

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 8, Issue 1 • January/February 2017



Yael Designs
Page 53



David Connolly
Page 49



SDC Designs
Page 53

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TABLE OF CONTENTS

JANUARY/FEBURARY 2017

- 8 Thoughts on the New Year *By Frank Dallahan*
- 10 You Bought the New Product... Now What?
5 Questions to Ask Yourself! *By David Brown*
- 12 New Research Reports from GIA on Synthetic Diamonds
- 16 "Wealth in America – Are you Rich?" *By Donna M. Phelan*
- 22 There's No Place Like Home For Lost, Damaged and
Composted Jewelry *By David Sexton*
- 24 10 Deadly Sins of Fine Jewelry Retailing *By Bill Boyajian*
- 26 Look Book
- 28 A Collection Of Ideas *By Ruth Melergaard*
- 30 Fifty-Five Is NOT Old! *By Kyna Steinfurth*
- 31 New and Noteworthy
- 32 Death and Taxes (or if There's a Will, where is it?) *By Abe Sherman*
- 46 Steps You Can Take To Be In Business Years From Now *By Matthew Perosi*
- 50 That Defining Moment *By Bill Boyajian*
- 52 The Style Page
- 54 In Praise of Our Road Warriors *By Andrew Kohler*
- 64 Advertiser's Index



26



52



53



52



COVER: The cover model is wearing jewelry from Sloane Street. Briolette earrings of Turkish wood opal with emerald cut smokey topaz and diamonds in 18K white gold, MSRP: \$6,820; Ring of Turkish opal, Paraiba tourmaline, and brown diamonds with a split shank in 18K white gold, MSRP: \$6,710. Bracelets from top to bottom - "Samatha", striae 18K white gold and pavé diamond stretch bracelet, MSRP: \$6,710; "Hexagon", striae 18K white gold and pavé diamond stretch bracelet, MSRP: \$7,615; "Samantha", striae 18K white gold and pavé diamond cushion stretch bracelet, MSRP: \$14,920. For more information call: 949-759-8010

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THOUGHTS ON THE NEW YEAR

The Christmas season is now over and we all look forward to the New Year. 2016 for the most part was another challenging year for the jewelry industry. There didn't seem to be a great deal of enthusiasm at the retail level. It was a year where jewelers kept a close watch on their inventories. When that happens, the manufacturing or supply side of the business complains. The good news eventually came in the last quarter of the year.

News of Donald Trump's election initially brought fear and concern. However, the stock market began to rebound and considered Trump's messages in a very positive light when he spoke on the economy, announced his proposed appointments to the cabinet, along with his actions with Carrier Corporation and his criticism of Boeing for the cost of the new presidential air fleet. These actions put together, seemed to give the market a sense the new president will approach his new job as a business person would. And, the market liked it a great deal. At this writing the market is approaching an all time high!

With the stock market surge both business and labor have become more optimistic about the prospects for 2017 and beyond. Optimism, in turn, brings on a positive attitude for the consumer to spend. And that, is very good news for the jewelry industry. We've been waiting for some good news for a while now. It's time to stop kvetching over how many independent jewelers have gone out of business and why; that Millennials don't buy diamonds or jewelry because presumably they'd rather have a new electronic gadget; that lab grown diamonds will kill the (natural) diamond business. It is time to take action now to think about and to plan and promote our respective businesses in 2017.

I received an interesting research report recently from First Data, a market research firm that provides data on a broad segment of the products sold in the economy. The particular report I received was for the period of time from Black Friday to approximately a week later. It is instructive to see that total retail sales for this period are up 5.8% over the same period last year. Last year total retail was up over the prior year 6.3%. Two years in a row, retail has posted solid gains. **Here is the specific breakdown by business category:**

Category	2016	2015
Total Retail	+5.8%	+6.3%
Building Materials	+11.8%	+17.1%
Clothing & Accessories	+2.0%	+4.2%
Electronics & Appliances	+16.1%	+9.6%
Furniture/Home Furnishings	+6.9%	2.7%
General Merchandise	+1.3%	+4.8%
Healthcare & Personal	+3.7%	-1.9%
Sporting Goods, Hobby, Books & Music	+7.7%	0%

Brick & Mortar vs. Online (Share of Business)

Product Category	Online	Brick & Mortar
Building Materials	15.9%	11.5%
Clothing & Accessories	5.5%	1.4%
Electronics & Appliances	15.8%	16.1%
Furniture/Home Furnishings	10.8%	5.7%
General Merchandise	40.8%	-4.1%
Healthcare & Personal	5.4%	3.1%
Sporting Goods, Hobby, Books & Music	20.7%	2.5%

- 1. The data shows total retail sales have grown two years in a row**
- 2. The data shows online sales continue to grow**
- 3. Online represents roughly 25% share of market**
- 4. Online sales have grown 14.3% year over year**
- 5. Brick & Mortar sales are up overall by 4.1%**
- 6. Brick & Mortar sales are still 75% of the market**

For jewelers and jewelry manufacturers it is clear that online business has become

more important. While there is no hard data specifically focused on the jewelry industry comparable to the categories shown, there are inferences that can be drawn from these categories that have application to the jewelry business. They are:

- 1.** Products that have some degree of technical questions, inquiry, and significant cost (electronics and appliances) require knowledgeable sales personnel to explain the differences between products before they can be sold. Jewelry, then, is clearly one of those products.
- 2.** This means online promotion is important particularly with the Millennials. Millennials are tuned into the online world. This, in my opinion, makes Online significant to develop in-store business.
- 3.** Price point is key to online business. Over time it's been my experience and observation, consumers will purchase goods valued under \$500 Online. Over that number the retail activity drops significantly. It does not mean however that promotion only speaks to the under \$500 products you sell. Information on more expensive products needs to be available to consumers as they research possibilities.

The bottom line is jewelers need to embrace the digital world as an important part of their marketing plans. This is not to say, however, that you abandon other forms of marketing and promotion. It only means your digital marketing spend needs to play a larger role in your promotion budget. It may also mean you need to increase your promotion budget. 10% of your sales should be allocated to advertising and promotion. Digital is an important part of your marketing mix that needs greater emphasis. That is not to say other forms of advertising and promotion are to be abandoned. To the contrary, not every market segment is prone to digital messaging. Local advertising, direct mail, radio and television all have a role to play in allocating your promotional dollars.

MAKE 2017 A GREAT YEAR!



Frank Dallahan

co-publisher of The Retail Jeweler

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You Bought the New Product... Now What?

5 Questions to Ask Yourself!

One of the most enjoyable aspects of owning a jewelry store is the chance to buy product – after all, you get to spend thousands of dollars every year and if you do it well it doesn't cost you anything... in fact it will make you money.

Many retailers are using the information available through their inventory system to become progressively better at making buying decisions on new items, but buying the item is really just the first step of the journey. It's what happens after the item arrives in the store that determines how well it sells again, if it sells at all.

By David Brown



What can you do to give the items the best possible chance of selling, in the shortest possible time, and for the best possible retail and markup?

Highlight the features the vendor mentioned when the piece was presented. Were there any features or benefits that the vendor used to sell the product to you? These features may well have been behind their decision to make the item in the first place as they saw a gap in the marketplace they could fill.



Can these features and benefits be used by your staff to sell the product to your customers?

Your staff will appreciate the briefing on the product as it will give them confidence, and confidence is one of the most important attributes required for selling jewelry. You should appoint a staff member to prepare and present details of new products to the sales staff whenever items arrive in store.



Does the vendor have any point of sale material that will assist with helping you promote this product to your customers?

When will you receive this to assist with the launch of the product? Again marketing is a big part of the jewelry industry and if the manufacturer has the point of sale material that can help sell the product (or marketing contributions that can assist with its promotion) then these should be taken and used.



Where will the product be displayed?

Making sure this new product gets the attention it deserves is paramount during the first few weeks in-store as this

is its best chance to sell. Determine you are going to feature it and give it the best opportunity for customers to see it.



Who do you know who will buy it?

Have you ever bought an item with a customer in mind? The question is did you proactively contact them to let them know? Leaving sales to chance has no room in the modern retail game. Proactively matching products to customers is the most effective way to create opportunities for your store.

At the end of the day, just pricing and displaying the stock is not a proactive way to accelerate the launch of a new item into your market. Inventory cannot talk for itself so you need to speak for it. Get it out and into the customers' hands at every opportunity, particularly if it is above your current average retail and current average markup. This can only help in increasing both of these.

To do this with confidence the staff will need to be not only familiar with the new items but ideally excited about them as well. Making sure your staff have every selling tool available in their arsenal will go a long way to helping achieve this.



David Brown

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact inquiries@edgeretailacademy.com or Phone toll free (877) 5698657

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NEW RESEARCH REPORTS FROM GIA ON SYNTHETIC DIAMONDS

Two research articles were recently published by GIA – “CVD Synthetic Diamond over 5 carats Identified in GIA Laboratory” and “HPHT Synthetic Blue Diamond over 10 carats”. Both present information on the largest CVD synthetic diamond and largest HPHT synthetic diamond examined by the Institute to date.

GIA's laboratory in Hong Kong recently tested a CVD-grown diamond weighing over 5 carats, indicating a significant milestone in the CVD (chemical vapor deposition) manufacturing industry. This is the largest CVD synthetic diamond GIA has examined to date, and is the largest faceted CVD synthetic gem diamond reported in the jewelry industry.

Some findings and observations summarized in the CVD article include:

The synthetic diamond, a cushion modified brilliant, was identified as synthetic after being submitted to GIA for grading without disclosure. Infrared absorption spectroscopy identified the sample is type IIa. The stone was observed to have color comparable to a “J” color and clarity comparable to VS2. GIA Synthetic Diamond Grading Reports use ranges rather than specific grades to describe the color and clarity of synthetic diamonds. If only examined under a microscope, this synthetic could be mistakenly identified as natural. Natural looking internal inclusions such as needles, clouds and fractures in the table were observed.

Black inclusions, often contained in synthetic diamond, were not found in this specimen. This finding highlights the importance of using advanced spectroscopic instruments in addition to conventional gemological techniques to assure proper identification.

In September, the Institute also examined a 10.08-carat synthetic diamond produced using the high pressure/high temperature (HPHT) method. This is the largest HPHT synthetic diamond GIA has examined.

Some findings and observations summarized in the HPHT blue diamond article include:

- The emerald cut synthetic diamond has a color equivalent to Fancy Deep Blue.
- Very small metallic inclusions and fractures were observed under magnification.
- Infrared absorption spectroscopy confirmed the sample is type IIb. The diamond showed clear red-orange fluorescence to long-wave UV and yellow fluorescence to short-wave UV radiations.

With continued advancements in synthetic diamond production, GIA launched a pilot for its Melee Analysis Service in mid-2016 in order to address industry concerns about the possibility of synthetic or treated diamonds being mixed into parcels of melee.

In August, a group of 3,005 melee (70.56 tcw) was submitted to GIA's New York lab for the service. Initial testing using the fully automatic screening device passed 2,969 (98.7%) as natural diamonds. Of the remaining 36, 12 were identified as natural by methods including photoluminescence spectroscopy, and only 24 were referred for further testing to confirm their identity as natural, treated, or synthetic diamond. Of these, three were HPHT-grown synthetic diamonds. You can read the full report here.

For more information on a bibliography of synthetic diamond articles visit Gems & Gemology, <http://www.gia.edu/synthetic-diamond-articles>.



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"WEALTH IN AMERICA – ARE YOU RICH?"

Money means many different things to different people. For some money represents status and self-worth. For others, it means having options and freedom. Some equate money with power. For many, it's a measure of success. It seems a common trait to measure ourselves against others to see how we stack up.

Are you rich?

Barron's Penta magazine explored this question in conjunction with the Boston Consulting Group in its September 19, 2016 article, "Penta Millionaires: The New Rising Class." (Penta, meaning five, targets those who have \$5 million in investable assets). It turns out that "rich" is a concept that moves around a bit, depending on economic factors and the comparative wealth of your peers.

In 2015, the top 10% of wealthy households had a median income of \$175,000, median assets of \$1.5 million, and comprised 11.9 million households, according to YouGov 2015 Survey of Affluence and Wealth quoted by Penta. By contrast, the top 1% had a median income of \$750,000, median assets of \$7.5 million and comprised 1.2 million households.

Are the rich getting richer?

In 2015, America created 6,789,666 millionaires, according to the Boston Consulting Group. That was up 41.5% since 2010. Every strata of millionaire increased their numbers, but the fastest growing segment was the \$20 million to \$100 million category, up 64%. The \$100 million to \$1 billion segment increased by 61%.

Who is rich?

Overwhelmingly the ultra-wealthy are entrepreneurial, educated, married and male. Women may be making strides. According to a UBS study in Penta, from 1995 to 2014, female billionaires grew at a faster rate than men, 6.6% versus 5.2% for men. More than 80% of female billionaires are from the U.S., and 19% of them are self-made. Sheryl Sandberg of Facebook and Sara Blakely of Spanx fame are examples. Others, like Ann Walton Kroenke and Christy Walton of Wal-mart, and Katharine Rayner and Margaretta Taylor of Cox Enterprises, largely inherited their fortune, according to Forbes (October 26, 2016).

There is also a trend toward young entrepreneurial wealth creators centered around social media, software and technology. Mark Zuckerberg comes to mind. These younger millionaires and billionaires are notable investors and philanthropists in the social impact arena, to the tune of \$6.57 trillion in invested assets in 2014, up 76% from 2012. Cities such as San Jose, San Francisco and Palo Alto have seen tremendous growth as a result of the technology boom. The energy sector has also been a source of billionaire wealth creation, centered around Dallas and Houston.



It's So Much More Than A Buying Group

What is it like to become part of a family with 800 other retail jewelers? It happened to us – we were embraced by the Independent Jewelers Organization family sixteen years ago, and we've never looked back. We became partners with all the stores in IJO, as well as the vendor members, and we share knowledge, successes, best sellers, promotions and personal issues about our lives. We have chat channels on the internet where we have access to the membership 24 hours a day.

We've traveled the world with IJO, and attend both their conferences every year, each held in a different city. We've been to Antwerp, Belgium fifteen times so far to buy diamonds, and also to the diamond offices in Israel. We've been to Bangkok, Thailand where we purchased sapphires and visited the sapphire mines, and we purchased chains in the design district in Italy. It's not always about business; we've voyaged as a group to Amsterdam, the Greek Isles, Turkey, Germany, Budapest, Lisbon, Paris and London. While we're together we talk about the friendships we've developed and how lucky we are to be members of this wonderful group. We also share lots of business ideas too! We're looking forward to an Alaska Cruise this summer following our conference in Seattle.



IJO has opened vast windows of opportunity in the jewelry industry for us, both in our local area as well as worldwide. It has enabled us to form partnerships with countless vendors who are also part of the IJO family, and our business has achieved success far beyond our expectations. The educational seminars and networking with other jewelers at IJO conferences has played a huge role in the continued growth of our business.

It's not getting easier for any of us; a record number of independent retailers are closing. What can you do to protect yourself and be able to thrive? Simple – join IJO and become part of our family, where we can all help one another succeed.

Connie Thurmond & Verlon Cross, Connie & V. Cross Jewelers, Bossier City, LA

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▶ "WEALTH IN AMERICA – ARE YOU RICH?"

The old rich – the 400 families.

In the Gilded Age, New York's most prominent socialite, Caroline Astor, held court in her Manhattan mansion. It was a mark of distinction to be invited to her exclusive parties. The attendees were the old money – money that had been inherited and passed down through generations. They were the richest 400 families, and included among others the Astors, the DuPonts, the Vanderbilts, the Roosevelts, the Mellons, the Browns, and the Cargill/MacMillan family, according to Forbes (Katia Savchuk, "America's Oldest Billion Dollar Fortunes" July 1, 2015). They were dynastic industrialists and owners of conglomerates in real estate, oil, railroads, steamships, gunpowder, fur trading, agriculture, alcohol and beer. It was common practice among the 400 richest families to inter-marry and limit offspring to preserve wealth. As the generations passed and the number of beneficiaries increased, lavish over-spending lifestyles and mismanagement of the family business eroded the wealth of some of these famous families.

The new rich – immigrants.

In 1982, Forbes magazine started its Forbes 400 list of the 400 richest people. At that time, you needed \$91 million to make the list. Shipping magnate Daniel Ludwig topped the list with a \$2 billion in assets (\$5 billion in today's value). This year you need \$1.7 billion to make the list. Bill Gates tops the list with \$81 billion. Each year new billionaires are added to the list and some fall off.

It may sound surprising, but the new rich are increasingly self-made, entrepreneurial and immigrants. More than 10% of the Forbes 400 are immigrants, with a drive for freedom, security and opportunity -- and a history of success. Sergey Brin of Google, number 10 on the list with \$37.5 billion, emigrated with his family from Russia to escape anti-Semitism. His contribution to innovation and technology has been immense. Hedge fund investment manager George Soros is number 19 on the list with \$24.9 billion. He emigrated from Nazi-occupied Hungary and has been a philanthropist and strong advocate for refugee and immigrant social benefit programs. Elon Musk, number 34 on the list with \$11.6 billion, is a South African born Canadian citizen. He immigrated to the U.S., and started Tesla and SpaceX to great success. He has since become a U.S. citizen.

Same as the old rich – immigrants.

It is noteworthy that the old money rich were also immigrants. The Astors arrived from Germany, where they were butchers. The DuPonts hailed from France, the Vanderbilts from Holland, the Mellons from Ireland, the Rockefellers from Germany, and so forth.

The great American dream.

The history of wealth in America often displays humble beginnings, entrepreneurial spirit, innovation, perseverance and philanthropy. The gifts and benefits have been far-reaching, including universities and schools, transportation systems, the arts, museums, social benefit programs, job growth, and medical and technological advances. It's amazing that today in America, anyone can become a billionaire.



Donna M. Phelan, MBA

Donna M. Phelan is the author of *Women, Money and Prosperity: A Sister's Perspective on How to Retire Well*. (www.donnamphele.com) Donna has spent 19 years at some of Wall Street's largest and most prestigious investment firms. She holds an MBA in Finance from the University of Connecticut, and provides personal finance advice to clients in twenty states coast to coast. She has been featured in USA Today, Yahoo! Finance.com, CNBC.com, NBC.com, and The Houston Chronicle, among others. Donna has lectured at conferences nationwide on a broad range of financial topics and is the author of numerous articles on investments, retirement and financial planning. Donna was formerly President of the American Association of Individual Investors (AAII) Connecticut state chapter and was active in the Financial Women's Association (FWA) in New York. She is currently a member of the South Bay Estate Planning Council in Los Angeles. Prior to working on Wall Street, Donna was Principal of a jewelry design and manufacturing company whose customers included Tiffany & Co, C. D. Peacock, and Cartier, for whom she did freelance design.

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CHANCES ARE YOUR CUSTOMERS THINK THEIR JEWELRY IS SAFER AT HOME. THAT'S ALL THE MORE REASON TO SHARE THIS CAUTIONARY TALE:

"Lena was in the middle of an epic baking session, just before Christmas of 1995, when she removed her ring and placed it on the kitchen counter. At some point during the day, the ring disappeared and Lena and her husband, Ola, looked everywhere for it to no avail. When they remodeled their kitchen a few years later, they even took the opportunity to search behind all the appliances and under the floorboards. But it was gone. Sixteen years after the ring disappeared, Lena was outside, pulling up the last of the carrots in her garden when she noticed something strange about one of the carrots. The tiny vegetable had a strange thing wrapped around it. When she looked a little closer, Lena realized the carrot had grown inside of her wedding band. While no one knows for sure how the ring ended up in the garden, Ola guessed it had fallen into the compostable food bin, and was later spread over the vegetable patch."



The moral of the story? Few people are as lucky as Lena in the end. And a surprising amount of valuable jewelry is lost, damaged or irreparably broken at home.

Most people take every precaution with their jewelry when travelling or moving, but what about when they're home? Home sweet home can be a downright dangerous place for an engagement ring. And that expensive anniversary gift, or estate timepiece doesn't fare much better. Every house has innumerable hidden corners, and routine tasks can be accidents waiting to happen. Bathroom sinks and garbage disposals are eager to gobble up beloved rings. And that's just the tip of the iceberg.

"It's actually pretty easy to lose, damage or destroy a piece of jewelry while you're in your own home," David Sexton, vice president of loss prevention at Jewelers Mutual Insurance Company explains. "And what many people don't realize is that their renter's homeowner's insurance policy may fall short or put a limit on the value it will cover for certain categories like jewelry."

According to Kiplinger.com, homeowner's insurance generally covers your possessions up to 50% of your total coverage. So if you have a \$300,000 policy, your home furnishings and equipment are insured for as much as \$150,000. But most policies also place limits on specific kinds of items, paying a maximum of \$1,500 to \$2,500 for all of your jewelry in the event of damage or theft.

Sexton cautions, "While jewelers are not licensed agents and cannot sell or offer advice about insurance coverage to their customers, they can mention specialized jewelry insurance as an option to consider when protecting their jewelry. I'm proud to say that Jewelers Mutual Insurance understands the value of a special piece of jewelry, in every sense of the word, and our coverage reflects that."

THERE'S NO PLACE LIKE HOME FOR LOST, DAMAGED AND COMPOSTED JEWELRY

By David Sexton

For more information about jewelry insurance for your customers and Jewelers Mutual programs for jewelers, visit www.jewelersmutual.com, contact a Jewelers Mutual sales manager at 800-558-6411, ext. 2118 or Sales@jminsure.com.



David Sexton

David Sexton is vice president of loss prevention consulting at Jewelers Mutual Insurance Company. Headquartered in Neenah, Wis., Jewelers Mutual is the only insurance company in the U.S. and Canada that specializes exclusively in protecting the jewelry industry and individuals' jewelry.



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10 DEADLY SINS OF FINE JEWELRY RETAILING

By Bill Boyajian



Jewelers differ widely in geographic region, product style, sales focus, and customer service, but the fundamentals in jewelry retailing are strikingly similar. See how many of these “Deadly Sins” affect your business today.

1) OWNER DISENGAGEMENT & COMPLACENCY

Too often, owners of stores expect the business to run itself. Their store hours start to wain and personal sales drop. They focus on what they like to do, not on what they should do. Owners must do those things that ONLY THEY can do, namely, lead and manage their business. Absentee ownership is a recipe for failure unless you have exceptional management in place.

2) HABITUAL DISCOUNTING

The fear of losing a sale is almost as chronic as the discounting done to save a sale. It's a terrible crutch to use in the sales process and a challenging habit to break. Too often salespeople offer a discount to people who never even expected one, eroding margin and profitability. Unfortunately, the biggest culprit is often the owner because he has taught his customers over the years that a discount is something they should expect to get.

3) POOR SALESMANSHIP

Everyone complains that store traffic is down. That may be true, but I worry about what jewelers do with the traffic they do have. That usually comes down to selling oneself and the store, developing rapport with customers, showing product with enthusiasm, handling potential objections, and closing sales. And that usually stems from a lack of training, motivation, incentives, sales goals, and attention to detail.

4) AGED AND UNDERPERFORMING INVENTORY

Every jeweler has an inventory problem. The key is deciding which course to take in reducing or eliminating unproductive merchandise. It's a continuous battle because no matter how effective a buyer you are, some product will simply grow old. Aged inventory chokes your cash flow and ties up precious capital that could otherwise be used to grow your business.

5) LACK OF DISCIPLINED BUYING

Most jewelers have a Point of Sale system that can help them with detailed reporting. But those reports are seldom used to the extent necessary. Failing to use the power at your fingertips, such as your “open to buy” categories, is a mistake that compounds year after year.

6) FAILURE TO REORDER FAST-SELLING MERCHANDISE

A product that sells within the first three months should be reordered immediately. Chances are, it will sell again quickly. Every day it is not in the store is a day you can't sell it. Failing to buy with irrefutable sales data – and instead on whims and emotion – is a mistake that keeps many jewelers under financial strain.

7) SHRINKING MARGINS & DECREASING TURNOVER

You can make money one of two ways, through margin or through turnover. Obviously, it's best to have good margins and fast turn. It is also smart to pay your supplier immediately upon reorder. Why? Because no one else does, and you'll climb to the top of his good customer list after he gets over the shock of receiving your check.

8) REFUSAL (OR INABILITY) TO BUY OFF THE STREET

It's an age-old axiom. You make money buying, not selling. Well, you have to sell, too, but it's a lot easier to sell when you've bought wisely, at fractions of the cost of basic product, especially diamonds.

9) FAILING TO MOVE UP IN PRICE POINT

The post-recession flight to silver is over. You must move up in price point to compete. It takes as long to sell a \$50 item as it does a \$500 item, or even a \$5,000 item, for that matter. Focus on selling bigger, better goods.

10) UNREALISTIC EXPECTATIONS OF YOUR SUPPLIERS

Suppliers are human, too, even if you think otherwise from time to time. Fact is, they have as many problems as you. Maybe more. Work with your suppliers toward win-win scenarios. Reasonable compromise is key on both sides. Like marriage, if only one person wants to win, the relationship won't last long.



Bill Boyajian

Bill is the former long-time president of the Gemological Institute of America, and is currently founder & president of Bill Boyajian & Associates, Inc. His company consults for a wide variety of businesses in the gem and jewelry industry, specializing in leadership, business, and organizational development, family transition, and succession planning. Bill is the author of *Developing the Mind of a Leader – Your Path to Lead and Inspire People*. He is a sought-after business coach and speaker, and can be reached at bill@billboyajianassociates.com.



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LOOK BOOK

By Jackie LeBental

{Shades of Pink}

No longer just an accent color, pink is showing off its shades in ultimate forms. Whether it's hot pink tourmaline or lightly pigmented sapphire, designers have reached into their magical pink hats showing off this beautiful feminine color through exquisite gemstones and designs.

01

Sirciam

The power of two holds true for this remarkable husband and wife team of Sirciam. Chris and Mai knew once they created their first piece together they had something magical. Handmade in Los Angeles, this organic and color rich bypass ring with over 3 carats of vibrant tourmaline and a sprinkle of diamonds set in 14K rose gold, is one beautiful piece of rock candy.



MSRP: \$2,100
310-482-9602

02

Wendy Yue

Take extraordinary imagination and exquisite technique and blend them together to form one of the world's most intriguing designers. Since 1998 Wendy Yue has transformed her jewelry fantasies into real life pieces of art. Simply stunning this, 18K white gold statement ring set with pink sapphires, rubies and diamonds will be sure to make its own entrance.



MSRP: \$13,000
www.wendyyue.com

03

Julez Byrant

Feminine and wearable, Julez Bryant DeCosta founded her fabulous fine jewelry collection in 2003. Driven from life experiences and her love of jewelry, Julez designs for the everyday chic and modern woman. Along with her amazing team, she creates timeless styles with distinctive hammered and etched techniques. It doesn't get any better than this pave pink sapphire and 14K rose gold dog tag!



MSRP: \$9,998
760-931-1416

04

Gina Ferranti

Rome wasn't built in a day as they say, but designer Gina Ferranti is deeply connected to her love of Italian architecture. Created using simple geometric lines and shapes, you can feel her passion and inspiration of balance, unity and the art of design in each piece. I fell hard for these gorgeous diamond, pink sapphires and rich pink tourmaline earrings set in 14K rose gold.



MSRP: \$5,850
718-251-1614



Jackie LeBental

Jackie LeBental an industry expert and owner of Barri Luxury Consulting, provides designer brands and retailers with personalized business solutions and extensive industry guidance. With over 10 years of sales management, growth driven results and passion for creative thinking she offers a fresh and honest approach to your business model. To contact Jackie for questions or a business analysis you can email her at Jackie@barri.onmicrosoft.com and follow her on Instagram at [Barriluxco](https://www.instagram.com/Barriluxco).

05

Kaali Designs

Every designer holds a personal secret to their divine creations and Anit Dodhia founder of Kaali Designs, holds a profound theme of strength, power and natural beauty with his. Inspired by the Indian Ocean and all of its kinetic phases, each collection holds an organic and unique style. This charming pink sapphire and 14K rose gold pendant from the Caramia Collection named after his daughter, is perfect piece for the modern day women.

MSRP: \$1,196
612-963-6674



07

Lulu Designs Jewelry

Benches, tools and an amazing team of artisans, Stacy King owner of Lulu Designs, has created a powerful jewelry crusade. From her everlasting classic Lulu designs to her newest endeavor Lulu Luxe, she is always evolving. A trained potter, she takes her innate skills and pours them into creating natural and wearable pieces of jewelry. How can you not fall in love with this 11ctw pink tourmaline triple stone pendant set in 14K solid gold and oxidized sterling silver.

MSRP: \$1,500
415-729-9570



09

Dilamani

From couture to classic, Dilamani is always creating new trends in jewelry design. Inspired by world travels and exotic color palettes, each collection is designed with a modern day woman's style and fashion in mind. These stunning pastel multi gemstone drop earrings set in 14K rose gold are the perfect accessory to pair with that little black dress.

MSRP: \$2,550
516-466-6767



06

Kabana

Kabana has beautifully crafted fine jewelry for over 40 years. I have always admired their exquisite hand setting of gemstones, creating this enchanting soft pillow effect. Flawlessly sculptured and proudly produced entirely in the USA, you can feel the highly crafted design the moment your hand touches a piece. This pink mother of pearl and diamond bangle set in 14K rose gold is certainly something my wrist could get used too.

MSRP: \$5,590
505-843-9330



08

Fernando Jorge

The energy you feel when you come in contact with this brilliant Brazilian designer is electric, fierce and vibrant. Fernando Jorge a true modernistic artisan, who pursues his design passion through effortless style and superior technique. These simple yet robust pink tourmaline and diamond ear studs set in 18K rose gold are pink perfection.

MSRP: \$1,470
www.fernandojorge.co.uk



10

Page Sargisson

You can feel the organic nature of Page Sargisson creations through each detail of her designs. Passionate about ethical jewelry making, each piece is proudly made with environmental friendly materials, from precious metals to conflict free diamonds. There were so many enchanting styles to choose from, but I was immediately drawn to this 10K gold and vibrant pink sapphire charm necklace that can be layered with everyday jewels.

MSRP: \$685 Also available with blue sapphires
212-629-7092





A COLLECTION OF IDEAS



How do you incorporate health and wellness into your store interior, and why would you want to? Buildings are fundamentally for people and they should enhance our quality of life. Retail is a sphere where just about everybody has some interaction. Even in an ever-expanding online world, the vast majority of purchases still occur within stores. The store impacts the owners, the staff, and customers.

Let's consider the following environmental impacts

- Lighting
- Indoor air quality
- Acoustics
- Biophilia
- Look and feel

These impact your staff and affects absenteeism, retention, medical complaints, medical costs and physical complaints. They impact your customers in regard to sales, visits, dwell time, loyalty and distance travelled. They impact your store as a brand, via social media. Let's talk about how design can save you money, benefit the environment, and make your employees and customers happy.

Don't make color decisions at sunset – what????!! Light has a color bias – morning and evening have an orange bias; midday light has a blue bias. Our brains are surprisingly good at discerning color. LED light is white, more neutral (depending on the color temperature you choose) and can also be programmed for different wavelengths and intensities. Mimicking the sun's glow can raise energy

early in the day and encourage relaxation (and sleep) at night. Installing light sensors such as occupancy and vacancy sensors plus natural light-triggered time clocks and dimming controls, saves money. When designing your lighting layout, do consider flexibility in case you move some of the cases around. There are exterior lights that control the light direction with "hats" that reduce the amount of light transmitted upward after dark. If you are interested, check out the International Dark-Sky Association. There is ongoing investigation into the "Blue-Light Hazard and LEDs" since most white LEDs are blue with a phosphor coating. Stay tuned on this – it is early.

There is a story circulating about proud parents repainting, re-carpeting and refurbishing their new baby's room and closing the windows, thereby subjecting their baby to a perfect gas chamber. This apocalyptic story illustrates how we unwittingly and dangerously expose ourselves to indoor air that is often more dangerous than outside air. Interior finishes such as low VOC (volatile oil compounds) paint, carpet and wallcovering plus frequently opened doors and windows, if possible in a store, will eliminate this danger and consequently lower the instance of asthma and anxiety for the people who work and visit these stores. English ivy, Peace lilies, Boston ferns and Golden Pothos have all been identified as plants that lessen formaldehyde, ozone and benzene in the air.

By Ruth Mellergaard

Acoustic comfort refers to an indoor environment that is conducive to providing speech clarity, privacy, low distractions and annoyance plus quality sound. Acoustical ceiling panels, acoustic decorative wall panels, the use of wood on walls, “free-floating” acoustical clouds all help with absorbing sound. If you play music, it should be natural, fitting and unobtrusive but not repetitive. Don’t forget that uncontrolled noise can increase stress levels, heart rate, blood pressure & muscle tension, resulting in impatient, nervous staff. Big box stores need a sense of liveliness in the space; jewelry stores need a sense of comfort and entertainment plus some privacy. Design your sound attenuation accordingly.

Biophilic design is designing for people as natural organisms to create spaces that are inspirational, restorative and healthy, as well as integrated with the function of the place, your store. Prior to the Industrial Revolution, people lived with nature. In the 19th century, urbanization started. To reduce urban stress and to improve health, huge parks were built in cities. Buildings were built with decoration – flowers, birds and other natural subjects. As the International Style took hold in the 20th century, buildings and interiors disconnected people from nature. Now in the 21st century, we are technology obsessed which has led most of us to be constantly distracted, hopping from one text, email, post to the next. Sadly, this has become a huge stressor not just mentally but physically as well. Biophilic design addresses workplace stress.

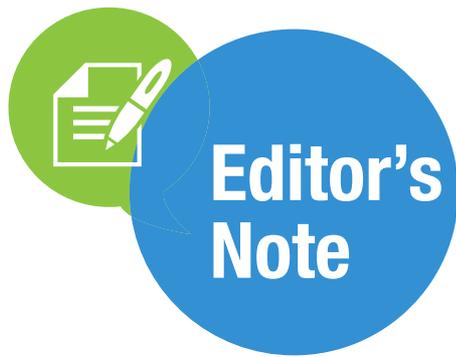
We relate to nature – 20 minutes of “forest bathing” enhances peoples’ concentration. But we also love art that, like a mirror, reflects nature. Murals can depict a sense of place. Transparencies can delight if jewelry is coupled with art, in graphics or visuals. We love the feel of natural wood but relate well to alternate visuals that resemble wood. Daylight and views outside help to connect us to nature. Plants, flowers and orchids all delight and relax us. Water features calm us. Don’t forget the landscaping in front of / around your store – flowers, grasses and native plants add to the desirability of a store as a destination. In case you think this is all “hoey”, the CDC (Centers for Disease Control) and the GSA (General Services Administration) have developed a scorecard that employees can use to assess how their office affects workers’ collective well-being called Fitwel (fitwel.org). This was unveiled in the fall of 2016. The CDC pre-tested Fitwel in 89 public office buildings over the past 5 years.

The newest impact on the look and feel is the “maker” philosophy. You want your space to reflect the culture of your store inside and out. Push the envelope with materiality and choose progressive finishes to create an energetic vibe or warm, residential feel with commercial-grade quality. Embrace a Do It Yourself spirit by adding unique statement pieces into your store that put your passions on display. A brand is much more than a logo or a certain color on the wall. The artisanal vision combined with sophisticated technique transforms a utilitarian object into an expression of beauty and humanity, as with your custom jewelry, so too with your store interior. Overall, artisans and craftsmen add value and richness to interior spaces far greater than machine-made products. Combine the two in your store to reap the benefits.



Ruth Mellergaard

Ruth Mellergaard, BID, CID is a principal with GRID/3 International, Inc., an interior design firm that specializes in designing stores, particularly jewelry stores, including stores with Rolex boutiques. Talk with Ruth at the JCK Show, booth #B66072, Essentials Pavilion.



The following article appeared in the Fruchtmann Marketing email of November 22nd. Its message and the accompanying piece are well worth reading as we come to the New Year and you are thinking and planning your business promotion plans for the year ahead.

Everyone is familiar with the adage when you assume, you make an ass out of you and me. This article lays bare the notion of those out of the demographic age group are no longer interested in buying jewelry. Nothing could be further from the reality. In Economics 1b, my economics professor stated something I've never forgotten: "Human wants are indefinitely expansible." There is no age limitation on the desire to want and own a beautiful piece of jewelry or for that matter to give a beautiful piece of jewelry. Keep that in mind as you plan your advertising and promotion plans.



Kyna Steinfurth

Media Director, Fruchtmann Marketing
Kyna's expertise spans beyond the jewelry industry to retail, finance, and non-profit companies. She has considerable experience targeting affluent consumers and is Google Certified.



By Kyna Steinfurth

I want to put a bug in your ear now about who you are going to target next year when you are reaching out to affluent adults for fashion or custom jewelry. If you will be targeting Adults 25-54, you will be doing a disservice to your business.

"Listen Up Networks and Marketers: I'm Not My Father" was originally written by Steve Sternberg, a freelance media consultant with over 30 years of experience, back in 2012. He updated the piece last year and it is again making the rounds in 2016. In the article, he bemoans the fact that turning 55 wasn't a major milestone in his daily life, as it was a very momentous moment in the word of marketing.

For those of you that are not familiar with the main advertising demographics, most retail advertisers are targeting consumers based on age ranges of 18-34, 18-49, 25-34 or 25-54. All of which Mr. Sternberg is no longer a part of. According to marketers, he is now part of the 55+ demographic where the advertising messages focus on nursing homes, medication for osteoporosis or arthritis and elderly activities (including digital literacy programs).

Think about the mid-fifty to mid-sixty-year-olds you know. Do you consider them elderly citizens? Are they sitting around on the couch watching TV all day? I'm going to go ahead and say no for you. They are still shopping, taking vacations and all around enjoying life. They want to be treated as such and not lumped in with senior citizens who have truly maxed out their luxury shopping.

For 2017, think about extending your marketing to these consumers. From a broadcast media standpoint, look at targeting Adults 25-64 or 35-64 depending on the specific message.

To read Mr. Sternberg's message to marketers go here: (mediapost.com/publications/article/286663/listen-up-marketers-im-not-my-father.html/)

Alrosa and International Experts to Meet in 2017

Alrosa and international diamond experts are to discuss colored diamonds and fluorescence at the Mediterranean Gem and Jewellery Conference in Italy 2017. The success of the conference in Greece 2015 and Spain 2016 has demanded that next year a third Mediterranean Gemmological and Jewellery Conference will be held.

The Mediterranean venue will be Syracuse, Italy on May 11-14, 2017 and is organized by IGL Greece, CGL-GRS Canada in conjunction with Certiline Italy and supported by NAJA USA. The major theme of the Conference will be "Colored Diamonds" and six presenters will cover the topic. In addition, there will be four international speakers on gems, cutting and jewelry.

Pre-conference workshops will be held by Alan Hodgkinson (Scotland) - "Visual Optics (Hodgkinson Method) Basic Practical Workshop" and Claire Mitchel (Gem-A, UK) - "Use of Handheld Spectroscope in testing of Gems and Colored Diamonds". Gemologists, appraisers and dealers will receive hands-on experience with diamonds at two NEW workshops: Half day intermediate diamond workshop on "Screening and Identification of Mounted Small and Melee Synthetic Diamonds" by Branko Deljanin (CGL-GRS) and George Spyromilios (IGL).

One day advanced diamond workshop on "Identification and Grading of Treated and Natural Colored Diamonds" by Branko Deljanin (CGL-GRS) and Thomas Gelb (Natural Colored Diamond Association).

Major sponsors of MGJC 2017 is the diamond mining company ALROSA from Russia and ANTORA Jeweler from Italy.

Round Table on "Colored Diamonds—Describing and Marketing" and "Fluorescence-Importance for ID and Value of Fluorescent Diamonds" moderated by John Chapman (Gematrix) with experts from Aurora Gems (Alan Bronstein), CGL-GRS (Branko Deljanin), HRD (Katrien De Corte), NCDIA (Thomas Gelb), NAJA (Gail Brett Levine), Symmetry Jewellery Valuation (Kym Hughes) answering questions from the floor.

Other speakers natural gems, cutting and jewelry are Ilaria Adamo (Italian Gemmological Institute), Viktor Tuzlukov / Alicia Vildosola (independents from Russia / Spain) and Larry French (Buccellati).

For more information contact;

- George Spyromilios, IGL, Greece, Conference Chair: info@iglcert.gr
 - Branko Deljanin, CGL-GRS, Canada, Conference Co-Chair: info@cglworld.ca
- Jacopo Monteforte, Certiline, Italy, Co-organizer: jacopo.monteforte@certiline.com

Multi-Size Ring System By Facet Barcelona

The multi-size rings feature a new, globally-patented, internal spring system that provides for a 1-2 size fluctuation in each ring. This spring system is undetectable when on the finger so every Multi-Size ring retains its high-quality, elegant look.

"Our Multi-Size ring system is a true market-changer," says Enrique Verdeguer, VP of Sales for Facet Barcelona USA, Inc. "It offers multiple, unprecedented benefits for both the retailer and the customer. In today's competitive retail landscape, stores need to look to technological advancements in product development to retain their customers and attract new ones. Facet Barcelona USA is proud to offer some of the most exciting new items available to retail jewelers."

The Multi-Size ring system is the latest of several internationally-patented innovations from Facet Barcelona USA. Its release follows the 2016 launches of a collection of revolutionary, stackable color tennis jewelry as well as the high-fashion Cashmere line: both feature exclusive setting and linking technology to offer unsurpassed flexibility, comfort, diamond brilliance, and value.

Benefits of the Multi-Size ring system for retailers include the ability to sell on-the-spot and the avoidance of re-sizing. Additionally, rings containing the system carry no extra cost to stores. Consumers reap the advantages of a perfect fit: Multi-Size rings will slide over a large knuckle and not spin once on the finger. They also offer comfort during changes in finger size (weight variations, pregnancy, etc.).

Multi-Size full and half eternity band styles, in all varieties of gold and diamonds, are now available at a variety of price points. A Multi-Size bridal line will be unveiled at the close of 2016. For more information, retailers and can call 212-302-8200.



DEATH AND TAXES

OR IF THERE'S A WILL, WHERE IS IT?

By Abe Sherman



THIS IS ONE OF THOSE SUBJECTS WE DON'T LIKE TO TALK ABOUT, but unfortunately we're all going to have to deal with it at some point. I guess I'm just at that age when people I've known for many years are starting to pass away. I'm not going to get into why you'd want a life insurance policy or for how much, that should be obvious to all of you. This is about your Last Will. I was meeting with my attorney and accountant a few months ago, working with both of them on estate planning and my Will. I asked them who should get a copy of the Will and they suggested that I should keep it in a safe place. Well duh... thanks for that, but what if no one can find it... then what happens. WELL, that's when my attorney told me that that exact situation happens more than you'd think... and it's a mess! Holy cow!

This subject came up again because a friend of mine passed away in August and I've been thinking about what people 'leave behind' in terms of their personal and professional lives; or more to the point, what they don't leave behind. I called my accountant recently and



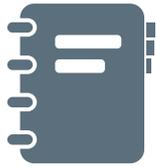
Work with your accountant and your attorney together on your Will and estate planning.

asked him if he keeps a copy of his client's Will in their files – he does not. I asked him if he knows which attorney each of his clients are using in case something comes up and again, in most cases, he does not! I have what appears to be an atypical situation where I put my attorney and accountant in the same room for various things so they know where we are with each of those subjects; my business, my kids, my Will.

Also, while many people use a CPA to do their taxes each year, many more don't have an attorney they use on a regular basis. Business owners usually have an attorney they use for leases and loan docs, etc., but what about your staff?

In a lot of cases, the only time someone has needed an attorney was to close on a house, and in many states an attorney isn't even needed for real estate closings. If you {or the folks who work for you} don't work with an attorney, ask your CPA for a recommendation of an attorney they know who handles estates, trusts and Wills. I believe it's important for your accountant to know who your attorney is since the accountant does your taxes every year and those are usually found in your home or office. If no one could find your Will and didn't know who your attorney was, the first phone call I would make would be to your CPA to ask if they had your attorney's name on file.

Work with your accountant and your attorney together on your Will and estate planning. Some attorneys may be familiar and skilled in tax and estate planning, but many are not and the worst time to find out about it is after you're gone. Tax accountants who do trust work should, in my opinion, do this in concert with your attorney who specializes in these areas. I would have each of them, or at least your attorney, keep a copy of your Will in case yours cannot be found. {I met with my attorney again last week and his firm will be keeping a copy of my Will in their safe}



THE BOOK



THE EXPLANATORY LETTER

Another thing that happens that I was made aware of with attorneys is that they too pass away or close up shop at some point and if they do before you die, their copy of the Will may be lost too. I had never thought about the attorney who is a single practitioner whose files are tossed out when they die or close up shop, but it happens.

Many people put their Will in a safe-deposit box. The problem is that once someone passes away, that box gets locked and no one can get in it until the estate is settled, even if there is another name on it. If a family member dies, the first thing you do is go to the bank before anyone informs them and empty the safety deposit box. Have a plan in the family – if there is a safe-deposit box, make sure there are at least two people able to access it, and best if one is an adult child. Keep a copy of the will at home – in a file or best if you have a home safe. Make sure both spouses and your kids know the combination!

THE BOOK: Advice from my attorney – In a three-ring binder, leave all pertinent information for your heirs. This will include all information that people will need including your bank accounts, passwords to online banking, email accounts, where your safe deposit boxes are, lists of personal items that you want to give to individuals etc.

THE EXPLANATORY LETTER: In addition to your Will, you should have a letter that outlines lots of other personal information, such as specifying who gets what, especially personal property. You can find many examples of these, as well as forms to use, by doing a search on line for Wills and Explanatory Letters.

Things are stressful enough when someone passes away – these simple steps will make it a bit easier for those left behind.

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Abe Sherman

CEO Buyers Intelligence Group™

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have very similar faceting arrangements as round brilliant cut diamonds. The facets in the pavilion of a cushion brilliant extend from the center of the diamond out toward the girdle (outer edge), resembling a star. A cushion brilliant contains larger facets and does not have a "crushed ice" look. Rather, they resemble the appearance of round cut diamonds with a pillow like or cushion shape.

*– which makes them so **RARE**, desirable and popular! So much so, that higher end stores prefer it and only GIA identifies it as a cushion brilliant.*

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Belle Étoile®

Belle Étoile, French for "beautiful star", takes inspiration from the modern woman. At Belle Étoile, we create exquisite and luxuriously bold jewelry that delights the imagination, heart, and soul. Our goal is to provide every woman the opportunity to express herself to her fullest potential.

Recognized by the jewelry industry for its multiple award-winning designs and unparalleled customer service, Belle Étoile continuously strives to redefine fine fashion jewelry. Our design process is a journey. Each piece follows an unparalleled path, giving it that exceptional hand-finished craftsmanship that is so uniquely Belle Étoile. Working with rich sterling silver and unique materials, Belle Étoile artisans expertly create designs of the highest quality, empowering women everywhere to shine like the stars they are.



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We'd love an opportunity to show you the not-so-obvious qualities that set us apart. Beautiful jewelry, unique function - distinctly Ed Levin Jewelry.

Encore



Elliptical Elegance



Ringlet




SILVER
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Signature



Secret Heart
Shown open and closed



photography by Liam Alexander



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If you've had any questions as to why the Phillip Gavriel brand has grown so much, all you have to do is take a look our new Popcorn



Mosh Collection. This collection has been a proven seller everywhere it's been shown. Our now expanded presentation takes Popcorn to a new level by combining candy colored gemstones and diamonds to our hand-made sterling and 18k gold pieces. Beautiful jewelry with price points that are surprisingly reasonable.



PHILLIP GAVRIEL NEW YORK



If you're looking for a high-end designer line without a big buy in, Phillip Gavriel is the perfect fit. The reasons are many: High margins, great sell-through, excellent real and perceived value, unparalleled customer service and the backing of one of the strongest companies in the jewelry industry,

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On top of all this, Phillip Gavriel is one of the few brands that is supported by a coordinated national advertising and marketing campaign. Full-page ads can be seen in Vogue and Elle. Product publicity has appeared in many magazines including Harper's Bazaar. And social media and digital advertising is used to drive customers into your store and to coordinate special co-op advertising programs.

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NEW YORK



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1978

STEPS YOU CAN TAKE TO BE IN BUSINESS YEARS FROM NOW

By Matt Perosi



With the New Year comes the hope for a prosperous future. Hope is good, but it's better to plan for a brighter future.

JBT's data stating 996 jewelry stores closed their doors in the past year through the third quarter. The data does not identify the specific reasons for their closings. Some are due to the economy or the slow recovery. Others are due to retirements or bankruptcies. All of the closings probably had something to do with outdated business models.

From my experience, I've observed that many jewelers do not keep up with changes in technology. Jewelers waited to install computerized inventory, were slow to set up websites, and waited before engaging in social media. Now e-commerce is the current late to adopt technology piece.

E-commerce is an important new segment of the retail world. Jewelers have been slow to adopt e-commerce for a variety of reasons. One of the current lines of thinking is something like, "I'll use e-commerce and social media, to generate traffic in my store." Another is "consumers don't want to buy jewelry online without trying it on first." I understand that all hands are different, fingers are different, wrists are different as are necklines. These are legitimate barriers for online sales that many other companies have already addressed and overcome. (HOW?)

QVC launched in November 1986 with the notion that a show host could talk the consumer through the purchase process

while models demonstrated the products. To this day, models still wear jewelry on a finger, wrist, or neck, and demonstrate how to match such jewelry with your wardrobe. Jewelers don't need TV to succeed with remote sales, through social media the same modeling techniques with photos and videos can be employed to illustrate the ownership experience.

Based on my own data from the last 13 years of building jewelry related e-commerce sites, I can tell you that there's a better chance to sell items online if they are below \$500. I'll also state that it will take several years for your online sales to account for a good percentage of your sales revenues.

Consumers haven't stopped buying jewelry. They are just buying through different methods. The challenge for retail stores is to add e-commerce to their website this year and slowly move to a new model of business. Building the model might require associations with new designers that have not yet made a name for themselves and a full breadth of online marketing techniques like paid ads, social sharing, and content building.

Offline marketing is still very important to reach your existing customers and local area, but limiting yourself to your local community makes you more susceptible to downturns. While you could just use online marketing to broaden your local area targeting to a reasonable driving distance, an e-commerce website will expand your customer targeting out to the entire world.

Establishing your first e-commerce site isn't a small task. Here are the key points to help get you there:

- 1 Time. Be patient. It could easily take 9 months to launch a e-commerce site.
- 2 Once launched, it then becomes a continuous job of adding new product to the site. Stick with items under \$500 until you are comfortable with the process.
- 3 Pendants, earrings, necklaces, and bracelets tend to sell well versus rings where you are faced with sizing problems.
- 4 Keep in stock all of the products on your e-commerce site. Out of stock situations will lead to greater cart abandonment and frustration with the online buying process.
- 5 Don't sell the same designer styles that other jewelers sell, this leads to online price competition.
- 6 It might take several years before e-commerce sales to account for a reasonable part of your total annual sales. It all depends on the time and resources you dedicate to it.
- 7 Use an on-line catalog of wedding jewelry as a sales tool that encourages in- store visits to assure the right chose and correct ring sizes.
- 8 Using photos depicting ownership experience in your targeted online ads and on social media. This will create demand.
- 9 Good photography is needed for ecommerce. Send me an email and I'll send you links to information I have about jewelry photography.

E-commerce offers you opportunities for supplemental income, and it's just starting to surge. Use this year to prepare to ride the oncoming wave.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his newsletters, videos, and blog available through jwag.biz. Tap into the more than 1,500 free newsletters to guide you towards better usage of websites, social, and mobile. Matthew invites your feedback and questions at matt@jwag.biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.

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Eugene Biro Unveils New Website

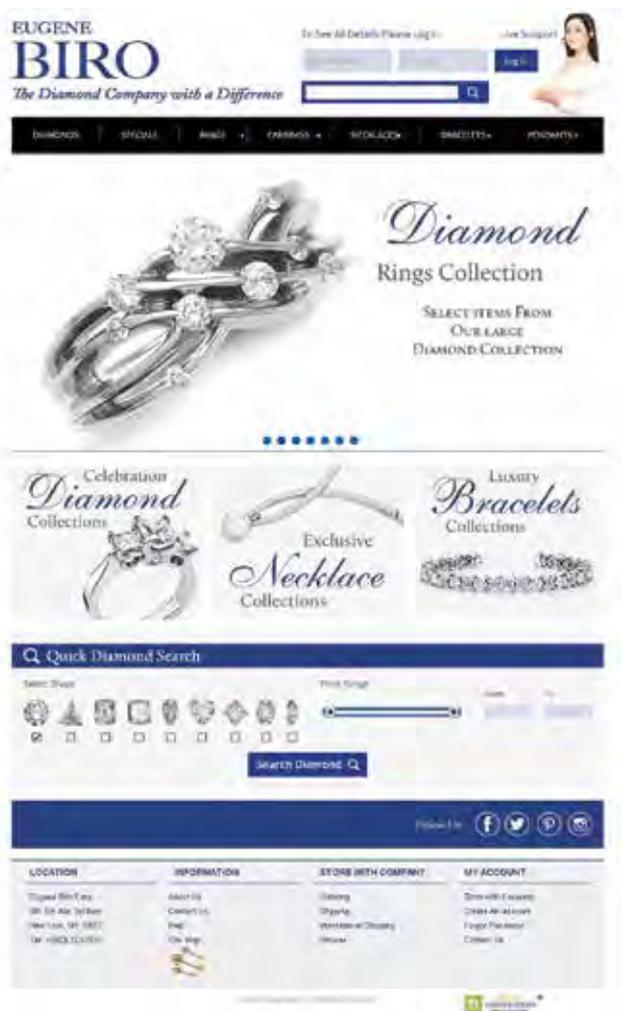
Eugene Biro a leading designer and manufacturer of fine diamond jewelry unveils a new redesigned contemporary website. The new web site features loose diamonds and hundreds of Biro's newest unique designs in addition to their elegant classic diamond jewelry.

The new Eugene Biro web site offers an ideal way to shop for jewelry. The redesigned jewelry site features drop downs menus for easy product selection. The Diamond Search Tool allows you to search for your perfect diamond by cut, color, clarity, carat weight, price and more.

The customer will also find weekly specials in loose diamonds and diamond jewelry.

"We're thrilled to introduce the newly redesigned Eugene Biro web site," said Eugene Biro, President of Eugene Biro. "We strive to make the loose diamond and jewelry ordering process hassle free."

For more information call Anne Jones-Fox 212 997 0146 ext. 848 or visit www.eugenebiro.com



David Connolly New Unified Catalog

David Connolly, Inc. released a new catalog in honor of Jabel's 100th anniversary. A variety of new and classic Jabel designs will be shown including pink and green gold carved designs, hand engraved styles, and timeless classics. Alongside the Jabel Designs, owner David Connolly included a selection of his customer's favorite designs from his other two collections, Better Basics, founded in 1989, and Engel Brothers, founded in 1930. All the styles featured in this catalog are made in America.

Jabel uses a die striking process to make exceptionally strong, heirloom quality, and durable jewelry that will last for generations. Die striking forms the jewelry by using extreme force to carefully form the jewelry into the desired shape. The metal's density gives it its heirloom quality. Jewelers who sell Jabel are able to confidently stand behind the quality of the jewelry they sell. Jabel also offers other old world jewelry making techniques, including pink and green gold carved jewelry and hand engraving.

According to Connolly, "it has been an honor to carry on the Jabel legacy, hearing testimonials from 5th generation family retail stores who have carried the Jabel line since 1916. Jewelers see our Jabel stamp in many old family rings dating back to the 1920's. This is why we work so hard to make the best jewelry, made right here in the USA. I hope that by joining Jabel with the other David Connolly, Inc. collections, Engel Brothers and Better Basics, we may provide fine jewelry at every price point to every jewelry store that desires exceptional quality."

For more information call 860-868-0148



**Greg Gesswein
Promoted To President
of Paul Gesswein**

The 102 year old Bridgeport based manufacturer and distributor has announced the appointment of Greg Gesswein as president. Greg is the fourth generation of the Gesswein family to manage the business.



He replaces his father, Dwight W. Gesswein, who has served as the president since 1993. Dwight will retain the position of vice-chairman who, along with his brother Roger H. Gesswein, Jr., currently chairman and CEO, will continue to support the company in a broader advisory capacity.

Greg graduated from Trinity College in 2002 and from the University of New Haven in 2015 with a Master's in Business Administration. He began employment with Gesswein in 2004 with the assignment of West Coast sales representative and most recently served in the role of the sales manager for the Industrial Products Division.

In passing the responsibility to his son, Dwight Gesswein reflected, "Greg has always put his heart and soul into every task or project he has undertaken. His leadership skills combined with strong determination for a successful growing the company is exactly what we need as we embark on our second 100 years of business."

Greg has been responsible for significant sales growth both domestically and internationally. As important, he has been key to the development of new products. His creation and implementation of the Gesswein training program for mold and die polishing and maintenance has been utilized and praised by major clients worldwide including Apple, Nike, and many top US mold manufacturers.

Roger H. Gesswein commented, "Greg's knowledge of the customers, markets and products combined with his experience in management and unending source of energy ensures that Gesswein will have the continuity of a strong management leader to take the firm to a successful and stable future."

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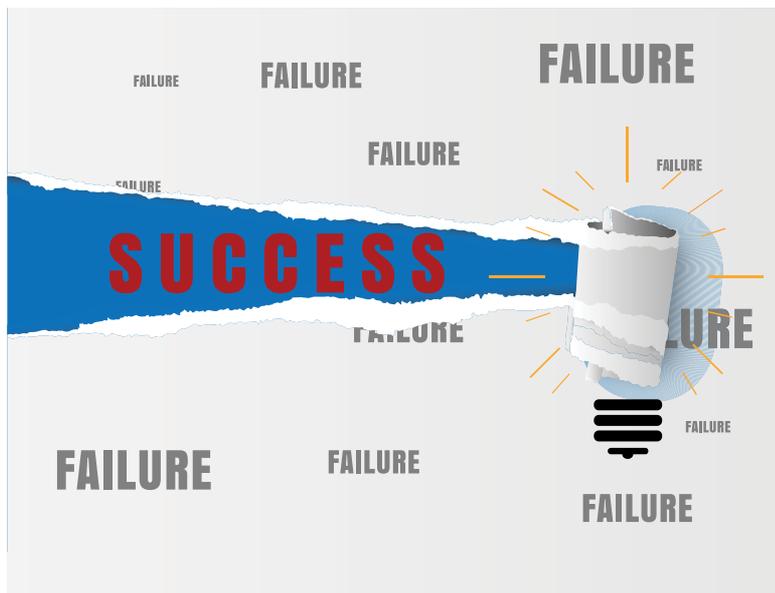
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THAT DEFINING MOMENT

By Bill Boyajian

We've all had ups and downs in our lives. Too often, a major obstacle or failure becomes a defining moment. They say that you learn more from your failures than your successes. That's only if you don't let a major downer define your life and limit your dreams and aspirations.

Instead, learn to overcome that one crucial mistake that failed relationship or that devastating disappointment by using it as motivation to take your life or your business to the next level. It isn't easy to put the past in the past, but it is vital in order to rebuild self-confidence, restore relationships, or redefine your goals for the future.

No one is perfect. Everyone has failed. But the difference between failure and success is a very fine line, often dictated by how you perceive it, and how you perceive yourself. Failure can be success if we learn from it. So take some time today to reflect on that defining moment in your life and use it for good.

YOU LEARN MORE
FROM YOUR FAILURES
THAN YOUR SUCCESSES

Australia to Chair The 2017 Kimberley Process

The further strengthening of the Kimberley Process Certification Scheme and the introduction of new working methods and new ways of organizing processes were crucial at this year's Kimberley Process Plenary Meeting in Dubai. The World Diamond Council joined representatives of governments from more than 50 countries and other observers, discussing mechanisms for greater industry inclusion.

The World Diamond Council launched its first KP Observers Forum during the 2016 Kimberley Process Plenary Meeting in Dubai. The Forum was created to give the opportunity to WDC members, industry experts and civil society partners to meet and discuss their common goals and joint efforts to promote further evolution of the KPCS and its continued success and credibility. The KP Observers Forum was attended by WDC, DDI and ADPA.

"The first Observers Forum was a success. Among other topics, we discussed what more the industry, with the knowledge and experience we have, could do for the countries in need of such expertise. We believe very strongly that education is key. The WDC, through its members, will continue to provide accessible training; supporting and educating professionals to work in those diamond areas where this help is needed and recommended by the KP," stated Andrey Polyakov, president of the WDC.

WDC welcomes the initiative of the KP Chair to implement the special forums mechanism on the margins of the KP meetings. These new events allow KP members and Observers to come together to discuss issues that are not directly related to the KPCS, but are still of significant importance to the entire diamond pipeline. WDC welcomes the readmission of Venezuela with the support of the full membership of the KP. The WDC also congratulates the Central African Republic and is committed to continue its support for its further full reintegration under the agreed framework of the KP. We encourage the ongoing critical dialogue they have created with neighboring countries, and their perseverance to sustain a conflict-free trade in their country.



Bain & Company reports that customers who engage with companies over social media spend up to 20 to 40 percent more money.

"On behalf of the WDC and all its members, I would like to congratulate the EU and India as well, with their election as the KP Vice-chairs. We believe a consensus choice of two Vice-Chairs for 2017 and 2018 at one meeting to be an extremely important precedent. It will allow the KP to look ahead even further, empowering the stability and consistency of the organization," Polyakov continued.

As the industry's voice, the WDC will continue its mission to further protect the integrity and reputation of the Kimberly Process. Strengthening supply chain transparency and promoting the KP to stakeholders and the public, are some of the main aspects of the WDC Strategic Plan, adopted in April 2016.

Engaging the Millennial

Jye International has introduced a new collection of engagement rings designed for the millennial bride. The new collection was created in response to increased requests for precious color engagement rings. "As the millennials get established in their careers they are reaching for pieces that make unique statements about them," said Jonathan Ueng, GG, of Jye's. "But it's not just millennials who are picking up on this color trend. Consumers of all demographic groups are recognizing the rarity and beauty of fine precious color."

The collection, created in 18kt and platinum, incorporates Jye's distinctive styling with fine diamonds with precious color centers and accents. It is supported with marketing images for print and digital media.



"A customer is not an interruption of our work, he is the purpose of it." –Leon Leonwood Bean

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James Breski & Company

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Lafonn

Heritage ring with rose-cut Lassaie® simulated diamonds and simulated emeralds set in sterling silver bonded with platinum. MSRP: \$195. 855-2LAFONN



Dilamani

This split shank ruby and diamond bypass ring in 18K yellow gold. MSRP: \$6,300. 800-342-6677



Henderson Collection by Lecil

Luca Au Silk Collection bracelet in shades of blue. Five strands with magnetic clasp closure and barrel clasp center. Sterling silver with white sapphires. MSRP: \$450. 800-605-3035



Frederic Duclos

Sterling silver and 18K yellow gold plated Yvonne necklace. MSRP \$20 866-898-3636



Almor Designs

One-of-a-kind multi-color diamond necklace in 18K gold. This necklace features over 65ctw of natural pink, yellow, and white diamonds. 516-482-8030 ext. 11



Thorsten Jewelry

Muramasa, a flat-brushed black tungsten band with a gold plated inside and 6 gold plated stainless steel bezels with triple black diamond settings. MSRP: \$409. 888-209-4757





Byard F. Brogan

14K gold anchor necklace.
MSRP: \$325
800-232-7642



Yael Design

Center is a moonstone weighing 32.21cts, accented with 10.01ctw of pink spinel and 0.54ctw of diamonds. MSRP: \$26,770.
415-989-9235



SDC Creations

Classic Elegance Collection Caro74 diamond engagement ring mounting with split shank in 14K white gold with platinum head (0.47ctw). Mounting to fit 1ct pear center.
844-732-5900



Elisa Ilana

Bracelet features a beautiful combination of amethyst clusters with chrysocola with 14K gold filled accents. MSRP: \$240.
402-926-3479



Parlé

4.06ct freeform Mexican fire opal set in a 14K yellow gold flexible bracelet with diamonds. MSRP \$3,125.
800-635-9800



Mercury Ring

14K tri-color Bead set diamond engagement ring semi-mount, made for a 1ct round center. 0.20ctw GH – color, SI clarity. Created by world renowned bridal designer Phyllis Bergman. MSRP: \$1,399.
800-223-0930



IN PRAISE OF OUR ROAD WARRIORS

By Andrew Kohler

I'm generally a "silver lining" type person but there are unpleasant realities about the jewelry business that need to be addressed regularly – security is one of those realities.

Everyday there are women and men who risk their safety, careers, and lives in the performance of their jobs – traveling jewelry salespeople. They are vital to the workings of the jewelry industry. These road warriors make it possible for retailers to keep their stores open while at the same time enabling them to see and buy new styles and trends that are the foundation of their business.

When the JSA, Jewelers Security Alliance, press release crossed my desk I first thought it was directed to traveling sales people but when I read the summary of selected robberies in 2016 I was reminded of the risks you the retailers take in running your businesses.

Below is the list provided by JSA of 13 steps you must do to stay safe on the road. I added the 14th and 15th



Basic Security Recommendations When Carrying Jewelry Off Premises

- 

1. Never resist in a robbery.
- 

2. Salespersons must take evasive driving action after every sales call, and before returning to their hotel, home or office.

Evasive driving tactics include driving very slowly, driving around the block, making U-turns or pulling into a bank or fast food parking lot. Are one or more cars following you? Be aware that gangs may be using multiple vehicles. Entrance and exit ramps of highways provide a particularly favorable opportunity for criminals to box in a salesperson's vehicle.
- 

3. As you drive to a retail location, scout the area.

Park as close to the main entrance to your destination as possible, Do not enter or exit by a rear or secluded entrance. Do not remain seated in your parked car for any length of time before or after sales calls.
- 

4. Do not leave jewelry merchandise in an unattended vehicle.
- 

5. If you are being followed, call 911 and say, "I am about to be the victim of a robbery,"

If possible make your call obvious to the suspicious persons. When criminals see you using your cell phone after you have spotted them, they are less likely to pursue.
- 

6. If you experience trouble with your car ...

trunk lock, door lock or ignition key, or have a flat tire, radiator trouble or are bumped by another car, consider yourself a crime target. Immediately get yourself to a place of safety.
- 

7. Jewelers should not take

valuable jewelry merchandise to their homes.
- 

8. Even if you are not carrying jewelry merchandise,

if you are visiting jewelry premises and are carrying a bag of any sort, you are a target.



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Shop the largest jewelry trade show in the industry before Valentine's Day and restock after the busy holiday season. **NEW FOR 2017!** JIS Talks debuts **this January**, featuring two full days of inspiring education sessions with an impressive lineup of speakers and need to know industry topics. For more information, visit JISSHOW.COM/JISTALKS.

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JIS EXCHANGE | JUNE 5-8, 2017
LAS VEGAS

JIS OCTOBER | OCTOBER 8-11, 2017
MIAMI BEACH



IN PRAISE OF OUR ROAD WARRIORS



9. Gangs have been known to place GPS devices on the autos of salespersons.

There are electronic devices available to detect the presence of GPS devices. Salespersons should also regularly inspect underneath their vehicle, and can carefully check their vehicle when a car is on a rack for an oil change.



10. Keep your travel plans confidential,

including flights, departure and arrival times, hotels, rental cars and locations to be visited.



11. Do not gas up prior to returning a rental car.

Either purchase through the rental car company beforehand, or simply return the car. It is important to limit your exposure to risk as much as possible, whether at rental car companies, restaurants, hotels, parking lots and elsewhere.



12. When you are entering a hotel lobby to check in,

be particularly careful you are not being followed.



13. Retailers and traveling salespersons should cooperate,

so that when a salesperson leaves a store to drive away, the retailer can keep an eye on the salesperson to make sure the salesperson is not being followed.



14. Traveling salespeople take big risks to see you.

If you attend a jewelry show and see product you are interested in please try to purchase it there instead of asking the salesperson to come to your store.



15. Support the Jewelers Security Alliance. Learn more at www.jewelerssecurity.org

Summary of Selected Robberies and Thefts of Traveling Salespersons and Other Off-Premises Cases for 2016

Gulfport, MS – On 11/5/16, the manager of a retail jewelry store was the victim of a robbery while making her nightly bank deposit drop. As the manager pulled into a lane at the bank, a male suspect exited his vehicle and brandished a gun. He told the manager to give him the deposit bag. He grabbed the deposit funds and fled in a white Lexus.

Lexington, KY – On 10/19/16, a traveling salesman was at a hotel parking lot. Five masked suspects jumped out of a van and threatened the salesman at gunpoint and knifepoint. The suspects stole 250 pieces of jewelry.

Roswell, GA – On 10/19/16, a retail jeweler was leaving through the rear exit of her store. Four masked men approached her at gunpoint. They forced her into the back of a black van. Police managed to apprehend one suspect and the victim sustained non-life-threatening injuries.

Las Vegas, NV – On 10/19/16, a traveling salesman traveled from Los Angeles, CA to Las Vegas, NV. He pulled over his car on the freeway to let down the top of his convertible. A car pulled up behind him and the armed driver of the car stole a briefcase containing diamonds.

Lilburn, GA – On 10/16/16, a retail jeweler pulled into his garage after his wife opened the garage door. After the jeweler pulled in, a group of men blocked the open door. They smashed the

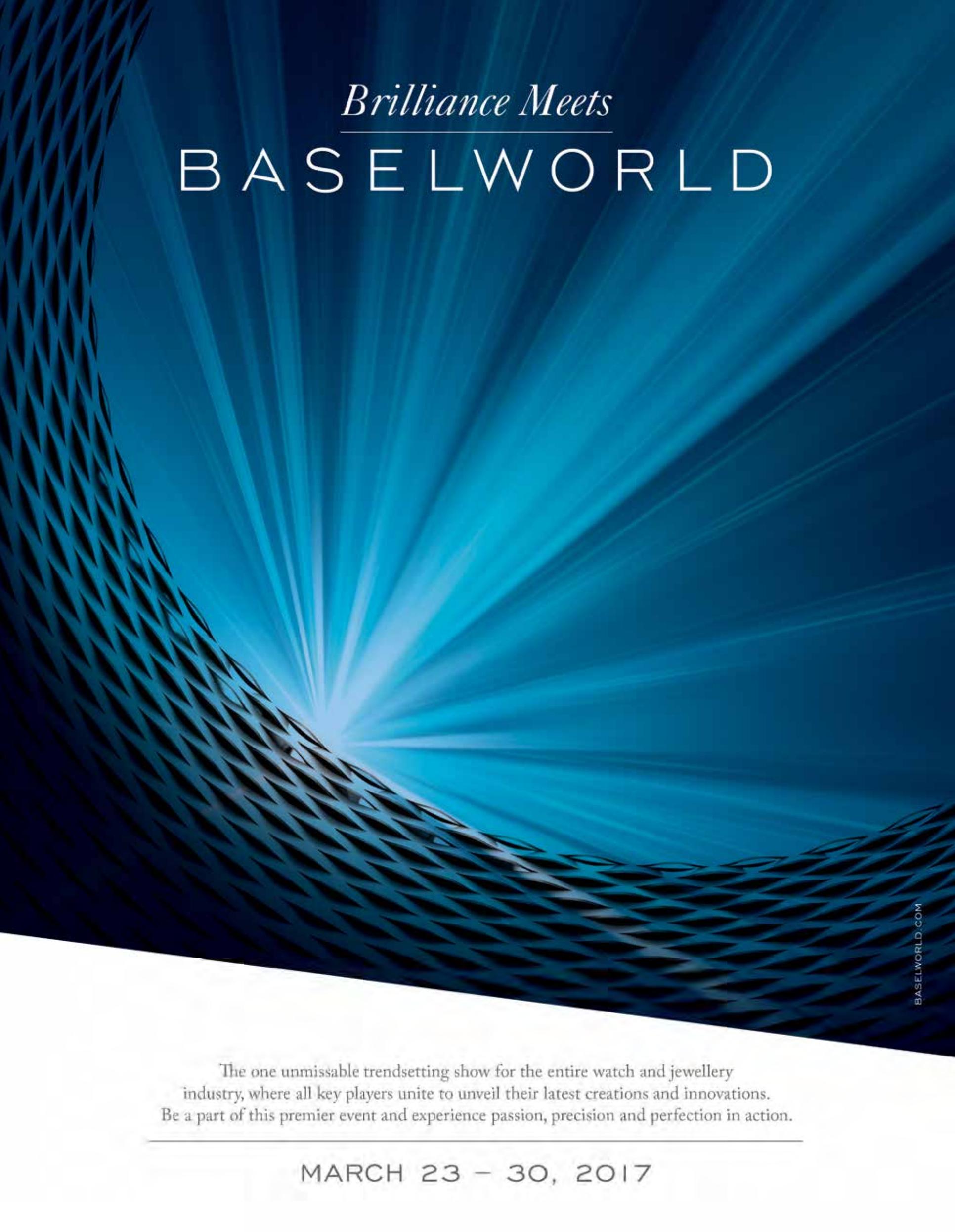
passenger side window and the back window of the jeweler's car, and took his merchandise.

Chattanooga, TN – On 10/13/16, traveling salesmen from Los Angeles, CA were attending a trunk show in Chattanooga, TN. The victims were followed from the show and were stopped on the road. One of the suspects brandished a knife. Both salesmen were assaulted and left bruised, and their jewelry stolen.

Thousand Oaks, CA – On 10/6/16, the owner of a retail jewelry store met a woman up the street from his store. The woman stated that she wanted to buy a used Rolex. The owner did not know the woman. They went to the owner's car, and once there, a male suspect jumped into the owner's backseat and held him at gunpoint. The suspects then stole jewelry.

Naples, FL – On 10/5/16, four men in clown masks holding baseball bats hid in bushes watching a jeweler who was sitting in his vehicle. The jeweler heard a loud bang and got out of his car. As he walked around his SUV, two suspects hit him with bats. One of the suspects also had a gun. The suspects jumped into the jeweler's SUV and drove off with his jewelry.

New York, NY – On 9/29/16, a male suspect lifted a five-gallon drum of gold flakes from the back of an unattended armored truck parked on the street.



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IN PRAISE OF OUR ROAD WARRIORS



Kirkland, WA – On 9/21/16, a traveling salesman was driving his rental car on the expressway when he was abruptly cut off by another vehicle. Two men got out of their car and attacked the salesman in his vehicle on the shoulder of the road. The suspects smashed the car's windows and physically assaulted the salesman. They grabbed his line of jewelry, slashed his tires and then fled.

Bellevue, WA – On 8/12/16, a traveling salesman was forced off of the road by another car. Two male suspects smashed his windows and stole jewelry.

Anaheim, CA – On 8/9/16, a couple committed a distraction theft at a jewelry trade show.

Douglasville, GA – On 8/8/16, a traveling salesman was accosted at gunpoint in the parking lot of a jewelry trade show.

Queens, NY – On 7/18/16, a jeweler was robbed at gunpoint outside of his home. The jeweler parked his car in his driveway. As he walked out of the car, a man and woman approached him. The male suspect brandished a firearm and said "don't move, don't scream, give me the bag!" The suspects took the jeweler's bag comprised of rings, bracelets and necklaces.

Chicago, IL – On 7/2/16, a traveling salesman was at a jewelry trade show and had his jewelry in folded up cases. He turned his back to talk with friends. When he turned around, the cases containing his jewelry were gone.

Woodland, NJ – On 6/18/16, there was a theft of jewelry at a trade show.

Dallas, TX – On 6/9/16, a salesman from Pakistan was attacked at a gas station. He was kidnapped and beaten. He died from his injuries.

Arlington, TX – On 6/2/16, a traveling salesman pulled into a gas station. A vehicle with masked subjects pulled alongside him. The subjects got out of their vehicle and ransacked the salesman's car. The subjects chased and dragged the victim, before eventually letting go and retreating.

Beverly Hills, CA – On 5/22/16, the victim left jewelry in an unattended vehicle that was stolen at a jewelry trade show parking space.

Houston, TX – On 5/16/16, a traveling watch salesman was in town purchasing watches, and was robbed at gunpoint as he stopped at an automotive store. His jewelry was stolen.

Santa Barbara, CA – On 5/8/16, the victim left jewelry in an unattended vehicle that was stolen at a jewelry trade show parking space.

Lawrenceville, GA – On 5/5/16, the victim left jewelry in an unattended vehicle in a parking lot that was stolen.

Houston, TX – On 5/4/16, a salesman's car was boxed in at a parking lot. Four to five subjects were involved and stole merchandise.

Monroeville, PA – On 4/2/16, a traveling salesman was followed from a jewelry trade show to a business and had his car blocked by several suspects. They punched the salesman in the face and then stole his jewelry.

San Diego, CA – On 3/16/16, a jeweler was followed from a sales call. While he was loading items into his vehicle, three subjects approached him and demanded jewelry. The victim fought and the suspects punched and kicked him. The suspects dragged the victim by his backpack, struggled and took merchandise.

Los Angeles, CA – On 3/16/16, the victim was getting back into his vehicle after eating at a restaurant. Two male suspects threatened him and demanded his jewelry. They opened the car door and the victim gave the suspects two pouches of diamonds.

Houston, TX – On 3/15/16, a salesman left several sales calls. While exiting on an interstate highway, a vehicle in front of him slowed down. Then a vehicle came from behind him and slowed down as well, blocking him in. Three masked subjects with hoodies, broke the victim's window while displaying a knife. They hit the trunk release and took his jewelry.

New York, NY – On 2/27/16, a suspect stole jewelry at a trade show.

Palm Beach, FL – On 2/15/16, the suspect approached a booth at a trade show and was coughing and choking. The employee at the booth got the suspect water. At that point the suspect was able to walk away with a watch.

Los Angeles, CA – On 2/9/16, the victim left jewelry in an unattended vehicle that was stolen at a parking lot.

Boca Raton, FL – On 2/7/16, the suspect(s) stole a diamond ring and a pin from a jewelry trade show.

Los Angeles, CA – On 1/21/16, salesmen were in a taxi heading to the airport when an SUV slowed down in front of the taxi on the highway and reversed into the taxi. Three males in dark clothing and masks exited and smashed the rear windows and said, "Give us what you have!" The suspects stabbed the victims with an unknown type of weapon, possibly a knife or punch, and removed the victims' property.

Atlanta, GA – On 1/9/16, a suspect committed a sneak theft and stole necklaces at the booth of a jewelry trade show while employees were occupied at the far end of the booth.



Andrew Kohler

co-publisher of The Retail Jeweler
Email: Andy@theRetailJeweler.com

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Centurion Show Speaker Line Up

Along With Jewelry, Attendees will enjoy diverse subjects from shoes to football to politics to sharks!
In order of appearance, here's who you'll see at the 16th annual Centurion Show:

Speakers for the Special Generations Track
Kate Peterson, Performance Concepts, LLC
Generations: Both Sides of the Counter: Dealing with Perspectives from Matures to Post-Millennials

Bill Boyajian and Ira Bergman, The Gordon Co. (and Dan Pharr, Pharr Valuations on Monday Only)
Generations: Planning for Store Succession

Jeffrey Roseman, CEO of David Harvey Jewelers, Norwalk, CT and Adjunct Professor, Fairfield University Dolan School of Business, Management Department, Moderator, with Brian Alter, Alter's Gem Jewelry; Ashley Daily Stegall and Ronda Daily, Bremer Jewelry; Bill Nusser, Hands Jewelers; Charlie Nusser, Hands Jewelers; Lauren Kulchinsky Levison, Mayfair Jewelers; Jim Rosenheim, Tiny Jewel Box; and Matthew Rosenheim, Tiny Jewel Box.
Special Generations Panel Discussion.

TONY HSIEH, ZAPPOS.COM CEO

In 1999, at the age of 24, Tony Hsieh (pronounced Shay) sold LinkExchange, the company he co-founded, to Microsoft for \$265 million. He then joined Zappos as an advisor and investor, and eventually became CEO. He's helped Zappos grow from almost no sales in 1999 to the multi-billion dollar company it is today, with a focus on customer service, company culture and community.



Tony Hsieh

SETH MATTISON, GENERATIONAL EXPERT

Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. As founder and chief movement officer of FutureSight Labs, Seth advises many of the world's leading brands and organizations on the key shifts happening around talent management, change and innovation, leadership and the future of work.



Seth Mattison

DAYMOND JOHN, SHARK ENTREPRENEUR

He is CEO and Founder of FUBU, a much-celebrated global lifestyle brand, and a pioneer in the fashion industry with over

\$6 billion in product sales. Shark Branding, Daymond's marketing firm, offers advice on how to effectively communicate to consumers through innovative means and connects brands with the world's top celebrities for everything from endorsements to product extensions. Daymond is also an author of the best-selling books *Display of Power*, *The Brand Within* and *The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage*



Daymond John

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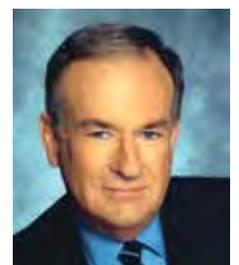
Peyton Manning

RICHARD WISE, INDUSTRY GEMSTONE EXPERT

For 35 years Richard Wise travelled the world in search of the very finest gemstones. His search for rare and beautiful gemstones has taken him to the world's most important gem producing areas. As a respected journalist, he has interviewed some of the greatest experts and received entrée to many important private collections. A former jewelry retailer, he shared his finds with his customers and the trade. Wise knows gems. He literally wrote the book on connoisseurship in colored gemstones in *Secrets of The Gem Trade* (a new edition is in publication). He also authored *The French Blue*, the story of Jean Baptiste Tavernier and *The Hope Diamond*.

BILL O'REILLY, VETERAN JOURNALIST

A journalist for more than 40 years, Bill O'Reilly has now risen to the top of his profession. Monday through Friday on the Fox News Channel, *The O'Reilly Factor* causes the powerful in America to duck for cover as the rigidly enforced "No Spin Zone" deals with the nation's most important issues in a straightforward and



Bill O'Reilly

provocative manner. Blending news analysis with investigative reporting, The Factor has gained international prominence as well—it is now seen in more than 100 countries. Bill O’Reilly has won three Emmy Awards for Excellence in reporting. He was awarded two National Headliner Awards while working as a national correspondent for ABC News, and was honored by The National Academy of Arts and Sciences for his reporting and analysis on and after September 11th, 2001.

For more information (and even more great reasons to attend), visit www.centurionjewelry.com. Show dates for 2017 are Sunday, January 29, 2017 through Tuesday evening, January 31st, 2017. Call 516-377-5909 to register or email info@centurionjewelry.com for further information.

Katherine Bodoh Appointed CEO By American Gem Society



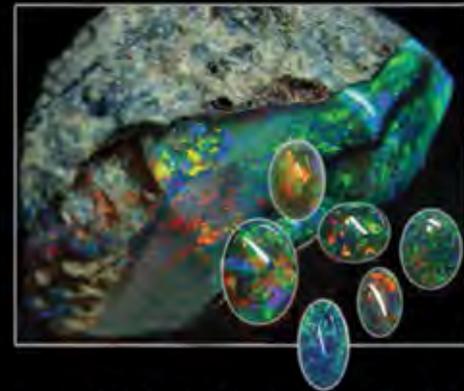
Katherine Bodoh

The American Gem Society announced the appointment of Katherine Bodoh as their new CEO. Ms. Bodoh will assume responsibilities on March 1, 2017 and will succeed the current CEO, Ruth Batson, who is retiring.

Ms. Bodoh is currently the Deputy Executive Director of the American Gem Society. Prior to joining AGS, Katherine served as Director of Commercial Lines Marketing and Industry Relations at Jewelers Mutual Insurance Company. It was at Jewelers Mutual she began working in a strategic partnership role with the American Gem Society. She was very active as a liaison between the AGS Guilds and Jewelers Mutual. It’s a role that continued after she joined the AGS.

“It is an honor to serve the membership of the American Gem Society. I will resolutely uphold our esteemed legacy and seek new ways to bring value to our membership and laboratory clients,” said Ms. Bodoh. “I joined AGS because of its mission and its extraordinary members. I had the opportunity to learn from the incomparable Ruth Batson. I look forward to partnering with the Board of Directors and the wonderful team at AGS and AGS Laboratories. Together we will serve the next generation of industry professionals and keep AGS vibrant, relevant and indispensable.”

“Katherine is our ideal candidate,” said Scott Berg, CG, President of the AGS Board of Directors. “She has many of



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With the election now in the rear view mirror,
We can look forward a little bit clearer...
Vision of things yet to come,
Tasks ahead and work to be done.

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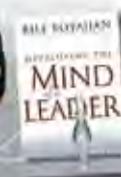
"I've known Bill for over 35 years so when we needed some outside counsel, he was the natural choice. I brought him in to meet with me and with my family members to provide advice and counsel for the next generation. Bill's trusted insight, experience, and outstanding people skills were what we needed to build on our success, and his ongoing support has been fantastic."

— Mark Moeller, CEO, R.F. Moeller Jeweler



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Career Opportunities

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Email resume to:
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Belle Étoile Sales Reps Wanted

Belle Étoile, award-winning designer brand, is looking for independent sales reps for multiple territories. Please email résumés to careers@belleetoilejewelry.com.

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the qualities that have made Ruth a great CEO: they share a dedication and passion for the AGS mission of consumer protection, business ethics and ongoing education.”

Louis Smith, CG, former President of the AGS Board of Directors, headed up the CEO Search Committee. “A lot of talented professionals applied for this position. In the end, it was clear that with Katherine’s experience in the industry, and, particularly, at AGS, makes her the perfect choice to carry on Ruth’s legacy of excellence.”

Ms. Bodoh first learned the ropes of association management when she began her career in the industry working at the Manufacturing Jewelers and Suppliers of America (MJSA) in Providence, RI. She has additionally served on the Women’s Jewelry Association Scholarship Fund Board of Trustees, the Board of Directors for the Wisconsin Jewelers Association, the JFC Fundraising Committee, and the Event Committee. She is currently involved in the Jewelers Leadership Forum and the US Jewelry Council, and she’s an active member of ASAE (American Society of Association Executives). She earned her bachelor’s degree in communications from Loyola University New Orleans, and is an American Gem Society Registered Jeweler (RJ).

Battle of the Benches Competition Returns

Stuller’s annual Bench Jeweler Workshop featuring the 2nd annual Battle of the Benches competition will return to their global headquarters in Lafayette, Louisiana on March 24th - March 26th, 2017.

“This is the premier event for bench jewelers,” says Tammy Kidder, vice president of merchandising. “This year we will have over a dozen in-depth classes, new product demonstrations, and of course our 2nd annual Battle of the Benches competition.”

This year, three exceptional bench jewelers will be selected to compete against defending champion David Adamson of David Adamson Designer Jewelry. Travel expenses (up to \$500), complimentary event registration, and lodging during the event will be provided for all contestants.

“It’s a real-time design contest that will be held during our Workshop. The contestants will compete in three different challenges - design, parts and pieces, and prep and polish,” says Kidder. “Last year workshop attendees filled the showroom floor to watch the live competition. It was a huge hit and a lot of fun.”



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The two and a half-day workshop will also play host to a number of hands-on demonstrations and educational seminars including, but not limited to:

- Working with Digitally Grown Assets
- Diamond Market
- Laser Training
- Increase Profits with Repair
- Working with Platinum
- Polishing and Plating

For more information on Bench Jeweler Workshop visit www.stuller.com/workshop. And for more information on the Battle of the Benches competition visit www.stuller.com/battleofthebenches.



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800-232-7642
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AGS Launches New Consumer Search Tool:

Find a Professional Jeweler

The American Gem Society launched a new addition to its Find a Jeweler search tool on its website, Find A Professional Jeweler. The new addition highlights credentialed industry professionals while reminding consumers of the importance of shopping with qualified jewelers who are up to date on their education and certification. The new tool is accessed from the home page of the AGS website or directly via its own url www.americangemsociety.org/findapro.

"AGS is pleased to highlight our titleholders and promote the importance of continued education and recertification," said Ruth Batson, CEO of the American Gem Society and AGS Laboratories. "If a consumer meets a jeweler, the consumer now has an unbiased way to learn more about that jeweler's commitment to education, ethics, and professionalism."

The tool provides information about the jeweler, including their AGS credentials, if they have completed their recent recertification, and whether or not they recently attended Conclave. Visitors can hover over the icons next to the title, certification, and Conclave to read an explanation of each and its valuable place within the fine jewelry industry.

As a leader in gemological education and consumer protection, AGS is proud to inform the consumer if their jeweler is up to date on their education. Understanding a jeweler's commitment to education and professionalism can help a consumer make a more informed choice and ultimately be more satisfied with his or her fine jewelry purchase. AGS will continue to drive traffic to its Find a Jeweler search in 2017 through consumer advertising in both print and online.

Grunberger Sets Standards To Keep All Diamonds Natural

The rise of synthetic diamonds has opened the gates to a parallel market. Though there is merit in man-made diamonds, there are problems that arise with this new supply. The undisclosed sale of these stones has created several challenges for the natural diamond industry. Stakeholders and consumers alike can no longer assume that the diamonds they receive are 100% natural. There is the possibility of synthetic diamonds being mingled with natural diamonds.

To address the issue Grunberger Diamonds has established protocols so there is virtually no chance that synthetic diamonds will find their way into their production process. As the world's largest producer of ideal cut melee with Hearts and Arrows,

their employees, who all adhere to very strict quality control standards, are equipped to immediately detect synthetic and man-made diamonds. With the purchase of the HRD's M-Screen -- the Automated Melee Screening Device capable of scanning up to 10,800 diamonds per hour for the detection of synthetic (man-made) diamond melee, Grunberger Diamonds will be one of the world's first diamond manufacturers to offer the level of confidence this device will provide.

The protocol also includes rough purchasing and cutting. Grunberger Diamonds purchases very specific types of rough from a select group of suppliers they've had a relationship with for decades. This helps to know exactly what they are buying, virtually eliminating any chance that foreign or unnatural products enter their system. All of their rough comes from guaranteed conflict free sources in full compliance with the Kimberly Process.

Because of Grunberger's unique cut and the fact that all of their rough is cut within their own factory it would be statistically improbable for synthetic diamonds to find their way into their inventory and not be spotted during the sorting process in both the rough and polished form. www.stuller.com/workshop. And for more information on the Battle of the Benches competition visit www.stuller.com/battleofthebenches.

Star Gems Announces New Custom Studio App

Star Gems new Custom Studio app puts spectacular technology at retailer jewelers' fingertips. The Custom Studio app's giant digital showcase makes high-tech not only profitable but fun too! Star Gems' new Custom Studio app is humming along with the introduction of a 42-inch touchscreen -- a giant digital showcase -- bringing the appeal of dazzling high technology to independent retail jewelry stores.

"It will revolutionize the jewelry industry," says Anish Desai, President and CEO of Star Gems, an international jewelry manufacturer and loose diamond importer based in Norcross, Georgia. "It's a cool experience. Everyone loves to browse an Apple store even though we already have five Apple products. The same will happen to the jewelry industry. The reviews and responses have been very good," said Mr. Desai.

Star Gems just began accepting orders for its giant digital touch screen showcase, which sells for \$3,500 with financing payments of \$124 per month available. The screens will start to arrive in stores at the end of November.



"The 42-inch touchscreen is a phenomenal experience," Anish says. "It will replace a retailer's real inventory with virtual inventory. For a 5-foot showcase space with typically 40 pieces of jewelry, the wholesale value would be \$50,000 to \$70,000. Now, the jeweler will have the power of thousands of designs without a large investment in what will become the world's largest database of designs.

"The retailer jeweler puts the digital showcase in his store, and what's new in the market will be uploaded immediately," he added. "We're changing the market. We're constantly hearing from retailers how they're fighting the Internet. Well, we're saying, 'Join the Internet!'"

The company's innovative Custom Studio design app, unveiled earlier this year, invites retailers to "discover, create, share." It is being developed in a four-phase program to include thousands of the company's custom designs. Phase 1 is under way; retailers who have signed on enjoy access to 300 designs already, with 50 to 60 designs added every month. By next summer, Star Gems plans to incorporate more than 1,500 designs as the 3D video directory and CAD images are developed. "In three or four years we'll have thousands and thousands of designs," he said.

The Custom Studio app is available to retailers for a \$275 one-time fee plus \$75 per month. It can be viewed from a cell phone, iPad, PC and other devices, from all platforms. Items may be ordered as shown or they may be customized.

The app is intuitive for retailers and consumers alike. The retailer signs on to his subscription-based program, then asks his customer to download the app with a nine-digit code assigned to the retailer. At that point, the consumer gets linked to the retailer. The retailer has the customer's cell phone number, and they both have the ability to communicate within the app,

viewing CAD specifics and customizing designs. Everything, including payments, takes place on the screen, large or small. "It's a highly advanced, revolutionary concept in the jewelry industry," Anish says. "A customer who walks into a retail store once a year can still be in touch. For example, he can take a picture of his broken ring and send it through the app to the retailer to whom he is assigned. The retailer gives him a price, the customer hits pay now and the money is in the retailer's account in two days.

"A retailer traveling in Hong Kong could take pictures of pieces he likes at a show, send them to his customers via the app, and close the sale on the app before he returns to this country."

Custom Studio allows retailers to rapidly expand their customer bases as customers share the app via the nine-digit number that links them directly with the retailer. "It's a game changer," Anish says. "In the jewelry business, apps have been a web extension showcasing designs on the Web. Why have the app? It is functional. It's similar to iTunes technology where musicians can upload their music. Designers from all over the world can upload designs, and they'll get royalties from those designs we sell.

"This is all completely new and fun, and it shows how technology will blend into everyday life. Apps are the future of how we'll do things, and they have to serve the purpose for both the customer and the retailer. It's mind-blowing technology."

For more information about Star Gems' Custom Studio app featuring the new giant digital showcase, you can call 800-474-5579, visit the Web site www.customstudiousa.com.

Social Media Dumped?

We have all been there. You get that super psyched "someone gets me" feeling and then you post a rockin' image or a quote and then it happens... You get social media dumped! You seemingly lose a few followers and that Kool Aid smile quickly goes upside down.

Who knows why but honestly who cares! They were never your true "follower" to begin with and frankly just as quick as you lost a few double tappers you gain that much more with in a few hours and that warm and fuzzy feeling comes right back.

—Jackie LeBental

Company Spotlight

CG CREATIONS

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"Endless Jewelry Files for Bankruptcy..." and "Pandora's Ax: 450 More Retailers Cut From Network" have recently been reported, leaving these dealers without support. ZABLE Beads and Charms has always supported ALL of its dealers. The Zable Sales team is now offering special consideration to these dealers left in the cold this past Holiday Season. All Dealers enjoy a reasonable initial dealer commitment, no minimum reorder size and 24-hour turn around on orders allowing them to quickly replenish their inventories.



"GOT BEADS?"

ZABLE® Delivers.

CG Creations has been supplying the jewelry industry with quality Gold, Silver and Fashion jewelry for almost 40 years. The company's merchandising team is uniquely focused on bringing the current hottest trends to its retailers.

CG Creations' current collection focuses on Fine Sterling Silver European Beads and Charms. Zable® Beads and Charms feature intricately detailed sterling silver beads and three-dimensional charms, Murano glass, hand-painted enamel, as well as sterling silver bracelets, necklaces, earrings and rings, some featuring Swarovski crystals. The Zable® Collection features popular icons representing animals, nature, birthstones, and ornamental designs. CG Creations offers over 1500 styles of collectable beads and charms to mix and match and create a unique look. All Zable® items are compatible with all major brands of European beads. An exclusive marketing system makes it easy to display and price individual beads and charms with minimum of hassle. CG Creations in-house design staff enables them to offer custom bead design services.

The Zable® Collection is a benefit to retailers as an expandable product line, providing increased traffic and repeat business as customers add to their bracelets. CG Creations requires a reasonable initial dealer commitment and no minimum reorder size.

Wouldn't it be nice to see your competitors customers in YOUR store?



ZABLE®

beads & charms



Endless Possibilities

Create Your Own Unique Look



Only ZABLE® Sterling Silver Charms feature the versatile **Omni-Lok** Triggerless Clasp

Clips on like a clasp or slides on like a bead! Looks beautiful on traditional charm bracelets, necklaces, earrings, rings and more!



“We always
purchase a lot
AT AGTA GEMFAIR™ TUCSON.

In business,
PROFIT
is not a dirty word.

I have to earn a living somewhere
and it is becoming increasingly harder
with diamonds but

COLORED GEMSTONES
provide a healthy margin.”

Jay Mednikow, J.H. Mednikow & Co., Inc.

