

Long's[®]

Fine Jewelers Since 1878

MASSACHUSETTS
BAY.

PART OF
RIDDE ISLAND

BRISTOL
COUNTY

PLYMOUTH
COUNTY

COD BAY

RICHARDS BAY

EXPLANATION.

- Roads and Turn lanes except where bounded by water marks
- County line
- Road
- Iron mine
- Milling Basin
- Great Basin
- River
- Small Stream
- Mountain
- Pond
- Island
- Rock where water



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At Long's, we celebrated our 135th birthday this year!

There are three things that have helped us serve New Englanders for so long. First, it's our passion for finding the right gift for each customer. We're a family owned and operated business with deep Massachusetts roots and we take our role as your "Family Jeweler" very seriously. We can only be happy with your jewelry decision when you are happy with your jewelry decision. Second, we believe that you deserve diamonds, jewelry and timepieces that can last a lifetime. That's why we are so committed to the high quality of materials, high quality of craftsmanship and high quality of service. Third, we love the thrill of the hunt.

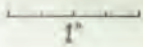
Whether it is identifying the latest jewelry trends, the best new designers or even that one-of-a-kind piece of pre-owned jewelry, we love finding the right product and we love sharing what we've found with you. So enjoy this year's Collection Book, which is just a small sample of what we are here to offer you, each and every day.

Long's



OSCAR HEYMAN
Since 1912

Since 1912, Oscar Heyman has been creating truly exquisite fine jewelry for truly exquisite women. Oscar Heyman jewelry showcases the striking elegance of colorful gemstones and the beauty of the women who wear them. Each piece is ingeniously designed and meticulously hand-crafted by American artisans using European techniques passed down through three generations of this 100-year old family business.



Opposite Page:

- A. One-of-a-Kind 18k Gold and Platinum Yellow Sapphire & Diamond Ring.
- B. One-of-a-Kind Platinum Pink Sapphire & Diamond Ring.
- C. One-of-a-Kind 18k Gold and Platinum Orange Sapphire & Diamond Ring.
- D. One-of-a-Kind Platinum Sapphire & Diamond Ring.

Call for pricing.

This Page:

- A. One-of-a-Kind Platinum Multicolored Natural Sapphire Diamond Bracelet.

Call for pricing.

- A. Natural Fancy Yellow Cushion Cut Diamond Ring in 18k White and Yellow Gold with Shield Side Stones & Pavé.
- B. Cushion Cut Diamond Ring in a Triple Row Platinum Setting with Pavé.
- C. Natural Fancy Yellow Cushion Cut Diamond Ring in 18k Yellow and White Gold with Baguette Side Stones .
- D. Emerald Cut Diamond Ring with Art Deco Design in Platinum.
- E. Cushion Cut Diamond Ring in Platinum with Pear Shape Side Stones & Pavé.

Prices vary based on size & quality of diamonds.





- A. Shared Prong Diamond Eternity Band in Platinum.
- B. 3 Stone Diamond Ring with Round Pavé Shank in Platinum.
- C. Natural Fancy Yellow Cushion Cut Diamond Ring with Trapezoid Cut Side Stones in 18k Gold and Platinum.
- D. Shared Prong Eternity Band with Natural Fancy Yellow Radiant Cut Diamonds in 18k Gold.
- E. 3 Stone Asscher Cut Diamond Ring with Trapezoid Cut Side Stones in Platinum.
- F. Shared Prong Emerald Cut Eternity Band in Platinum.

Prices vary based on size & quality of diamonds.



Mémoire[®]



- A. 8mm Wide Band in 18k Gold with a Polished Finish – 2,700.
- B. 8mm Wide Band with Flush Set Brilliant Cut Diamonds in 18k Gold with a Satin Finish – 2,850.
- C-E. Diamond Stardust[®] Collection 5mm Rings in 18k Yellow, White & Rose Gold – 2,995.
- F-H. Diamond Eternity Rings in Platinum from the Paramount[®] Collection – starting at 12,150.



- A. Pavé Diamond Bands – starting at 3,150.
- B. Diamond Eternity Bands – starting at 1,325.
- C. 18k White & Rose Gold Band with Diamonds from the Magiques Collection by Furrer Jacot – 3,120.
- D. 18k White & Rose Gold Band from the Magiques Collection by Furrer Jacot – 2,180.





DAVID YURMAN

The CLASSIC® Timepiece in Stainless Steel and 18k Gold with Diamond Bezel Case, Mother-of-Pearl Dial with Diamond Markers, Swiss Made.

A. 34mm – 7,600.

B. 30mm – 6,800.



*From the LABYRINTH™ Collection
with Diamonds in Sterling Silver
and 18k Gold.*

A. Double-loop Cuff - 7,800.

B. Single-loop Bracelet - 3,800.

C. Triple-loop Ring - 3,800.

DAVID YURMAN

MARCO BICEGO



A



B



C

From the Murano Link Collection

- A. 18kt Hand Engraved and Polished Yellow Gold Earrings with Blue Topaz and Citrine - 1,750.
- B. 18kt Hand Engraved and Polished Yellow Gold Necklace with Mixed Semi-Precious Gemstones - 12,800.
- C. 18kt Hand Engraved and Polished Yellow Gold Two-Strand Bracelet with Mixed Semi-Precious Gemstones - 6,890.



From the Pois Mois Collection

- A. Four-Row Bangle in 18k Yellow Gold – starting at 9,900.
- B. Four-Row Diamond Bangle in 18k Yellow and White Gold – starting at 11,900.
- C. Two-Row Square Diamond Ring in 18k Yellow and White Gold – starting at 3,500.
- D. Two-Row Square Ring in 18k Yellow Gold – starting at 2,500.

ROBERTO COIN

JOHN HARDY

ONE OF A KIND, ONE PIECE AT A TIME, EACH BY HAND



The Classic Chain Collection in
Sterling Silver - Starting At 375.



A



B

GURHAN



- A. 24k Gold Necklace with 7 Gold Flakes and Pelican Clasp from the Lotus Collection – 11,200.
- B. 24k Gold Hook Earrings from the Lotus Collection – 3,700.
- C. 24k Gold Ring with Peridot Center and Two Side Rosecut Diamonds from the Periwinkle Collection – 11,000.



C



Pre-Owned Jewelry

- A. One-of-a-Kind Ruby and Diamond Earrings in 14k White Gold.
- B. One-of-a-Kind Bezel Diamond Necklace in Platinum.
- C. One-of-a-Kind Aquamarine and Diamond Enhancer in 14k White Gold.
- D. Cartier Pavé Diamond Trinity Ring in 18k White Gold.
- E. One-of-a-Kind Antique Diamond and Sapphire Ring in Platinum.
- F. One-of-a-Kind Edwardian Diamond Ring in Platinum.
- G. One-of-a-Kind Vintage Diamond Chandelier Earrings in 18k White Gold.
- H. One-of-a-Kind Art Deco Platinum and Diamond Bracelet.

Pre-Owned Jewelry

- A. One-of-a-Kind Tourmaline and Rose Quartz Ring in 18k Yellow Gold.
- B. One-of-a-Kind Vintage Multistone Diamond Bracelet in 14k Yellow Gold.
- C. Yvel Gold Pearl and Diamond Ring in 18k Yellow Gold.
- D. Tiffany & Co. Jean Schlumberger Croisillon Bracelet in 18k Gold with Yellow Enamel.



A



C



B

CROSSROADS COLLECTION
Pre-Owned Jewelry & Timepieces



D



- A. Custom Monogram Post Earrings in 14k Yellow Gold – 400.
- B. Custom Monogram Necklace in 14k Yellow Gold – 330.
- C. Custom Monogram Post Earrings in 14k Yellow Gold – 400.
- D. Small 14k Tri-Color Gold Three Tear Earrings by Lana – 550.
- E. 14k Yellow Gold Emerald Stud Earrings by Meira T – 1,650.
- F. 14k Gold Large Flat Upside Down Hoops with Diamonds by Lana – 550.



A



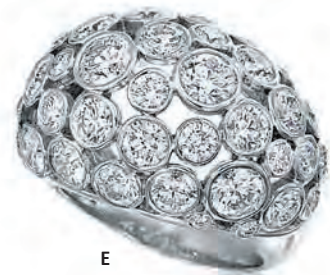
B



C

- A. 18k Yellow Gold Round Petite Initial Locket with Rock Crystal over Cognac Mother of Pearl by Monica Rich Kosann – 2,950.
- B. One-of-a-Kind, Custom Made Jewelry from Heather Moore - Prices vary based on customization options.
- C. One-of-a-Kind, Custom Made Jewelry from Heather Moore - Prices vary based on customization options.

Long's
FASHION COLLECTION
 From Classics to Trends



Long's

SIGNATURE COLLECTION

- A. Platinum and Diamond Detachable Gallop Necklace – 70,000.
- B. 18k White Gold & Diamond Marbella Eternity Band with Blue & Green Sapphires – 5,200.
- C. 18k Yellow Gold & Diamond Marbella Eternity Band with Yellow & Orange Sapphires – 5,200.
- D. 18k Rose Gold & Diamond Marbella Eternity Band with Pink & Purple Sapphires – 5,200.
- E. 18k White Gold & Diamond Cloud Nine Ring with 41 Ideal Diamonds – 23,000.
- F. 18k Rose Gold Diamond Pave Stacking Ring by Hulchi Belluni – 3,685.
- G. 18k White Gold Stacking Ring with Diamonds by Hulchi Belluni – 2,350.
- H. 18k Yellow Gold Diamond Pave Stacking Ring by Hulchi Belluni – 3,685.
- I. 18k White Gold Pavé Diamond Domed Ring from the Pastille Collection by Hulchi Belluni – 6,590.
- J. 18k Rose Gold Pavé Diamond Ring from the Rondo Collection by Hulchi Belluni – 11,000.
- K. 18k Rose Gold with Pavé Diamonds Link Bracelet from the Rondo Collection by Hulchi Belluni – 20,675.





120th
ANNIVERSARY
MIKIMOTO

In celebration of Mikimoto's 120th anniversary, this design is comprised of 120 Akoya cultured pearls and represents the original pearl that Kokichi cultured in 1893 off the waters of Toba, Japan, a feat that brought him one step closer to fulfilling his dream of women everywhere experiencing the unsurpassed beauty of the pearl.

This unique Akoya strand features an 18k white gold clasp accented with a paisley motif version of the iconic Mikimoto clasp, exaggerated in size to accentuate the necklace – 17,000.



BREITLING
1884



A



B



C



D

- A. NAVITIMER 01 Black Dial with Silver Sub Dials on a Black Leather Strap (Breitling in-house manufactured caliber 01 movement) – 7,715.
- B. TRANSOCEAN CHRONOGRAPH 1461 Silver Dial and Sub Dials on an Ocean Classic Bracelet – 9,800.
- C. SUPEROCEAN HERITAGE CHRONOGAPHE 44 Steel and 18k Gold Bezel with a Black Dial and Sub Dial on an Ocean Racer Strap – 7,320.
- D. CHRONOMAT 44 Onyx Black Dial with Gold Sub Dials on a Steel and Gold Pilot Bracelet. (Breitling in-house manufactured caliber 01 movement) – 13,120.



TAGHeuer
SWISS AVANT-GARDE SINCE 1860



A



B



C



D

- A. AQUARACER, White Mother-of-Pearl Diamond Dial and Bezel on Stainless Steel, 27mm – 4,100.
- B. FORMULA 1, Stainless Steel and Black Ceramic, Black Diamond Dial and Bezel, 32mm – 2,900.
- C. LINK Calibre 16 Automatic Chronograph with Tachymetre Scale, 43mm – 4,200.
- D. CARRERA Calibre 36 Flyback Automatic Chronograph, Black Alligator Strap, 43mm – 7,900.

RAYMOND WEIL

GENEVE



A



B



C



D

- A. Ladies' Noemia in Yellow Gold with Diamond Mother-of-Pearl Dial and Diamond Bezel – 2,150.
- B. Ladies' Jasmine in Stainless Steel and Rose Gold – 1,595.
- C. Gent's Maestro Automatic in Yellow Gold on a Leather Strap – 1,495.
- D. Gent's Freelancer Automatic Chronograph in Stainless Steel and Rose Gold on a Leather Strap – 3,100.



MICHELE



A



B



C



D

- A. Serein 16 Diamond Two-Tone on Serein 16 7-Link Bracelet –1,645, strap 500.
- B. Serein Diamond on Navy Alligator Strap – 1,695, strap 200.
- C. Deco Gold Diamond, Diamond Dial on Garnet Alligator Strap – 1,945, strap 200.
- D. Deco Diamond, Diamond Dial on Deco 7-Link Bracelet – 1,695, strap 300.



DOWNTOWN BOSTON
100 Summer Street • Boston, MA
617.426.8500



SOUTH SHORE
South Shore Plaza • Braintree, MA
781.356.5300



BURLINGTON AREA
60A South Avenue • Burlington, MA
(across from the mall)
781.272.5400



METROWEST
323 Speen Street • Natick, MA
(outside the mall, across from Neiman Marcus)
508.650.2900



NORTH SHORE
35 Cross Street • Peabody, MA
(outside the mall, across from Macy's)
978.531.6900

Long's
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WWW.LONGSJEWELERS.COM

60A South Avenue, Burlington, MA 01803

On the Cover:

14k Yellow Gold Globe can be Customized by Setting Diamonds at Significant Locations Around the World by Heather Moore – starting at 1,835.

This Page:

Capri Collection Rings in 18k Gold - starting at 1,275.

