



BONUS BUY | SAVE 70%
DIAMOND ACCENT
jcp.com 293-7429, 7424,
7422, 7787, 7423, 7482
sale \$37.99 ea.
reg. \$109.99 ea.
additional styles
available

NEW!

29.99^{ea.}

**NEW! | BONUS BUY
SAVE 70%**
LAB-CREATED RUBY
OR AMETHYST &
WHITE SAPPHIRE
jcp.com 256-7333,
7334, 7335, 6489,
257-0490, 6491
sale \$27.49 ea.
reg. \$124.99 ea.

THIS PAGE: 14 color other & 14 gold over silver or pure silver over brass or 14k gold over brass.



BONUS BUY | SAVE 63%
4-PC. BOXED SET
1/3 CT. T.W. DIAMOND
jcp.com 229-5123
sale \$124.99 set
reg. \$204.99 ea.
additional styles
available

99.99^{set}

BONUS BUY | SAVE 63%
4-PC. BOXED SET
LAB-CREATED RUBY
& CUBIC ZIRCONIA
jcp.com 266-1830
sale \$134.99 set
reg. \$274.99 set
additional styles
available



BONUS BUY | SAVE 70%
LAB-CREATED GEMSTONE
jcp.com 267-1224, 507, 6686, 6990,
266-0770, 7339, 7338, 7340

NEW!



NEW! | BONUS BUY | SAVE 63%
GENUINE OR LAB-CREATED GEMSTONE
jcp.com 302-8073, 691, 877, 878
additional colors available



BONUS BUY | SAVE UP TO 70%
GENUINE OR LAB-CREATED GEMSTONE OR CULTURED
FRESHWATER PEARL OR CUBIC ZIRCONIA
jcp.com 267-1830, 3096, 266-7071, 351-4821, 4862, 367-1027,
7786, 266-1833, 367-9166, 351-6263, 696-7331, 367-5283
additional colors available

NEW!



SAVE 70%
GENUINE AMETHYST OR LAB-CREATED
RUBY & WHITE SAPPHIRE
jcp.com 302-8073, 1924, 306-3046, 5410
additional colors available



BONUS BUY | SAVE 70%
GENUINE OR
LAB-CREATED GEMSTONE
jcp.com 306-3844, 6121, 367-0776, 6473, 3018, 6443
additional colors available

SAVE UP TO 75%
49.99^{ea.}
GEMSTONE JEWELRY
sale \$19.99 ea. reg. \$79.99-\$199.99

**AFTER EXTRA 20% OFF*
WITH YOUR JCPENNEY
CREDIT CARD & COUPON**
*max 1 item per customer. \$1000 max.
select styles.



SAVE 63%
GENUINE OR
LAB-CREATED GEMSTONE
jcp.com 302-8073, 8484, 266-3076, 1921,
267-6493, 6488
additional styles available

NEW!



BONUS BUY | SAVE 75%
3-PC. BOXED SET
LAB-CREATED GEMSTONE
OR CULTURED FRESHWATER PEARL
jcp.com 266-3028, 367-3121, 266-3626,
302-4510, 5237
additional styles available

NEW!



BONUS BUY | SAVE 70%
GENUINE OR LAB-CREATED GEMSTONE
jcp.com 306-3844, 1381, 267-1286, 0396, 3074, 3076
additional colors & matching bangles available



BONUS BUY | SAVE UP TO 70%
GENUINE OR LAB-CREATED GEMSTONE
jcp.com 306-3844, 6121, 367-0776, 6473, 3018, 6443
additional colors available



**AMETHYST
PERUVIAN'S
BIRTHSTONE**

BONUS BUY | SAVE 60%
GENUINE LAB-CREATED OR SIMULATED
GEMSTONE OR CULTURED FRESHWATER PEARL
267-4830, 8486, 1487, 8486, 8486, 0388, 1300,
1301, 1302, 1303, 1304, 1305, 1306, 1307,
1308, 1309, 1310, 1311, 1312, 1313
additional colors & styles available

NEW!

*** Taxes applied. In NJ, NJ's 6.625% local tax applies.
Some restrictions on returns. See coupon for restrictions.**

THIS PAGE: 14 color other & 14 gold over silver or pure silver over brass or 14k gold over brass.



SAVE 55%
279.99*
 J. 1/2 CT. T.W. DIAMOND†
 jcp.com 270-1690
 sale \$349.00
 reg. \$624.98

BONUS BUY | SAVE 66%
499.99* EA.
 K-O. 1 CT. T.W. DIAMOND†
 jcp.com 270-1078, 1030,
 1007, 1100, 1636
 sale \$824.00 ea.
 reg. \$1499.98 ea.

BONUS BUY | SAVE 76%
599.99* EA.
 P-R. 2 CT. T.W. DIAMOND†
 jcp.com 270-1304,
 1051, 1052
 sale \$749.00 ea.
 reg. \$2499.98 ea.

BONUS BUY | SAVE 62%
2999.99*
 S. 4 CT. T.W. DIAMOND†
 jcp.com 270-1566
 sale \$3749.00
 reg. \$7999.08
 additional styles available

SAVE 55%
 1/10 CT. T.W. DIAMOND
 jcp.com 282-7824, 2161, 2061, 7050, 7162,
 7426, 7772, 2848, 2722, 1450, 3141, 7458
 additional styles available

SAVE UP TO 77%
55.99*
 EA.
DIAMOND JEWELRY
 sale \$69.00 ea., reg. \$124.99-\$249.98
 AFTER EXTRA 20% OFF*
 WITH YOUR JCPENNEY
 CREDIT CARD & COUPON
 *EXCL. SOME SELECTED DESIGNER
 select styles

SAVE UP TO 77%
 1/10 CT. T.W.
 DIAMOND
 jcp.com 282-8076,
 8078, 8100, 4254,
 4251, 3704

SAVE 50%
 1/10 CT. T.W. DIAMOND
 jcp.com 282-2848, 2206, 3161, 3041

SAVE 59%
 1/10 CT. T.W. DIAMOND
 jcp.com 282-8281, 2248, 2246, 1420, 7164,
 7761, 1268, 1366, 1401, 6194
 add'l best styles available

BEAR HUG YOUR GIFT
 ONLY \$6.99* (add'l for ship.)



LE VIAN®
 GRAND
 SAMPLE SALE

\$896**

\$1120* GRAND SAMPLE SALE™ BY LE VIAN® RING WITH A PEACH MORGANITE™ & 1/2 CT. T.W. DIAMOND IN 14K STRAWBERRY GOLD®

jcp.com 247-7022 clearance \$1400 reg. \$4867.26

**Price shown includes all discounts. See flap for details.



Diamond Blossom
NEW!

SAVE UP TO 58%
699.99* EA.
3/4 CT. T.W. DIAMOND
PENDANT OR EARRINGS†
jcp.com 270-2120, 3120
sale \$874.00 ea.
reg. \$1666.65 ea.

899.99*
1 CT. T.W.
DIAMOND RING†
jcp.com 270-1120
sale \$1124.00
reg. \$2083.31



SAVE UP TO 66%
69.99* EA.
A-D. 1/10 CT. T.W. DIAMOND
jcp.com 293-1926
1978, 1445, 6021
sale \$87.40 ea.
reg. \$145.81 ea.

399.99*
E. 1/2 CT. T.W. DIAMOND†
jcp.com 270-1303
sale \$499.00
reg. \$833.32

499.99* EA.
F & G. 3/4 CT. T.W. OR 1 CT. T.W.
DIAMOND†
jcp.com 270-1071,
470-1635
sale \$624.00 ea.
reg. \$1041.65-\$1499.98

599.99* EA.
H & I. 1/2 CT. T.W. WHITE &/OR
CHARMING DIAMOND
OR 1 CT. T.W.†
jcp.com 270-1910, 1072
sale \$740.00 ea.
reg. \$1249.98-\$1458.32
additional styles available



Diamond Blossom

NEW!

69.99* EA.
1/10 CT. T.W. DIAMOND
jcp.com 293-7561, 7715, 7725, 7773
sale \$87.40 ea. reg. \$145.81 ea.
additional styles available

*Tax pay in addn. Extra 20% off subject to credit approval.
Some restrictions and exclusions apply. See coupon on flap for details.



Diamond Blossom

NEW!

BONUS BUY! SAVE 60%
99.99* EA.
1/5 CT. T.W. DIAMOND

jcp.com 293-2990, 2940, 7724, 2998, 3393, 8040, 3800
sale \$124.00 ea. reg. \$249.98 ea.
styles available in additional sizes

These 2 pages: in sterling silver &/or 14k gold
over silver, unless noted. †In 14k gold



Diamond Blossom



BONUS BUY
SAVE UP TO 70%
149.99*
1/2 CT. T.W.
DIAMOND†
jcp.com 270-3333
sale \$187.40
reg. \$499.98

249.99*
1 CT. T.W.
DIAMOND†
jcp.com 270-3332
sale \$312.40
reg. \$749.98

BEAR HUG YOUR GIFT
ONLY \$6.99* See flap for details.

NEW!

Disney Princess

Belle

NEW!

Cinderella

NEW!

Snow White

Tiana Ball

Enchanted
Disney FINE JEWELRY

129.99-149.99*

1/10 TO 1/4 CT. T.W. DIAMOND &/OR LAB-CREATED ORAL
jcp.com XXXX-XXXX, XXXX-XXXX, XXXX-XXXX, 293-7718, XXX-XXXX, 7544,
264-7310, 293-7548, 6046, 266-1730, 293-6006, 7554, 7553, 8046
sale \$162.40-\$187.40 reg. \$270.82-\$312.48
additional styles available

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