famed gemstone superstitions. Some Turquoise has a fine matrix in a web-like pattern and of course, it's called Spider Web Turquoise. The matrix is prized for many reasons—including the belief that it absorbs evil.

Turquoise is also said to bring happiness and good fortune to those who wear it. It can keep husbands and wives together and also, when given with good intentions, it is said to remove any bad blood between the giver and its recipient.

Here's the Takeaway:

Turquoise seems to embody all that is good when it comes to healthy relationships. So for wedding traditions, suggest Turquoise as the *something blue* piece of the bride's wedding-

day wear.

5. Leery About Life Diamonds

We've saved the best gemstone superstition for last! Years ago, Stuller's CAD/CAM department received a Life Diamond to incorporate into a custom-designed piece. What's a Life Diamond, you ask? This is a Lab-Created Diamond grown from the ashes of someone who has passed on.

Over the duration of the CAD/CAM project, the Life Diamond spent nearly two weeks in the department. During those fourteen frightful days, chaos ensued. There were countless software crashes and mysteriously lost CAD files. 3D printers malfunctioned as they built models of nothingness. Wax models went missing, only to reappear, then vanish again. Lights flickered in the hallways.

Here's the Takeaway:

While the story above sounds like a stretch, it's based on true events. In fact, we've even modified our policies to discourage any Life Diamonds in the future.

Why? Because Life Diamonds are irreplaceable. If the stone is chipped, lost, or altered, there's no way to reconcile any damages to such a one-of-a-kind stone. So for that reason, take great care if you're ever tasked with working with a Life Diamond.



Do you have goosebumps? Are you afraid of any of these gemstone superstitions? Let us know your thoughts in the comments below. And feel free to share your own superstitions, too!