



KIEFFER

FINE JEWELERS SINCE 1957



*Actual Kieffer Couple
Hannah Landes & Jake Wallace*



2020 Holiday GIFT GUIDE



To Our Valued Clients and Community,

What a wild year it has been! 2020 has proven to be one of the most exciting and challenging years of our company's 63-year history. The store lights may have been dim at Kiefers for a few weeks, but we were not idle.

We worked around the clock to improve our in-store and online shopping experience, including updated in-case product displays in our Lutz store, new LED ceiling lights in our Dade City store, and enhanced 3D videos to a vast majority of our estate jewelry collection on our website! To continue to improve our online shopping experience, we added flexible payment plans, in-store and curbside pick up options as well as free gift-wrapping for all online orders. We cannot wait for you to experience all of these customer-experience enhancements and much more on your next in-store or online visit!

On May 1st, we cautiously re-opened our doors and began serving our customers via curb side and home delivery. During our reopening process, we implemented new sanitization methods, developed new processes and procedures for jewelry and watch repair and stayed connected with customers through FaceTime, email and phone calls...all to make sure we were here to serve our community and ensure everyone's safety.

While it may have felt like the world stopped, your special occasions did not. We are so thankful that you allowed us to help you find a way to share the love during such a crazy time!

On a personal note, our general manager Alex Hevia Schlindwein announced that she is expecting her first child to be due in November! We cannot wait to officially announce the arrival of our new Kiefer baby and we hope you'll follow along on our social media pages to meet baby Mia once she arrives. Mia will be the first grandchild for owners David and Wendy Hevia; to say they're excited might be an understatement! They're already trying to rearrange the back room to make space for Mia's Pack 'n Play.

We appreciate your support and loyalty as we've continued to operate and serve our incredible community. We can't wait to see you again soon and share some Christmas cheer!

Merry Christmas and Happy New Year!

Sincerely,
The Kiefer Jewelers Family



- A. 14K Diamond Pendant
 1/4 ctw **\$599**
 1/2 ctw **\$1,099**
 3/4 ctw **\$1,799**
- B. 14K Diamond Earrings
 1/4 ctw **\$499**
 1/2 ctw **\$999**
 3/4 ctw **\$1,399**
 1 ctw **\$1,799**
- C. 14K Diamond Ring
 1/4 ctw **\$699**
 1/2 ctw **\$1,299**
 3/4 ctw **\$1,799**



Diamond Star *MIRAGE COLLECTION*

YOUR CHOICE

14K Diamond Rings

- 1/2 ctw **\$1,399**
 1 ctw **\$1,999**
 1-1/2 ctw **\$3,499**



YOUR CHOICE **\$999**

14K Rose & White Gold Fashion 1/2 ctw



A RING THAT MAKES YOU SAY "WOW"

- H. 14K Diamond Ring 2 ctw
\$2,999



EVERYDAY — DIAMONDS

The perfect mix of diamonds,
gold and fashion.

A. 14K Diamond Bracelet
1 ctw **\$2,199**



YOUR CHOICE
14K Diamond Earrings
1/10 ctw **\$299**

Also Available in:
1/7 ctw \$399
1/4 ctw \$699

YOUR CHOICE
14K Diamond
Necklaces
1/10 ctw **\$599**

Also Available in:
1/7 ctw \$699
1/4 ctw \$799



H. 14K Diamond
Cross Pendant
1/10 ctw
\$299

J. 14K Diamond
Cross Pendant
\$249

In-Out Hoops



K. 14K Diamond Earrings
1/2 ctw **\$799**
1 ctw **\$1,099**
2 ctw **\$1,999**
3 ctw **\$2,699**



A. 14K Diamond
Necklace
1/10 ctw **\$499**

B. 14K Diamond
Necklace 36"
1/4 ctw **\$599**
1/2 ctw **\$799**
3/4 ctw **\$999**
1 ctw **\$1,299**

Also Available in WG

C. 14K Diamond
Necklace
1/6 ctw **\$599**

DIAMOND LINKS



D. 14K Diamond Bracelet
1/4 ctw **\$499**
1/2 ctw **\$699**
3/4 ctw **\$899**
1 ctw **\$1,199**

Also Available in WG

GORGEOUS STUDS!



E. 14K Diamond Studs
1/4 ctw **\$299**
1/2 ctw **\$699**
3/4 ctw **\$1,299**
1 ctw **\$1,999**

ENHANCE
YOUR STUDS
& EXPAND
YOUR LOOK

F. 14K Diamond
Enhancer Earring
1/4 ctw **\$599**

Solitaire Stud sold
separately



MIDAS



A. 14kt WG 1pt Diamond Open Cross Pendant (Chain Included) \$529 | **B.** 14kt YG Small Bead Cross \$514 | **C.** 14kt YG Open Filigree CZ Mini Cross Pendant (Chain Sold Separately) \$256 | **D.** 14kt YG CZ Mini Cross Pendant (Chain Sold Separately) \$166
E. 14kt YG 3mm Paper Clip 16" Chain w/ Lobster Lock \$637 | **F.** 14kt RG 3mm Paper Clip 20" Chain w/ Lobster Lock \$776
G. Rhodium Plated SS 3.85mm Paper Clip 18" Chain w/ Lobster Lock \$192 | **H.** 14kt WG 3mm Paper Clip 18" Chain w/ Lobster Lock \$711 | **I.** 14kt YG 5mm Paper Clip Dangle Post Earrings \$509

MICHELE



A. Deco Sport Stainless Topaz Dial Iridescent Leather Watch \$495 | **B.** Deco Mid Two Tone Red Mother of Pearl Dial Watch \$1,175 | **C.** Deco Sport Two-Tone Pink Gold Watch \$395 | **D.** Deco Sport Gold Deep Blue Wrapped Silicone Watch \$495



A



B

**GORGEOUS
SETS!**



C

**YOUR CHOICE
\$799**



D



E



F

**STYLES FOR
EVERYONE**

- A. 1/2 ctw 14K Engagement Ring **\$1,499**
- B. 1/4 ctw 14K Gold Bridal Set **\$1,099**
- C. 1/4 ctw 14K Gold Bridal Set **\$1,299**
- D. 1/4 ctw 14K Engagement Ring **\$799**
- E. 1/4 ctw 14K Engagement Ring **\$799**
- F. 1/2 ctw 14K Engagement Ring **\$1,499**



On Trend

YOUR CHOICE

\$699

14K Diamond Necklaces
1/4 ctw

A

B

C. 14K Diamond Ring

1 ctw **\$1,799**

1 1/2 ctw **\$2,699**

2 ctw **\$3,699**



D. 14K Diamond Ring

1-1/2 ctw **\$3,999**

2 ctw **\$4,999**

E. 14K Diamond Ring

1 ctw

\$1,999



F. 14K Diamond

Ring 3/4 ctw

\$1,599



G. 14K Diamond

Ring 1/2 ctw

\$999



H. 14K Diamond

Ring 1 ctw

\$2,599

HAND IN HAND, YOU & ME

Commemorate important occasions or
celebrate significant moments.



A

- A. 14K Diamond Pendant
1/4 ctw **\$499**
1/2 ctw **\$999**
B. 14K Diamond Earrings
1/2 ctw **\$999**



B



- C. 14K Diamond Earrings
1/2 ctw **\$1,299**
3/4 ctw **\$1,999**
1 ctw **\$2,699**

ELEGANCE AT ITS FINEST

Gifts of Love



D

- D. 14K Diamond Pendant
1/4 ctw **\$599**
1/2 ctw **\$999**

- E. 14K Diamond Earrings
3/8 ctw **\$799**
1/2 ctw **\$999**



E



F

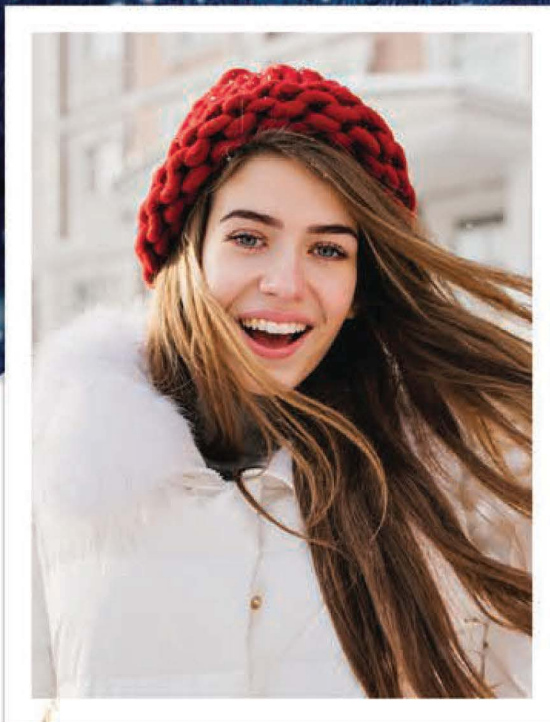
- F. 14K Diamond Ring
1/4 ctw **\$599**
1/2 ctw **\$999**



- G. 14K Diamond Bracelet
1 ctw **\$1,599**
2 ctw **\$1,999**
3 ctw **\$2,699**
5 ctw **\$3,999**

ADD A COLORFUL TOUCH

Easy to wear, our gemstone jewelry can be worn for every occasion and look.



YOUR CHOICE
\$199

A. 14K Rainbow Earrings



B. 14K Rainbow Necklace

**GEMSTONE
JEWELRY
UNDER \$399**

YOUR CHOICE
\$299

C. 14K Diamond & Ruby Ring



D. 14K Diamond & Sapphire Ring



E. 14K Diamond & Ruby Ring



F. 14K Diamond & Emerald Ring



G. 14K Diamond & Sapphire Ring

YOUR CHOICE
\$399

JOHN HARDY

EST BALI 1975



AMMARA STONE



Men's Wedding Bands
starting at \$900



EVERYDAY HALO



A



B



C



D

A. 14K Diamond Earrings

1/4 ctw **\$599**

1/2 ctw **\$1,099**

3/4 ctw **\$1,399**

1 ctw **\$1,999**

B. 14K Diamond Ring

1/4 ctw **\$799**

1/2 ctw **\$1,299**

C. 14K Diamond Pendant

1/4 ctw **\$699**

1/2 ctw **\$1,499**

3/4 ctw **\$1,999**

1 ctw **\$2,999**

D. 14K Diamond Pendant

1/4 ctw **\$699**

1/2 ctw **\$1,499**

3/4 ctw **\$1,999**

1 ctw **\$2,999**



E



F



G

YOUR CHOICE

\$799

14K Diamond Necklaces

1/4 ctw

Diamond Star

GIFTS FOR HER



H



K



J

YOUR CHOICE

\$1,299

14K Diamond Earrings

1/2 ctw

YOUR LOVE SHINES BRIGHT

Make your upcoming anniversary more special than the last with our gorgeous anniversary rings.



STYLISH CHEVRON-SHAPED BANDS

- A. 14K Diamond Ring
1/4 ctw **\$499**, 1/2 ctw **\$799**
3/4 ctw **\$999**, 1 ctw **\$1,499**
- B. 14K Diamond Ring 1/7 ctw **\$499**
- C. 14K Diamond Ring 1/3 ctw **\$699**
- D. 14K Diamond Ring 3/8 ctw **\$799**
- E. 14K Diamond Ring 1/2 ctw **\$1,399**
- F. 14K Diamond Ring
1/2 ctw **\$1,099**, 3/4 ctw **\$1,599**
1 ctw **\$1,999**, 1-5/8 ctw **\$2,999**

G. 14K Diamond Ring
1/2 ctw **\$999**



H. 14K Diamond Ring
1/4 ctw **\$599**



J. 14K Diamond Ring
1/10 ctw **\$349**



DIAMOND STACKABLES

10K **\$249**

14K **\$299**



H. 14K Diamond Earrings
(Also available in YG)

1/4 ctw **\$599**

1/2 ctw **\$899**

3/4 ctw **\$1,199**

1 ctw **\$1,399**

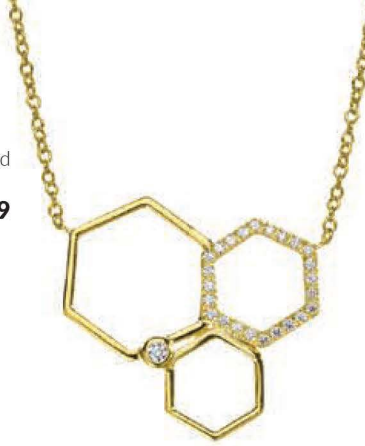
Special Value!

YOUR CHOICE \$249

14K Diamond Earrings
1/10 ctw



A. 14K Diamond
Necklace
.08 ctw **\$399**



B. 14K Diamond
Necklace
.08 ctw **\$399**



C. 14K Diamond Ring
1/10 ctw **\$399**



STYLES THAT WILL HAVE YOUR HEART

YOUR CHOICE \$399
14K Diamond Necklaces
.08 ctw



Timeless Fashion

YOUR CHOICE \$599
14K Diamond Bangles
1/4 ctw



K. 14K Diamond
Bangle
1/3 ctw **\$699**



GOLD & DIAMOND

GIFTS UNDER \$399



YOUR CHOICE
\$299
Gold Diamond Fashion
1/10 ctw

YOUR CHOICE \$199
Gold Diamond Pendants



YOUR CHOICE \$299
1/10 ctw

Gifts Under \$299

These amazing steals
and styles will be gone.
Don't let them pass
you by!



E. Gold
Diamond
Necklace

F. Gold
Diamond
Pendant

G. Gold Diamond
Pendant

YOUR CHOICE
\$299
Gold Diamond Fashion



YOUR CHOICE
\$249

Gold Diamond Rings 1/10 ctw

YOUR CHOICE

\$399

14K Diamond Rings 1/7 ctw



D. 14K Diamond Necklace

1/10 ctw

\$399



E. 14K Diamond Earrings

1/10 ctw **\$349**



Steals & Deals

YOUR CHOICE

\$399

14K Diamond Earrings 1/7 ctw



YOUR CHOICE

\$125

14K Gold Earrings



SPECIAL BUYS!

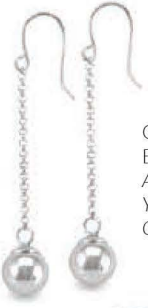
Gifts Under \$100



14K Diamond Solitaires
1/10 ctw

\$99

VERSATILE SILVER



YOUR CHOICE \$49

Gemstone Fashion



YOUR BIRTHSTONE

YOUR CHOICE \$99
AVAILABLE FOR ALL MONTHS



Other birthstone colors available. Prices may vary.

COLORE

YOUR CHOICE \$75
Sterling Silver & Amethyst



YOUR CHOICE \$79



K. Sterling Silver & RG Plating with Pink Moon Stone
L. Sterling Silver & YG Plating with White Moon Stone
M. Sterling Silver with Handcrafted Artisan Blue Glass

A

B

C

- A. Gun Metal Round Box Chain **\$99**
 B. Sterling Silver Curb Neck Chain **\$199**
 C. Herringbone Steel IP Blue Neck Chain **\$99**

D. Sterling Silver Cross Pendant **\$149**



E. Sterling Silver Red Tiger Eye Pendant **\$199**



F. Sterling Silver & Onyx Herringbone Ring **\$199**



G. Sterling Silver Red Tiger Eye Ring **\$199**

Esquire
 MEN'S JEWELRY

GIFTS FOR HIM

H. Sterling Silver Bracelet **\$249**



J. Herringbone Steel IP Blue Bracelet **\$69**



K. Red Tiger Eye & Black Onyx Bead Bolo Bracelet **\$149**



L. Gun Metal Steel IP Bracelet **\$79**





Lutz/Land O' Lakes
24144 State Road 54
Lutz, FL 33559
(813) 909-2393

Dade City
37850 Meridian Avenue
Dade City, FL 33525
(352) 567-2378

kvjewels.com

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ECRWSS
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PAID
EDDM RETAIL

*****ECRWSS****

Local
Postal Customer

Special Buy!

A. 14K Diamond Solitaires
1/10 ctw

\$99



B. 14K Diamond Earrings
1/2 ctw **\$799**

C. Sterling Silver
& 14K Rose Gold
Diamond Pendant
\$149



D. Sterling Silver &
14K Rose Gold
Diamond Pendant
\$149



E. Sterling Silver
& 14K Rose Gold
Diamond Bracelet
\$149



Special Buy!

SWEET LOVE!

YOUR CHOICE

\$249

Gold Diamond Fashion
1/10 ctw



We are not responsible for manufacturer's shortages. If advertised item is not available, we will try to offer a similar item at advertised price. Items not in stock are available for order. We reserve the right to limit quantities. Many Natural/Genuine gemstones are processed and/or enhanced from the time they are extracted from the earth by one or more traditionally accepted jewelry industry practices. Diamond weights are approximate; ranges of sizes (ctw = carat total weight) : 1/10 ctw = .09 - .11, 1/7 ctw = .13 - .15, 1/4 ctw = .23 - .28, 1/3 ctw = .29 - .36, 3/8 ctw = .37 - .44, 1/2 ctw = .45 - .58, 3/4 ctw = .69 - .78, 1 ctw = .95 - 1.08, 1 1/2 ctw = 1.40 - 1.60, 2 ctw = 1.95 - 2.08
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