

Wimmer's

SUMMER JEWELRY GUIDE

By Brady Drake

No matter who you are, jewelry is the accessory that can complete any look!

But let's be honest, each person has their own look, and Wimmer's Diamonds is here to help you with tips for any style!



She's all about pontoon rides and sipping wine by the water. She knows the perfect cove for floating, the best dock for sunsets, and the exact moment to turn up the country music. Her suitcase is half swimsuits, half hoodies—because the lake breeze waits for no one. She'll make you s'mores, school you in cornhole, and offer a second glass before you ask.

? WHAT JEWELRY DO YOU RECOMMEND FOR SOMEONE WHO SPENDS A LOT OF TIME ON THE LAKE—SOMETHING THAT CAN HANDLE WATER AND SUNSHINE?

If your perfect summer day includes sun, swimsuits, and cannonballs off the dock, your jewelry needs to keep up. The good news? You don't have to leave it all behind. Just make sure anything you wear fits well—especially rings. Cool lake water can shrink your fingers ever so slightly, and if your ring is already a little loose... let's just say the fish might end up with a sparkly new treasure.

When it comes to materials, solid gold and silver chains can handle the rays and still look effortless with a bikini and a hoodie. Diamonds? Always a yes—they're tougher than they look. But save the delicate stones—like opals or pearls—for drier days. They're beautiful, but not big fans of water or heat (or chlorine, if you're pool-hopping too).

? DO YOU CARRY ANY LAKE-INSPIRED OR NAUTICAL-THEMED COLLECTIONS?

Absolutely—we've got pieces that feel like summer by the water, bottled up in jewelry form.

Our Coast collection was made for lake days and boat nights.⁽¹⁾ It features soft blue hues set in sterling silver—easy to mix, match, and layer, whether you're heading out for a sunset cruise or just lounging in your favorite hoodie.

Gemstones like aquamarine, turquoise, and blue topaz bring those perfect pops of lake-inspired color—think clear skies, deep water, and your favorite faded beach towel. And if you're feeling a little more literal, we also have anchor pendants and wave-patterned bands that nod to the nautical without going overboard.



? WHAT'S A GREAT "DOCK-TO-DINNER" JEWELRY TRANSITION PIECE FOR A DAY ON THE BOAT THAT TURNS INTO A NIGHT WITH WINE?

Go with pieces that feel effortless but still catch the light. A statement ring or a simple gemstone pendant adds just enough polish without feeling fussy. Stackable bracelets are easy to slip on in the afternoon and still sparkle after dark. And for a little layered charm? Try a dainty chain paired with a water-inspired pendant **(2)**—it's subtle, summery, and always looks pulled together.

? HOW DO YOU SUGGEST LAYERING JEWELRY WITH SWIMWEAR OR BREEZY CABIN OUTFITS?

Mix it up! Pair a paperclip or mirror chain with a diamond pendant to blend shine and texture in a way that feels easy but elevated. Stackable rings or bracelets **(3)** are perfect, too—they add a playful pop without weighing you down. It's laid-back luxe that goes from dock to dinner with zero effort.

? DO YOU HAVE ANY GO-TO RECOMMENDATIONS FOR JEWELRY THAT WON'T GET IN THE WAY WHILE TUBING, PADDLEBOARDING, OR BOATING?

When you're on the move—tubing, paddling, or climbing in and out of the boat—keep it simple. Think stud earrings, short necklaces that stay close to the collarbone, and low-profile rings or stackable bands. You want pieces that stay put and don't snag, so you can focus on the ride—not your jewelry.

? HOW DO YOU STYLE JEWELRY FOR CASUAL WINE NIGHTS AT THE LAKE—SOMETHING THAT FEELS SPECIAL BUT LAID BACK?

Keep it easy, but make it shine. A bold gemstone pendant gives just the right amount of sparkle, especially when paired with a few dainty bracelets. It feels thoughtful without trying too hard—perfect for sipping wine on the deck as the sun goes down.

? WHAT ARE THE BEST PIECES FOR CAPTURING "LAKE LIFE" IN A SENTIMENTAL WAY—CHARMS, ENGRAVING, OR CUSTOM STONES?

Pear-shaped stones (think: little water droplets) are a sweet nod to the lake without saying a word. For something more personal, try engraving the coordinates of your cabin onto a bar pendant or cuff bracelet—it's a quiet way to carry your favorite place with you, even when you're far from the dock.



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ARE YOU THE *Outdoor Adventurer?*

She needs jewelry as durable as it is stylish. Something that can handle a sunrise hike and still sparkle by campfire light. She's scaling ridgelines one minute, skipping rocks the next—and her gear, like her spirit, doesn't quit. Her accessories go from trail to taproom, from paddleboard to picnic without missing a beat.

? WHAT JEWELRY WORKS WELL FOR SOMEONE WHO LOVES HIKING AND CAMPING, BUT STILL WANTS TO ACCESSORIZE?

Think lightweight and low-profile. Minimalist pieces that stay close to your body—like huggie hoops or simple chains—won't snag on gear or get in the way when you're on the move. Look for designs that are metal-forward ⁽⁴⁾ or feature protected stones. Channel-set styles are ideal for trail days, since they help keep stones safe from bumps and scrapes.

Stackable all-metal rings, sturdy cuffs, or even leather wraps with natural stones ⁽⁵⁾ strike the perfect balance between rugged and refined.

? DO YOU CARRY ANY NATURE-INSPIRED DESIGNS?

Definitely—floral and nature-inspired rings ⁽⁶⁾ are actually pretty popular, especially for those who like a subtle nod to the outdoors. Just keep in mind, not all nature-themed pieces are made for rugged wear.

That said, many designs capture the spirit of nature through shape and tone. Look for organic lines, flowing curves, and natural finishes like rose gold or two-tone metals—they bring the outdoors in without sacrificing durability.

? ARE THERE DURABLE OR LOW-MAINTENANCE MATERIALS YOU RECOMMEND FOR AN OUTDOORSY LIFESTYLE?

There's no one-size-fits-all metal when it comes to durability—every material has its pros and cons. Certain gemstones, like diamonds, can also handle a bit more wear. Our expert team can guide you toward styles that fit both your vibe and your lifestyle.

? WHAT'S YOUR ADVICE FOR SOMEONE WHO WANTS TO WEAR JEWELRY ON A HIKE OR CAMPING TRIP BUT IS WORRIED ABOUT LOSING IT?

Before heading out, always double-check earring backs and make sure clasps on necklaces or bracelets are secure. And if it's a favorite piece? Insure it, just in case.

? CAN YOU CUSTOMIZE PIECES TO REFLECT SPECIFIC LANDSCAPES, ADVENTURES, OR FAVORITE PLACES?

Absolutely. We've turned a sentimental photo of a national flower into a custom emerald pendant that captured the moment perfectly. Whether it's a wildflower from your favorite trail or the shape of a mountain ridge that means something to you—we love bringing meaningful adventures to life in jewelry form.



ARE YOU THE Beach Babe/ Pool Girl?

She loves to lounge by the water. Effortless and sun-kissed. Her days run on SPF, iced drinks, and the perfect playlist drifting from a nearby speaker. She lives in bikinis, coverups, and oversized sunnies and is glamorous without trying.

? WHAT ARE THE BEST JEWELRY PICKS FOR SOMEONE WHO LIVES IN THEIR SWIMSUIT ALL SUMMER LONG?

Think light, layerable, and sun-friendly. Simple gold chains (7), classic hoops (8), and tiny studs are perfect—they add just enough sparkle without feeling overdone. Yellow gold, especially, plays so well with a summer tan and gives off that just-back-from-vacation glow.

Just a heads-up: save your pearls and delicate gemstones for dry-land days. Sunscreen, saltwater, and pool chemicals aren't exactly their best friends.

? ARE THERE SPECIFIC COLLECTIONS YOU RECOMMEND FOR TROPICAL VACATIONS OR POOLSIDE LOUNGING?

It really depends on your vibe and how comfortable you are bringing your favorite pieces along for the ride. Some love wearing their jewelry poolside or beach-bound, while others prefer to keep their sparkle safe. Either way, we've got collections with laid-back luxe in mind—perfect for sipping something cold under the palms or catching golden hour by the pool.

? DO YOU CARRY ANY FUN, BEACHY CHARM BRACELETS OR SHELL-INSPIRED NECKLACES?

Totally. Flexi bangles and playful layering bracelets are perfect for that carefree, sun-drenched vibe. We also love medallion pendants (9)—they're a little bold, a little golden, and totally give off that sunkissed, beach goddess energy.

? WHAT PIECES TRAVEL WELL AND WON'T TANGLE, TARNISH, OR BREAK IN A BEACH BAG?

Most jewelry can tag along—just make sure it's packed right. Sterling silver can tarnish, especially in salty air, so keep it stored when you're not wearing it. A WOLF zipped travel case (10) is a total game-changer: it keeps your pieces safe, untangled, and ready for wherever the sunshine takes you.

? CAN YOU SHARE YOUR FAVORITE LIGHTWEIGHT PIECES THAT STILL ADD PERSONALITY TO A POOLSIDE LOOK?

A bezel diamond solitaire necklace (11) is a go-to—it's simple, stunning, and catches the light in all the right ways.



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ARE YOU THE *Downtown* Fashionista?

She's into the latest trends and loves to make a statement. Bold prints, sharp silhouettes, and accessories that turn sidewalks into runways—that's her signature. She's first to try the micro bag, the maxi hem, and the monochrome moment.

? WHAT JEWELRY TRENDS ARE YOU SEEING DOWNTOWN RIGHT NOW FOR THOSE WHO LOVE MAKING A STATEMENT?

Layering is the move—necklaces stacked to suit any neckline instantly elevate a look. Mixed metals are having a moment too, adding dimension and edge. Chunky chains bring the drama, and bold, colored gemstone pieces are turning everyday outfits into head-turners.

? CAN YOU RECOMMEND BOLD OR EYE-CATCHING PIECES FOR THE FASHION-FORWARD CITY GIRL?

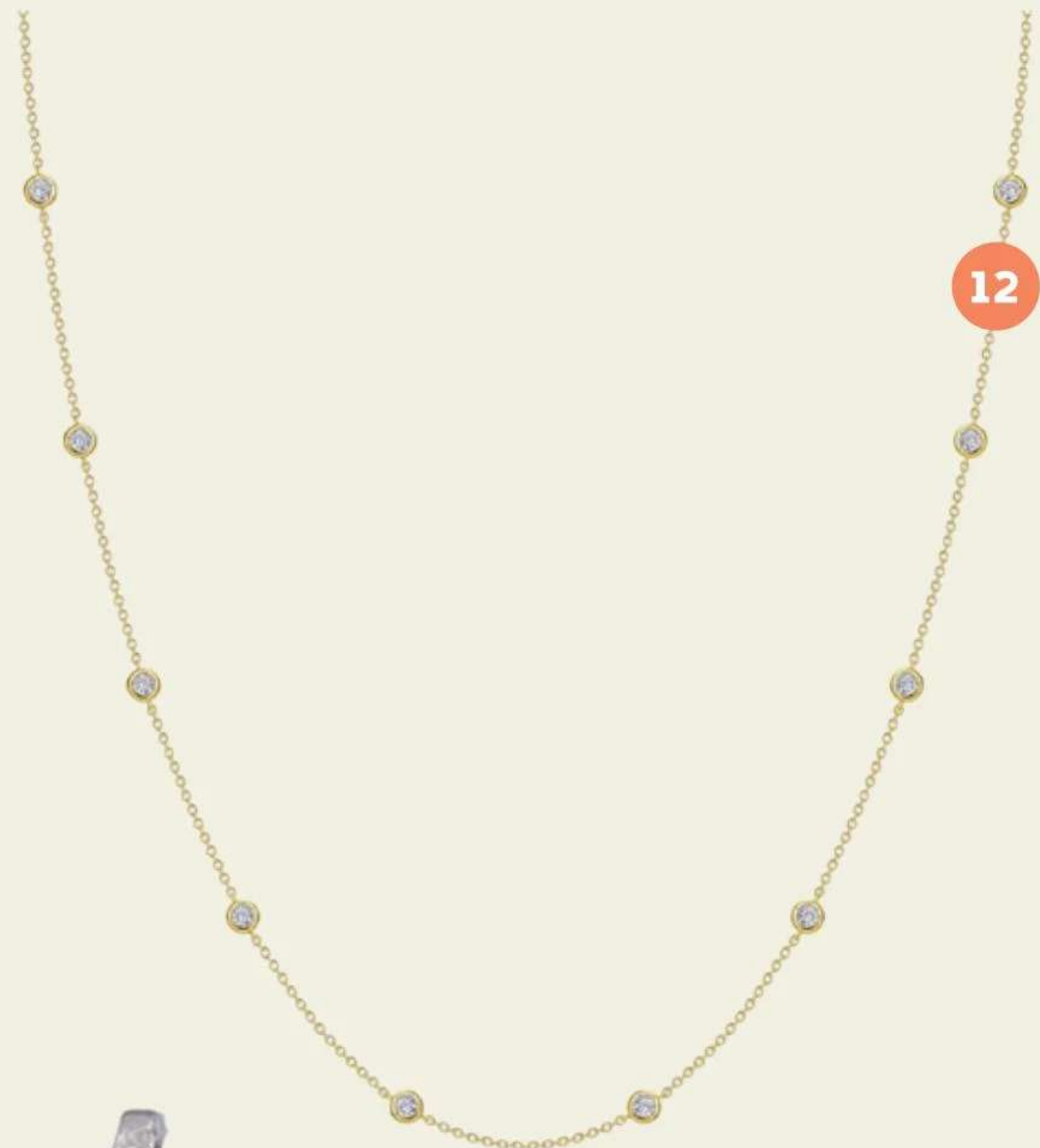
Trends always come back—bold herringbone or omega chain necklaces are timeless with edge. Try oversized, dramatic hoops for instant impact. And don't skip a statement gemstone ring ⁽¹⁵⁾—it's color, confidence, and couture all in one.

? HOW DO YOU HELP CUSTOMERS MIX HIGH-GLAM PIECES WITH EVERYDAY WEAR?

It's all about owning your style. Your jewelry should reflect you—so if you love it, wear it. Mix high-end with everyday, bold with simple. Fashion isn't about rules—it's about what makes you feel like a runway version of yourself.

? ARE THERE ANY SIGNATURE PIECES IN YOUR COLLECTION PERFECT FOR LAYERING OR BUILDING A STANDOUT LOOK?

A diamond station necklace ⁽¹²⁾ is a perfect base—it's sleek, chic, and made to layer. Add a bold diamond pendant ⁽¹³⁾ for extra drama, and finish with mixed textured rings to tie it all together. It's statement styling made effortless.



? WHAT'S ONE PIECE EVERY DOWNTOWN FASHIONISTA NEEDS IN HER ROTATION RIGHT NOW?

Oversized inside-out hoops are a must. These white gold hoops offer a dramatic style with diamonds on both sides ⁽¹⁴⁾ —they catch the light from every angle and guarantee you'll be noticed, whether you're sidewalk-strutting or cocktail-sipping.



? HOW CAN SOMEONE MIX VINTAGE-INSPIRED DESIGNS WITH BOLD MODERN FASHION?

It's all about contrast. Pair a sleek, modern outfit with a vintage-inspired accessory—like a pearl strand or a standout cocktail ring ⁽¹⁵⁾—to create a look that feels intentional, elevated, and totally original.

? WHAT'S A SMART WAY TO ADD SPARKLE OR DRAMA TO AN OUTFIT WITHOUT GOING OVERBOARD?

Choose one or two pieces to do the talking—like a bold bracelet or a statement gemstone ring—and let the rest stay minimal. It's all about balance that still makes a statement.

? ARE THERE PARTICULAR STONES, COLORS, OR SILHOUETTES THAT SCREAM "DOWNTOWN COOL" RIGHT NOW?

Emerald greens, powdery pinks, and bold blues are having a moment. Mixed metals add contrast and edge. And clean, geometric shapes bring that modern, minimalist cool every city girl loves.



No matter your vibe—laid-back lake days, off-the-grid adventures, big city energy, or poolside glam—there's a piece of jewelry that fits your world. This summer, let your style tell your story with pieces that move with you, reflect your personality, and make every outfit a little more *you*.

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