

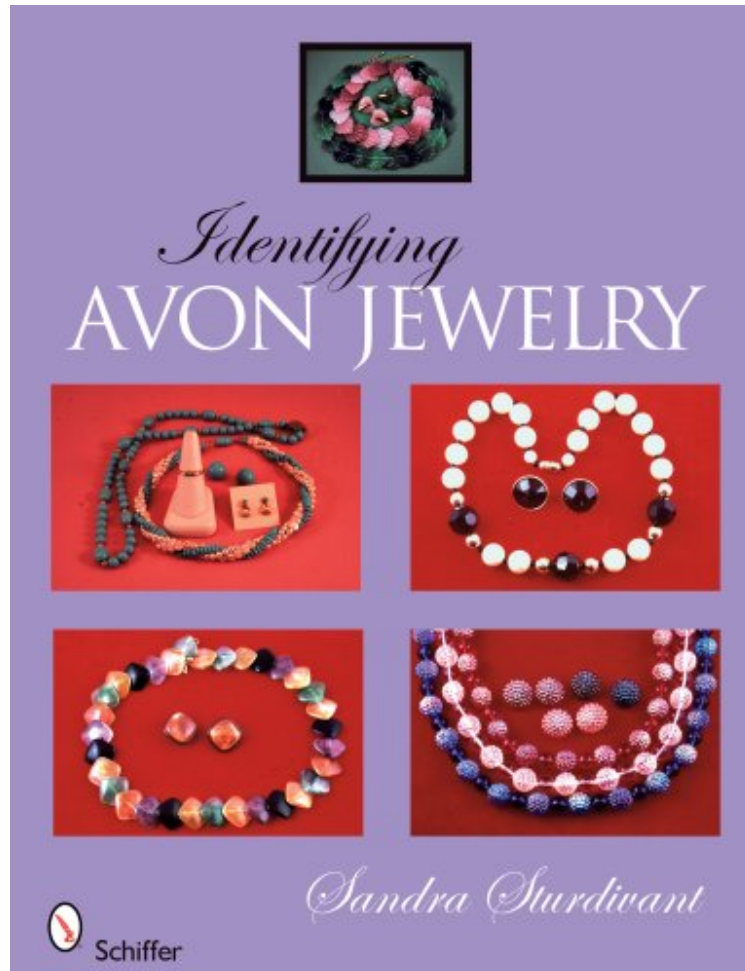
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Identifying Avon Jewelry

Sandra Sturdivant : Identifying Avon Jewelry before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Identifying Avon Jewelry*:

4 of 4 people found the following review helpful. Amazing resource for identification By Scott R. Harding This book was everything I wanted: a clear, concise listing of Avon jewelry, by name, date, and suggested price (as of publication). I recently inherited a substantial amount of Avon jewelry: my grandmother was a formidable "Avon Lady" throughout the '70s and '80s, I had tubs of stuff without any identifying boxes. With the exception of perhaps a dozen items, I eventually identified every piece by scouring the photos in this book. Others have mentioned the occasional poor photo quality; I concur that some items are a different color in actuality, and that some photos are a little fuzzy, but all I needed from the book was a visual guide, and it served incredibly well for that purpose. I don't see Sturdivant's prices reflected in real-life on eBay, but of course she provided a disclaimer that they are to serve only as a guide. What helps me is to see a piece that SHE prices at, say, \$25: I now know not to list such an item at a mere 99 and "give" it away. The "suggested" prices simply steer me toward what a reasonable opening bid might be. The only

things that seem to be missing entirely are the various "seller-award" pieces. Otherwise, this is a large, well-made hardcover book, obviously well-researched and an impressive testament to the author's love of the subject. If you're looking for a great resource to identify Avon jewelry, this book does exactly as its title suggests. 1 of 1 people found the following review helpful. Well Balanced By Kindle Customer Perfect for my needs. This has good photos and good details. I have one of the older books that covers different pieces. I don't think you will ever get all Avon's jewelry in one book. This book paid for itself in one day. I had a Kenneth Jay Lane piece that I was able to date AND an unsigned necklace that I identified. Having more information about unsigned pieces would be great. The unsigned piece I found did not mention that it was unsigned in the book. 0 of 0 people found the following review helpful.

Identifying Avon Jewelry ... By DeeDee 747 Very well put together.

Open this book to find 3,200 glittering jewelry items distributed by Avon Products, Inc. from 1965 to 2006. It is an almost complete record of the company's production. Read the authority's guide to identifying each design by its official name and date of release, based on the original company brochures, along with current market values. Then go to your jewelry box and see your collection in a different light; now you, too, can become an authority. Learn how the Avon company evolved since 1886. The jewelry line began in 1965 and grew, through original designs and direct marketing home parties, into a giant with about 250 new designs each year. Avon packaging is also an important part of the jewelry's success, and here you will see all the variations that are so desirable among collectors today. Some of the original box styles may even inspire designers today to "think outside the box." This comprehensive new book will become the standard reference for Avon jewelry because it is handsome, complete, and wholly accurate. What more could a jewelry lover want?

About the Author Sandra Sturdivant worked for 18 years in the offshore oil industry in Texas before retiring with her husband to Oklahoma. She has collected jewelry throughout her adult life and won't be content until every piece is accurately identified. Her passion is borne out in this monumental work.