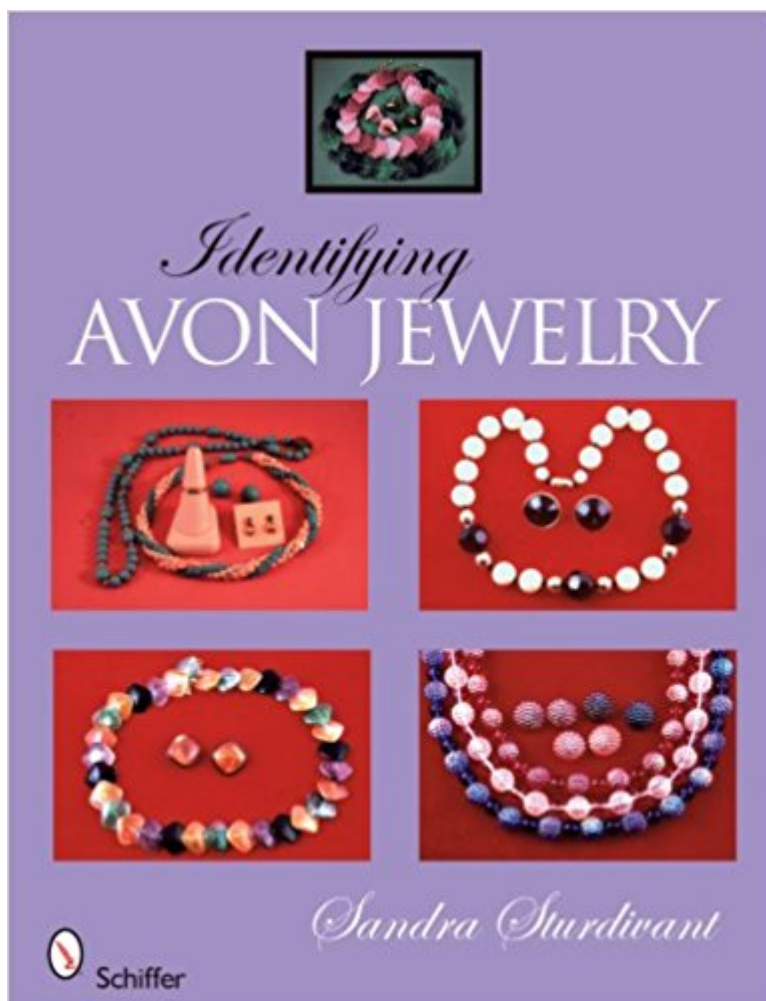




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Identifying Avon Jewelry



Synopsis

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?

Book Information

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Customer Reviews

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.

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.

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.

Very well put together.

I could tell that the author did exhaustive research on this book. Although, it does not include ALL of Avon's fabulous creations, the attempt to offer a complete collection is obvious. This book is also helpful in identifying and pricing collection pieces that have no box. Sandra offers the proper names of each item and realistic pricing guidelines for the vintage Avon seller/collector. I find that this is my most used Avon resource. Thank you, Sandra, for your effort and for sharing your accumulated knowledge! Rhonda ~ My Grandma's Jewel Chest

I think this is a wonderful book and helps a lot when trying to identify names of vintage pieces. I only wish it had been complete. I am not sure how many pieces are missing. I would love, love, love to see an update with all of the subsequent pieces added. Thanks for all of your hard work and cannot

wait for your book on Sarah Coventry.

This book brings back a lot of good memories. I was an Avon Rep for many years, and can recall various pieces that are shown. Special were the awards pens and several of the lines we always enjoyed buying, selling, and using. The pictures are excellent and the descriptions are both informative and accurate. Good book to identify those tempting purchases on ebay.

This is a very informative book about Avon jewelry. It starts with information about the designers jewelry of Avon. Then a chapter about sets. And the next chapters are about Necklaces, Bracelets, Pins, Rings and Earrings. Well-organized classification and the photos are good and detailed.

Sandra says she's got most of the jewelry...but I bought extensively in the late 1970s and early 1980s....from 1977 to 1983 and many of the items I own are not in her book. That said, this IS the most comprehensive book out there on AVON jewelry-the BEST on the market!

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