

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 10, Issue 1 • Jan/Feb 2019



Actor
Marisol Nichols



Évocateur Page 47



Omi Privé
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Cover Courtesy of the AGTA

Marisol Nichols

Necklace: Platinum necklace featuring a black Opal cabochons (38.43 ctw.) accented with Sapphires (.95 ctw.), tsavorite Garnets (.95 ctw.) and Diamonds (6.76 ctw.) by **John Ford** of Lightning Ridge Collection by John Ford.

Earrings: Platinum interchangeable earrings featuring boulder Opals (47.25 ctw.) and Aquamarines (10.31 ctw.) accented with Diamonds (2.99 ctw.) by **Deirdre Featherstone** of Featherstone Design.

Ring #1: Platinum ring featuring a 10.23 ct. cuprian Tourmaline accented with Diamonds (2.57 ctw.), Paraiba Tourmalines (1.54 ctw.) and a .01 ct. Alexandrite by **Niveet Nagpal** of Omi Prive

Ring #2: **Lindsay Jane**, Lindsay Jane Designs – Platinum ring featuring a 6.78 ct. bicolored Sapphire accented with French-cut Diamonds (1.84 ctw.), brilliant-cut Diamonds (.44 ctw.) and Sapphires (.06 ctw.).

Clothing: Navy Off the Shoulder Halter Neck Evening Gown by **Rubin Singer**.

THE RETAIL JEWELER™

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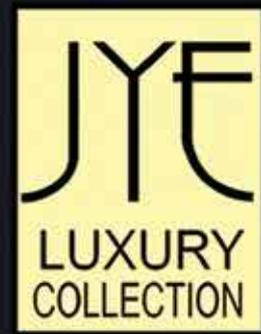
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THANK YOU for TEN GREAT YEARS!

The New Year is just a few weeks away and it is an appropriate time for all of us in every business in the industry to look back on what we have accomplished these past twelve months. The year's review is a necessary, useful, and helpful task because you reflect on and identify your accomplishments as well as your short comings. The consideration of both leads to new goals and objectives for the New Year both personally and professionally.

2019 marks The Retail Jeweler's tenth anniversary in business. In the beginning, the launch of the magazine was greeted with disbelief and looks of amazement. "Are you guys crazy?" were the words actually spoken by many when we announced the introduction of The Retail Jeweler. "Everything is going digital." Modern Jeweler had ceased publishing entirely and National Jeweler quit doing a print version and instead was focused on a digital magazine. JCK continued on with their print publication

and was aggressively moving to a greater reliance on an Internet model.

The Retail Jeweler began publishing with simple, modest but fundamentally basic goals for our market and our customer base. First, we recognized our target market was the independent retail jewelers of the United States and their suppliers. Second, we identified the need for this market segment was to provide useful, actionable information, jewelers could use and benefit from on an immediate basis. The last goal was to secure writers for the magazine that have practical operating knowledge of retail jewelry store operations.

With those fundamental steps in place we lined up writers skilled in working with retail jewelers in their own particular discipline. And so, David Brown is an important contributor in the area of business management of a retail jewelry store. His articles address practical common-sense topics jewelers face daily, weekly and monthly. Whether it is personnel, inventory control, discounting, sales personnel motivation David's practical proven advice is worth its weight in gold.

Another important contributor to the pages of The Retail Jeweler is David Sexton, Vice President of Jewelers Mutual Insurance. Dave writes on topics near and dear to every jeweler's heart...safety, security, and the protection of your dollars invested in inventory. But more than the financial side of insurance, Dave also brings to light the latest in technology advances in jewelry store security. Last month for example, he had a column on the latest developments in alarm and video security.

One of the significant challenges retail jewelers face today is Internet marketing. Matt Perusi is our Svengali of Internet marketing. Technology development challenges each of us sometimes on a daily basis. We needed someone who can translate the techno-jargon of the technology world to the practical applications appropriate for jewelers. Having a good website and the ability to measure results of your website comes from the advice Matt provides every issue.

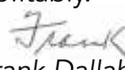
Bill Boyajian is one of the notables of the gem and jewelry industry. The former leader of GIA has a lifetime of useful practical experience and observation that he shares with readers of The Retail Jeweler. Many of the readers of our publication are family businesses and are subject to the winds and currents of family businesses. Bill's common sense and experience provide readers with useful insights and ways of addressing family business problems.

The business is always about product...beautiful product from talented designers. We also have the insights of Jackie LeBental providing us with the very latest the creative world of designers develop for our consideration. Jackie works with designers as they bring their new concepts and styles to market and presents them on the pages of our magazine.

This editorial formula along with New and Noteworthy articles has helped make The Retail Jeweler a must read for every issue. We thank you for your support of the magazine these past ten years. We value your emails, phone calls and letters commenting on what you have read.

We look forward to serving you in the years to come with relevant, helpful, and most of all useful information to help you manage your jewelry store more effectively and more profitably.


Ed Coyne


Frank Dallahan


Andy Kohler

ALLISON KAUFMAN

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We Make Each Other Stronger!



As iron sharpens iron, so one person sharpens another." This Proverb is the foundation for which IJO brings jewelers and manufacturers together to make our entire industry stronger.

As a young 20 something jeweler/entrepreneur fresh out of college, I knew that if I was going to carry our family business into the next generation that I would need help along the way. My father, Doyce, was teaching me everything he knew about the jewelry industry. However, he didn't have all the answers.

In steps IJO, an organization that not only provides tools and education, much more importantly connected me to the most brilliant minds our industry has to offer. It is those relationships that I have been able to cultivate and nurture over the last 20 years that has propelled our business forward. We all learn from each other's successes and failures. The beauty of knowing that others have walked in my same shoes is both comforting and encouraging. We also hold each other accountable to higher standards and a code of ethics.



We all know that business is tough these days. But, with IJO on our side, we stand a fighting chance of rising to the top. Don't feel like you are out there alone in this crazy retail world. Joining IJO will give you the support, education, vendor partners, connections and relationships to not only survive, but to thrive. Come join us in Phoenix. I promise, it will be an experience that you will never forget.

Stephen Barnes, Barnes Jewelers, Goldsboro, NC

To learn if you're eligible to attend the IJO conference in Phoenix February 22-26, contact Penny Palmer at 800.624.9252.



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NEW YEAR'S RESOLUTION: RESIST THE TEMPTATION TO LET YOUR FOOT OFF THE GAS

In most industries, there are fluctuations in business patterns. In luxury retail, the swing is severe. This difference between December and January can feel significant and tempts us all to spend less time in the store, less time marketing, less time at work. But don't give into the temptation to let up, because January is for resetting expectations and goals, not taking a break. Your business will thank you!

As you enter the new year, consider these tips on how to refresh your marketing efforts, right the ship, or branch out.



By Anne Drummond



Put it On Paper, and Talk It Out

Most of us know which months are peaks and valleys, and which are the most popular lines we carry. But have you looked at these trend-lines more granularly? View reports of which types of items sold when, and at what frequency. Understand the impact that could be added when just two customers each week are upsold into the next category or price point on a specific item in inventory.

Make assessments on the true cost of goods for your top 3 categories and decide if number three needs to move into the number 2 spot during 2019. But equally important, don't do this alone. Include your sales associates. Identify together what language could be used to steer clients to your new focus areas.



Look at the Things You Never Think About

January is the time to rethink your consumables. Everything that gets ordered and used up, instead of sold. That means packaging, bags, tissue and ribbon. But it also means cleaning supplies, the band-aids in the cabinet, and copy paper. Where can you make better decisions in 2019?

You have the time in January to think about all of it and adjust where these items are sourced or the quantities in which they are purchased. Marketing better means thinking about every little thing, and sometimes that means business cards and letter head, but often means brand of tissue paper in the box or facial tissue in the restroom.



Give your Website a Once-Over

Look at your website like a first-timer. Now that the noise of the holiday is behind us, take a few quiet

moments. Ask yourself a few questions:

- Is my phone number visible from the first moment I visit my site, and if yes, can I click to call?
- Is there an obvious and immediate way to connect with the store aside from the phone number, and is it visible as I enter the site?
- What is the frequency at which content changes? Is the bulk of the content on my site specific to a brand or piece of jewelry, or is there content also intended to tell the story of our brand?



Which of your Marketing Efforts are High Converting? Double Down.

Review the activities of the last year. If your email campaigns get a lot of opens but the offers and events contained within are underutilized, then you have some work to do. Make your highest converting marketing tactic work better for you, by generating and sharing more desirable content by email. If your cash cow is social media, how are you driving traffic from social to your physical or e-commerce location?

These tactics aren't a science, but they are a great way to regroup and re-energize your marketing for the year to come, and better inform everyone on your team about what is important to you and to your store.



Anne Drummond

Anne Drummond is the Senior Creative Director for Advance 360, a digital marketing firm based in New York. Advance 360 has a concentration in the jewelry industry, offering creative and data driven strategies for retail jewelers and wholesalers. Reach Anne at adrummond@advance360.com or check us out at <https://www.advance360.com/jewelry-industry>.

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HOW TO BE THE BEST JEWELER

By Aleah Arundale

Are you the best jeweler? You could be. The first step is amazingly easy. It all starts with saying it. The most important step in being the best is simply telling people that you are. When you say, "I'm the best jeweler," hopefully customers will believe it, but even more important, you will believe it and will act like it too.

It works. At the age of only 36, U.S. Navy Commander Michael Abrashoff took the worst performing ship and in only 18 months made it the best performing ship in the Pacific. How did he do it? Commander Abrashoff changed how people on the ship greeted one another. He instructed his men to greet everyone with a hand shake and say, "Welcome to the best damn ship in the Navy." That simple step was key to changing mindsets.

Imagine if your employees started out each day saying to each other "Welcome to the best jewelry store in America." Your whole day would be more positive. You could even greet customers saying "Hello. Welcome to the best jewelry store in America, now let's play jewelry together".

Another reason saying you are the best works, is because it makes you more confident. The best sales people I know are also the most confident. That's why people come into a retail store. They want someone confident to tell them what to buy. They want a confident person to show them value and trends. So, when selling jewelry, do not ask customers if they like a necklace. Tell them "this is the best necklace." Be confident that you and your jewelry is the best and you will sell more of it.

HOW TO BE THE BEST JEWELER FOR ENGAGEMENT RINGS



1 Start Acting Like You Are the #1 Engagement ring destination store in America.

Invest in more diamonds, more rings, more prototypes, and more selection. Spend more thinking about your bridal business. Have fun events. Have contests for the best proposal stories. Have brides post their rings on your Facebook page. Act like the #1 place for bridal and you will become it.



2 Claim to Be #1. Tell everyone you are the #1 place to buy an engagement ring.

Make your store a place engagement age people want to be. Have photo contests, events, give out ring pops, have a photo booth in your store, have a funny blinged out toilet seat in your bath room. Be more fun and young people will want to shop with you.



3 It's hard to be good at everything so why not be super awesome at one thing.

For example, "The World's Fastest Ring-Sizer" or "Queen of Big Diamonds" people will believe it and remember it. Pick one thing and own it.



4 While you're at it be the number one jeweler for all Wedding jewelry.

Wedding rings. Diamond wedding rings Bride's Maid gifts Groomsmen's gifts

Remember, engagements, weddings, and anniversaries are all prime opportunities for jewelry gift giving. Begin with engagement rings and expand to the other wedding related categories. Becoming known in your market area for being the best engagement ring store enables you to move into other jewelry categories as well.



Aleah Arundale

Aleah has never gained one customer by being professional. She is the most fun you can have selling diamonds. She is a third generation GIA Gemologist and a fifth generation jeweler, turned loose diamond wholesaler. Selling diamonds on the road lets her share great ideas with hundreds of different jewelers from all over the country. Sign up for her fun newsletter by emailing her at Aleah@olympiandiamonds.com



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SHOULD YOU BECOME A PRIVATE JEWELER?

By Bill Boyajian

With so many jewelers like you reaching or nearing retirement age, many are considering their best options for the future. Should you pass your current business on to a family member or a key employee? Should you try to sell the store or retain the business while reducing your time in the store? Should you have a retirement or 'going out of business' sale? There many other options, but one you may not have considered is becoming a private, by-appointment-only jeweler.

As similar as many situations are for independent retail jewelers, there are still many differences. Every jeweler is unique, and each has goals and objectives that can differ significantly based on personal and professional circumstances. Life and health situations, business transition and succession options, possible debt weighed down by aged inventory, and a host of other circumstances can lead to different goals and objectives.

Let's face it. Many jewelers are tired of the same old grind. The business has changed and adaptation is challenging. You may want to slow things down, but aren't ready to entirely call it quits. You are likely in a strong position in your community with a great reputation and a host of loyal, high-income customers. That's why becoming a private, by-appointment-only jeweler may be a reasonable option for you.

Here are several other reasons to consider such a change:

- You still have passion for your business and the industry, but want to enjoy a more relaxed and controlled lifestyle.
- You've had enough with managing employees who sometimes make you feel like you're working for them rather than them working for you.
- You want to reduce the stress and pressure of buying and holding significant amounts of inventory.
- You have the energy and vision to create a new business model that that will give you continued cash flow on a much more flexible schedule.
- You like the idea of working on fewer, but more important jewelry sales in the comfort of an elegant office setting.
- You have a significant loose diamond inventory, particularly in one-carat plus goods you want to dispose of.
- You like doing appraisals and/or enjoy having the option of buying estate goods from private parties.
- Your business has always been a hobby you love, and you have no other significant hobbies to fill your free time.

As mentioned at the outset, every jeweler has unique goals and aspirations, and equally unique personal and professional circumstances that dictate different objectives to maximize their own personal success. As each of us enters the 'fall' season of life, it is important to take stock of what is important and to design our remaining years for flexibility and joy.



In my view, flexibility is the new luxury. When you have the freedom to travel or enjoy your hobbies or simply set your own schedule for exercise, friends, and family, it doesn't get much better than that. That's why one of your options may be to become a private, by-appointment-only jeweler in the years ahead.



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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How to Buy the Right Video Surveillance System

By David Sexton

If you've ever felt stressed when shopping for new technology, you're not alone.

One example in everyday life is to compare brands of phones and their never-ending list of features. Even the most tech-savvy people get confused, but they decide without much consternation because the investment is relatively small and only a handful of the features will be used regularly.

Jewelers don't have this luxury when examining the intricacies of the latest generation of video surveillance systems. The investment is large, the stakes are high, and it's more difficult to learn about new features and whether you need them at your business.

In my previous articles, I discussed how technology transforms these systems and the roles people play in making them effective. Now it's time to look at what matters when you're ready to buy a new system.

Here are some questions that every jeweler should consider before making a purchase:

Is there a difference between commercial and consumer grade CCTV and video surveillance systems?



Yes! Commercial and consumer systems were never intended to be interchangeable. Consumer systems are made for the needs of the residential market (i.e. unobtrusive design, most suitable cameras and components, affordability, accessibility, and general design features focused on consumer uses). Commercial systems provide additional options designed to meet needs that are specific to their intended application (i.e. dramatic lighting changes, expansive saturation coverage, analytics, exception reporting, networking, scalability, and more).

Do you want to use the system to be forensic or proactive?



Forensic systems are for "after the fact" purposes only. On the other hand, a proactive system can alert you to events in real-time that might be of interest.

Do you want to use video surveillance system analytics?

In addition to having a proactive system, a built-in analytics tool can help recognize patterns that you wouldn't be aware of when watching recordings.



How many days do you want your recorded images stored?



Even with cloud storage, space is limited and can be expensive when it comes to storing video. The Jewelers Security Alliance recommends jewelers maintain recordings for a minimum of four weeks.

Do you want remote video access?

If you're interested in monitoring your business while offsite, this feature is strongly recommended. Also, if you're deciding on a new phone or mobile device, make sure speed and memory are at the top of your buying criteria so you can view video remotely.

Who is your Internet provider?



The speed of your network is critical for downloading data, as well as uploading it. Your "downstream" speed refers to the speed at which you can view information and is of lesser importance when compared to "upstream" speed.

This refers to how fast you can send email messages or other files, like the numerous lengthy clips of video your cameras will capture daily. While most of us take internet speed and a reliable connection for granted nowadays, outages do happen.

Have your internet and phone provider's contact information easily accessible if an outage occurs. This will allow you to quickly resolve any issues that may interfere with your surveillance system.

You're going to need a specialist to install the system for you, so ask your security dealer these additional questions:

What operating system will be used?



Microsoft Windows and Linux are two of the most common operating systems. They allow images and videos captured by your cameras to be uploaded to the internet and downloaded by law enforcement to use in their investigations following a loss. Microsoft Windows systems require you or your dealer to periodically add security updates, patches and software updates. Therefore, you should also ask if you or your provider handles the updates, if there's any additional cost for doing the updates, and how long after an update is available will the system be updated. Last, both systems may require licensing agreements for multiple users. Before granting other people at your business access, check to see if there are costs associated with additional users.

Who is responsible for changing the default usernames and passwords for the cameras?

If the provider is responsible, be sure they provide you with the username and password.

How will you learn the system?



You want to be educated not only on the operating system, but also on some of the video surveillance system hardware. Determine whether your security provider includes training with the purchase of the system or offers it at an additional charge. Ensure the number of hours provided is enough to make you comfortable with the new technology.

What is the warranty on the cameras?

Standard warranties are usually one to three years. An extended warranty for additional years may also be available.

What resolution are the cameras?

For IP cameras, it's best to use 2 Megapixel cameras at a minimum. If you're adding Analytics, 2 Megapixel is ideal. If you want 5 Megapixels or more, you will likely need to upgrade your bandwidth if you want to view your cameras remotely.

What type of compression do the cameras support?

H.264 is the standard compression type for most IP cameras and is the most recommended. If the dealer's cameras do not support H.264, you may be very limited in how you can upgrade your video surveillance system.

What are the frame rates of the cameras?

For jewelry handling you'll want 15-30 frames / second (fps) so you can see every hand movement.

What happens if there is a power failure?



Video, as a managed service and video in the Cloud, usually include video backed up off premises, but it's worth verifying so you don't lose recordings.

Is there any limitation to the types of cameras that can be installed?

To minimize costs and maximize security, you might consider using cameras with different frame rates and resolutions, or entirely different styles of cameras all together. Some areas of your business may be better suited for a panoramic camera while a 360-degree camera is better elsewhere.

Can the system be set up for video verification with an Underwriter's Laboratories *UL)-Listed Central Station?



Several municipalities in Canada and the US have adopted either verified response ordinances or policies to help reduce false dispatch incidents. Ordinances are the result of public hearings, whereas policies are burglar alarm response procedures adopted by local law enforcements without public hearings. The verified response ordinances and policies frequently include in their verification criteria video verification that an active burglar alarm condition is happening before dispatching a law enforcement response.

Can I have a UL Central Station monitor my video surveillance system after I close my operations for the day?

UL 827 Standard for Central Station Alarm Services provides the requirements for the construction, operation, manning, and protection services provided by UL Central Stations. A video surveillance system monitoring alternative to a UL Central Station would be a UL-listed monitoring facility.

New technologies are continually evolving the video surveillance system market, but it's not worth stressing about. Have a general understanding of how these systems solve your business's needs and trust an expert security provider to help you along the way.

If you have any questions about security systems or improving your safety in general, I encourage you send a message to LossPrevention@jminsure.com. These emails are checked daily by loss prevention experts at Jewelers Mutual. Responses will be made within 72 hours.



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.

NEW YEAR'S SOLUTIONS

By Gloria Maccaroni

You probably already have a list of personal New Year's resolutions written down and posted to your fridge. But have you ever thought of taking some time and doing the same for your retail business? There might be hundreds of tasks you plan on accomplishing for your business in the coming year, but the following 12 simple tips can set you up for absolute success in 2019!

Plenty of people will be heading into stores in January to exchange unwanted items, cash in gift cards or spend gifted money. With the right approach and some advance planning, you can continue to capture their attention, and their dollars, well into the New Year.

01 Lure Them Back With Limited-Time Offers Good Only in January.

Many people like to shop after Christmas for themselves. You can lure them back by offering a reward such as store "cash," gift cards or percentage/dollar-off deals. Whatever you choose, the key is to focus on getting your customers back into your store.

02 Follow Up With Holiday Shoppers

Hopefully you captured email addresses from people who shopped at your store over the last 2 months. If you did that, you can then reach out again in January with an email marketing message. You can do a soft sell with a digital "Happy New Year" eCard and a gentle reminder to come in and take advantage of clearance items or sweeten the pot with a discount offer.

03 Build on Gift Cards

Gift cards were the number one most popular gift last year. So if your store sold them, you will have built-in sales in January (and even later). But if you can get them to come into your store in January, all the better, since they'll usually spend more than the amount of the card.



New Year's Solution: Phillip Gavriel offers great silver cuffs with various stones like this cuff from the Gemma Collection. Great for stacking and multiple sales.
phillipgavriel.com \$395



New Year's Solution: Earrings as only Frederic Duclos can – great styles, great prices points, great quality, great sell thru!
fredericduclos.com \$175



New Year's Solution: This great men's sterling pendant from Nambe. Don't forget men love jewelry too!
Nambe.com \$250



New Year's Solution: Its in the stars for 2019 – Martha Seely's inspired sterling "shooting stars" earrings with opal, blue & white diamonds.
marthaseely.com \$2,750

04 Use Loss Leaders to Draw in Sales

January is the perfect time to get rid of slow-moving items that didn't sell well. Discount them to rock-bottom prices to get people into your store. And then entice those customers with well-merchandised displays of full-priced items.



New Year's Solution:

KIR's 925 sterling hoops in 3 sizes and various stones. Customers will want to buy multiples!

Kircollection.com
\$165-\$220

05 Try a Fun Promotion

After the holiday's consumers are likely to feel a letdown as they head back to work and open their credit card statements that reflect high balances from all of their recent spending. Put them back in a good mood with fun giveaways. Give away a free gift with purchases. Hold a drawing in the store for a prize such as a \$100 gift card or a desirable product. Call it "The Perfect Gift- From Me to Me" promotion!



New Year's Solution:

Samuel B's Live, Love, Laugh, Sing & Dance cuff from the new Silver Story Collection. The perfect resolution!

samuel.b.com \$555.00

06 Use Social Media to Reach Another Consumer Group

Reward customers for being connected with social-only incentives. A discount for Facebook friends or Twitter followers may be leveraged more effectively and efficiently than printed coupons, direct mail or print ads.



New Year's Solution:

PiYaRo- cutting edge silver designs for the 21st century consumer. Silver bangle with 14K solid gold and 1/4ct diamonds

piyaro.com \$1799.00

07 Look to the Future

The new year is a time when people are ready for change. Promote how your business can help them usher in "the new." Most people are looking to lose weight or update their look – so capture this customer by offering a jewelry wardrobe makeover party. Better yet- team up with a clothing boutique in town to add to the fun and focus on the female self-purchase customer who will be looking for new styles and looks in the New Year.



New Year's Solution:

Belle Etoile – offering strong design and the Retailer Solutions Program- helping to drive traffic to brick and mortar stores.

belleetoilejewelry.com
\$325.

08 Meet with Vendors Face to Face

When was the last time you actually spoke face to face with one of your suppliers? Though it might seem easier to simply shoot off a quick email or text message to the people who literally 'bring you the goods,' building personal relationships with vendors is a huge plus. It's not only nice to get to know the people behind the merchandise but can also lead to better service from your suppliers.



New Year's Solution:

Bastian Inverun- focused style movement and beautiful style perfect for the female self-purchase.

Bastian-inverun.com
\$249.

NEW YEAR'S SOLUTIONS

09 Take Time Off

Did you take a day off last quarter? And no, a personal day to take care of a sick child doesn't count. As business owners, we know that the amount of work on your plate often doesn't allow for much rest and relaxation. But taking time to recharge will not only help your personal sanity, but also help you focus better. Which ultimately helps you run a more successful retail business.



New Year's Solution:

Sterling Silver faceted Korite- Taylor ring. Setting the standard for elegance in design and quality in craftsmanship.

korite.com \$425

10 Launch a New Product or Service

One way to entice customers to visit your store after the holidays is to launch a new product or service. This will help to ensure there is not a significant drop off in sales in January. Be the first in town to have a new collection and spread the word!



New Year's Solution:

Kelim's timeless design and hand-crafted pieces. Distinguished designer jewelry for the discerning female.

kelimjewelry.com \$315.00

11 Update Your Website

70 percent of Americans seek out reviews and opinions online before making purchases. That means they can be looking at anything from Amazon to a store's Yelp reviews. And you know what review sites like Yelp link to? That's right, your website! If your website is unappealing, or circa 1995, who will want to visit your physical store? Invest either the time or money in updating your online presence. It doesn't have to be fancy, but a clean and modern design will do wonders for your store's brand.



New Year's Solution:

Gabriel & Co's selection, quality, style and customer service continue to make the brand a top choice for retailers. Sterling and black spinel necklace.

GabrielNY.com \$163

12 Get to Know Your Employees and Ask Them to Suggest Their Own New Year's Solutions!

Get to know your employees. Remember, your staff is the life and blood of your business. And happy staff means happy customers, which means more sales. Find the time to grab coffee with a new employee (or an old one for that matter) and learn what their career and life goals are. You'll not only foster a healthier working environment but could discover hidden talents among your employees you didn't know were there. Ask them for their suggestions and New Year's solutions too. They can provide invaluable insight to your business.



New Year's Solution:

John Atencio – launches the Chorus Collection. Pendant, earrings, ring and cuff. Sure to be a strong seller for 2019.

Johnatencio.com \$1395



The predictions for retail in 2019 are strong; be sure that you are ready with exciting programs and plans so to make your New Year a happy one.



Gloria Maccaroni

Gloria Maccaroni is Director of Brand Development for The Silver Institute /Promotion Service (SPS). SPS develops and implements programs designed to enhance the image of and stimulate demand for silver jewelry in major markets. For more information by writing to info@savorsilver.com. Retailers are encouraged to visit savorsilver.com to find jewelry collections to grow their silver jewelry sales.



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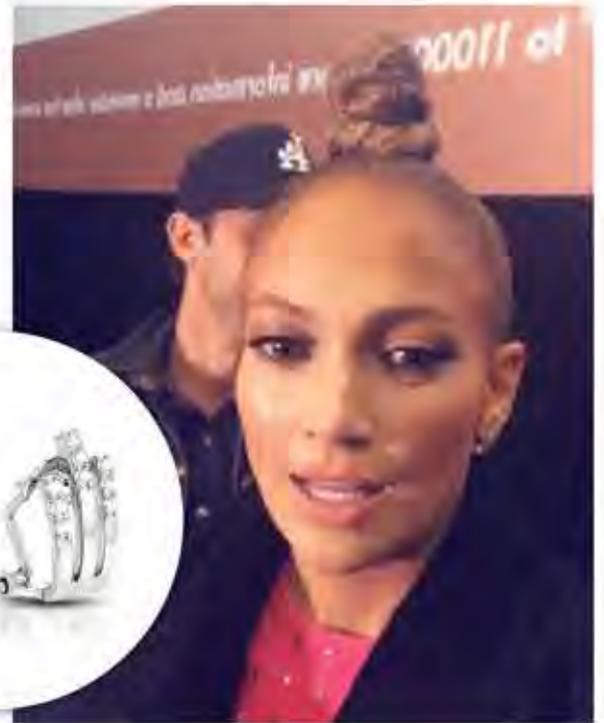


Atlanta
Jewelry
Show

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.

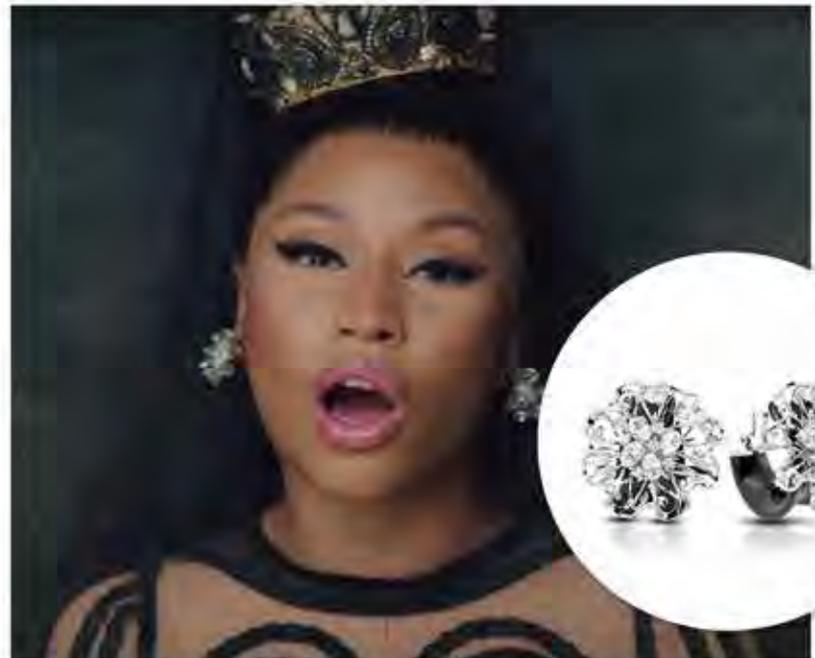
Belle Étoile



Kaylee Bryant (Legacies, Mary Loss of Soul, and Criminal Minds) wore Monaco by Belle Étoile during a photoshoot for Avante Magazine’s November 2018 issue cover.

Jennifer Lopez (Selena, The Wedding Planner, and World of Dance) stunned the crowd in Fontaine by Belle Étoile while filming “World of Dance” on November 13, 2018.

Carrie Ann Inaba (Dancing with the Stars and Austin Powers in Goldmember) stunned the crowd in Andromeda and Shimmer by Belle Étoile on the semi-finals of Dancing with the Stars Season 27!



Nicki Minaj was spotted in Corsage by Belle Étoile in her collab with Little Mix’s “Women Like Me” music video.


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Phillip Gavriel continues to expand his ever growing brand with a fresh new Popcorn collection for 2019 bursting with colors and textures. The new pieces are a reflection of the brand's strong understanding of today's consumer and their life style.

The new collection features cuff bracelets with pave gemstones, and Y necklaces accented with diamonds and pearls.

Phillip Gavriel believes in the art of fine jewelry making, and that philosophy extends to his use of only precious metals such as silver and gold, and the exclusive use of genuine natural gemstones and diamonds. Many of the pieces in the collection are handmade in Italy, and Phillip supports artisans around the world through the brand.

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 - B. SILER8605 Sterling Silver & 18K Pearl Drop Earrings \$225
 - C. SILRC6740-0750 Sterling Silver & 18K Bracelet with Diamonds \$575
 - D. Cuff Bracelets in Silver & 18K gold with gemstones: SILBG8206 Black Sapphire, SILBG8205 Blue Sapphire, SILBG8208 Pink Sapphire, SILBG8200 Blue Topaz, SILBG8199 Chrome Diopside, SILBG8202 Amethyst, SILBG8201 Garnet. Your choice \$250
 - E. SILBG8188 Sterling Silver & 18K and Diamond X Bracelet \$695
 - F. SILBG8159 Sterling Silver & 18K Gold Bar Bracelet \$895
 - G. SILBG8156 Sterling Silver & 18K Gold and Diamond Bar Bangle \$1295
- *All prices suggested MSRP

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Royal Bali Collection

STERLING SILVER MULTI GEMSTONE RING \$402



Bali Prive
COLLECTION

STERLING SILVER & 18K BRACELET \$492



GEMS OF THE SEA

STERLING SILVER & BLACK PEARL BANGLE
BALI TWIST BANGLE (LEFT) \$279



Thai Tribal
COLLECTION

STERLING SILVER BALINESE SCROLL
HAMMERED EARRINGS \$132



Imperial Bali

MEN'S COLLECTION
STERLING SILVER & 18K GOLD TULANG
NAGA DRAGON BRACELET \$597



Inspired by the immeasurable beauty of nature and the ancient traditions of Balinese and Thai jewelry craftsmanship, Samuel has made designing stunning jewelry his life's work.

For over 35 years, Samuel has been traveling the world and drawing inspiration from exotic locations, his love of art, and the kaleidoscope of color found in nature. From the exotic beaches and lush forests of Asia, to the crystal-clear waters of New Zealand, Samuel recognizes that the potential of nature's bounty is limitless.

Revered for his sophisticated ability to infuse contemporary design with old-world techniques, Samuel's jewelry has a timeless appeal and honors tradition. Partnering with some of the finest jewelry artisans in Bali, many of whom are direct descendants of the Royal Court of Bali, guarantees that each piece of jewelry from the Samuel B. collection embodies perfection.

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Starboard Cruise Services Launches a "Sensory Shopping Journey" on Celebrity Edge

Starboard Cruise Services, an LVMH Moët Hennessy Louis Vuitton company and premier retailer at sea, has revealed a next-level shopping experience aboard Celebrity Cruises' newest ship, Celebrity Edge. The visionary vessel had her maiden voyage, a seven-night sailing on December 9th, from brand new Terminal 25 in Port Everglades, Fort Lauderdale, FL.

Among the many highlights of the inaugural season is the naming ceremony by the ship's godmother, Nobel laureate Malala Yousafzai. Malala also will unveil the custom Malala Fund merchandise collection developed by Starboard with proceeds benefitting her global campaign for girls' education.

Starboard, a longtime trusted partner of Celebrity Cruises, provides the finest selection of luxury and prestige brands and tailored guest experiences at sea. The Celebrity Shops offer a custom-crafted selection of brands and experiences curated for guests of Celebrity Edge.

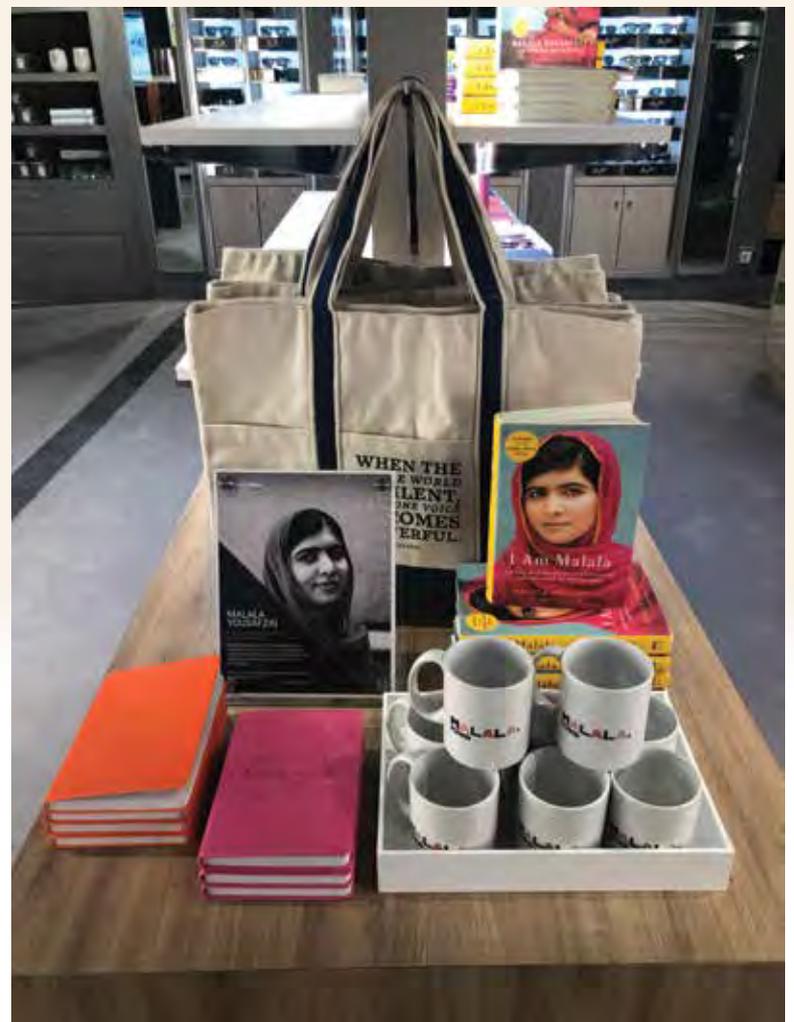
Covering more than 7,000 square feet, The Celebrity Shops are comprised of these stores:

Located on Deck 4

- To the Edge (Branded Lifestyle)
- The Gem (Fine Jewelry)
- Time Is Now (Timepieces)
- Attraction (Beauty)
- Spirited (Beauty)
- Sense of Self (Fashion Accessories)

Located on Deck 5

- Bulgari Boutique
- Cartier Espace
- Tiffany & Co. Boutique





Key Retail Themes

From fine jewelry to watches, beauty to spirits, The Celebrity Shops feature a lineup of world-class brands, exclusive products and unique discovery events that tantalize all five senses and give new meaning to innovative retail. The shops carry brands available for the first time at sea, products designed exclusively for Celebrity Edge and brands that will initiate discovery — all at exceptional tax and duty-free savings.

Modern Luxury: Renowned brands such as Bulgari, Cartier and Tiffany underscore the Modern Luxury retail experience on Celebrity Edge. Each has a branded retail space on board: stand-alone boutiques by Bulgari and Tiffany and a dedicated Cartier Espace.

Purpose: Brands that pursue meaning beyond commerce. These include Malala Fund Collection, supporting Malala Yousafzai's global campaign for girls' education; Shinola, the watch brand leading Detroit's manufacturing renaissance; and environmentally-conscious companies committed to reducing plastic waste, 4Ocean and S'well.

Empowerment: Featured brands such as Kallati Jewelry, Malala Fund Collection, Melissa Odabash, Rae Feather, John Hardy, Veuve Clicquot and S'well are founded, led and/or inspired by dynamic women.

Environmental Sustainability: Featured brands such as 4Ocean and S'well are rooted in sustainability and environmental awareness. The John Hardy fine jewelry brand has founded a campaign to replant bamboo in Bali, where the company is based.



Custom Collections

These shops feature extraordinary collections created exclusively for Celebrity Edge:

Edge Steel Collection: A limited-edition fashion jewelry collection made from the first cut of steel used to build the ship. Pieces are inspired by elements of the ship's architecture and design, such as the Magic Carpet, the outdoor movie screen on the Pool Deck and design features in the Solarium.

Kallati Edge Captain's Collection: A limited-edition fine jewelry collection by Reout Kallati, CEO and designer of the Kallati jewelry brand. The pieces were inspired by the iconic architectural features of Celebrity Edge.

Malala Fund Collection: A special assortment of best-selling books and custom keepsakes inspired by Nobel laureate Malala Yousafzai, the ship's godmother, and her global education campaign for girls' education. Celebrity will donate 100% of the proceeds to her Malala Fund.

Celebrity Edge Branded Collection: One-of-a-kind exclusive apparel, home and collectable products, designed to celebrate the legendary Celebrity Edge.

Continued to Pg 38



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Starboard Cruise Services Launches a “Sensory Shopping Journey” on Celebrity Edge



Take Your Senses to the Edge

The Celebrity Edge shopping experience is created as a Sensory Shopping Journey that draws guests into a series of experiences that engage all five of their senses:

Feast Your Eyes: Fine jewelry from luxury brands including Bulgari, Cartier, John Hardy, Kallati, Le Vian, Roberto Coin, Stephen Webster and Tiffany & Co.

Sounds of Time: Superbly crafted timepieces from top brands including Bulgari, Cartier, Citizen, Fendi, Gucci, Hublot, Michelle, Shinola and TAG Heuer.

Scent Soiree: Skincare and fragrances from legendary names such as Chanel, Lancôme, Dior and Estée Lauder, plus new “discovery” brands such as Atelier Cologne and Jo Loves.

Spirit of Taste: Premium spirits from top-shelf labels like Bacardi, Belvedere, Crown Royal, Grey Goose, Hennessy, Jack Daniel’s, Johnnie Walker, The Macallan, Patron Tequila, Veuve Clicquot and Woodford Reserve. Several are offered exclusively on Celebrity Edge.

Perfect Touch: Leather goods and accessories from sought-after brands such as Coach, Marc Jacobs and Swarovski, plus discovery brands such as Aspinall of London, Rae Feather, Mary Frances, Melissa Odabash and Orlebar Brown.

In another bold retail move, Starboard will debut several first-at-sea brand concepts for Celebrity Edge, including the **Vintage Watch Collection**, limited edition vintage timepieces specially curated by Starboard with renowned brands like Jaeger-LeCoultre, Omega, Patek Philippe, Rolex and Vacheron Constantin; **Atelier Cologne**, a fragrance house offering exclusive scents and bottles that can be monogrammed; and handbags by **Marc Jacobs**, known for resetting the boundaries of American fashion.

Starboard has also customized an array of exclusive retail experiences, including:

Art/Jewelry Walk with Kallati Edge Captain’s Collection: A guided tour of the ship and the design elements that inspired the limited-edition, numbered jewelry collection.

Women with Edge: Meet for an inspiring start to the morning, spotlighting the influential women behind many of Celebrity Edge’s brands. Learn the stories of these accomplished women, from Malala Yousafzai to several notable entrepreneurs.

Atelier Cologne Consultations: Enjoy a personal consultation with our fragrance experts and take home your personalized scent selection.

Jo Loves Fragrance Tapas Experience: Learn about Jo Loves fragrances in a fresh, innovative way.

Tradition of Time Seminar: Explore the history of timepieces, from sundials to smartwatches, celebrate the evolution of timekeeping and experience a brief watchmaking demonstration.

Sail to Bali with John Hardy: A hands-on workshop where the store is transformed, and guests can feel as if they’ve sailed to Bali, where traditional jewelry-making techniques inspire John Hardy’s designs. The workshop includes the meticulous eight-step process used by John Hardy’s own artisans.

“The shopping experience we’ve brought to life for Celebrity Edge is completely in a category of its own,” says Starboard President and CEO Beth Neumann. “Celebrity is all about transformative travel and finding joyful and meaningful experiences, so our retail programs echo just that with a ‘five senses’ theme and touchpoints in every store. From finding your own signature scent to learning the art of watchmaking, guests will enjoy exceptional service and be inspired to see the world in a whole new way.”

“Being able to design every aspect of this groundbreaking ship has been transformative for the Celebrity brand,” said Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises. “And having the opportunity to custom-design the innovative Edge retail program with Starboard undoubtedly contributes to our guests’ ultimate cruise experience.”

Starboard has enjoyed a long-standing retail partnership with Celebrity Cruises and, with the addition of Celebrity Edge, manages retail operations on 10 of the cruise line’s 13 ships. By 2020, Starboard will operate with more than 750 brands on more than 90 ships, firmly establishing the company as the largest and most successful cruise retailer in the world.

New and Noteworthy

Charms used to Support Recovery from Hurricane Michael

Hurricane Michael devastated the Florida Panhandle in October, leveling homes and businesses. It was the strongest hurricane to hit the continental U.S. since Hurricane Andrew in 1992. To support the recovery effort, Rembrandt Charms has created an exclusive, engraved charm for Smith and Smith Jewelers, a local, family-owned business serving Historical Downtown Marianna, FL for over 20 years.

Rembrandt's custom charm features the hashtag #850strong, adopted by the residents to symbolize their determination to overcome the damage caused by Hurricane Michael. Wearing this charm and charm bracelet shows support for recovery efforts and reflects the powerful bond, as well as the courage, the members of this community share as they work together to rebuild their lives.

"We were deeply saddened by the devastation wreaked by Hurricane Michael, and our thoughts and prayers are with all

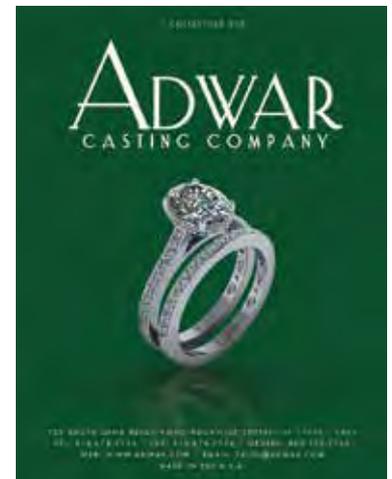
of those affected," states Eric Lux, Vice President, Rembrandt Charms.

"The opportunity to help strengthen a community affected by such a tragedy is something we value and will always support."



Adwar Casting Catalog

Adwar has released a new 500 page hard cover catalog, with over 11,000 styles. This catalog showcases Adwar's newest styles in both classic and modern designs. All of Adwar's styles are available in 14 karat and 18 karat gold, in white, yellow, and pink. All of Adwar's styles are also available in platinum.



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Adwar's exclusive interactive website may be found at www.adwar.com. Eligible companies may obtain access to the website by calling their office at 516-678-7755 for login and password information. Contact Adwar Casting for more information, or to receive a free copy of their catalog.

Platinum Jewelry Growth

The launch of branded collections, development of self-purchase trends and collaboration of trade initiatives fueled platinum jewelry retail growth in 2018.

"We see new segments are being further developed beyond bridal, and branded collections generate higher margins for the trade by better meeting consumers' needs. Competitive platinum prices, differentiated product offering, and effective marketing make platinum more accessible and more desirable," says CEO Huw Daniel of PGI.

According to the latest Platinum Jewelry Business Review, the USA, is the third largest platinum jewelry market, platinum jewelry demand of trade partners in the USA achieved strong growth of 18% for the third quarter compared to a year ago.

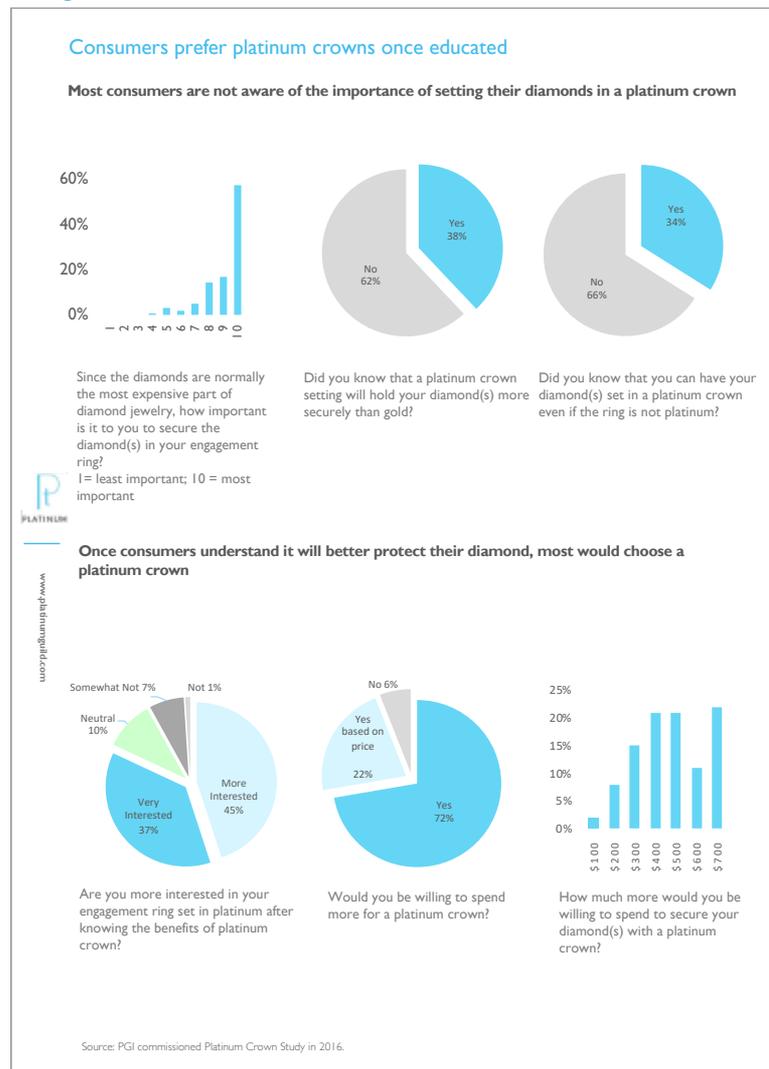
The latest PGI Insight report shows weddings continue to drive US platinum jewelry demand, and 24% of US consumers prefer platinum setting for a diamond ring due to its strength, never fading color and quality to hold a diamond more securely. Once educated, most consumers are willing to choose platinum for their diamond jewelry even at higher costs. Trade education and collaboration with strategic partners helped generate an increase in platinum sales as of Q3 2018.

The consistently lower price of platinum supported by strong retail consumption and positive trade sentiment has opened up new opportunities in the USA beyond the wedding industry. Growing economic power and newly introduced branded collections have encouraged women to purchase jewelry made of the premium metal to celebrate meaningful moments of everyday life.

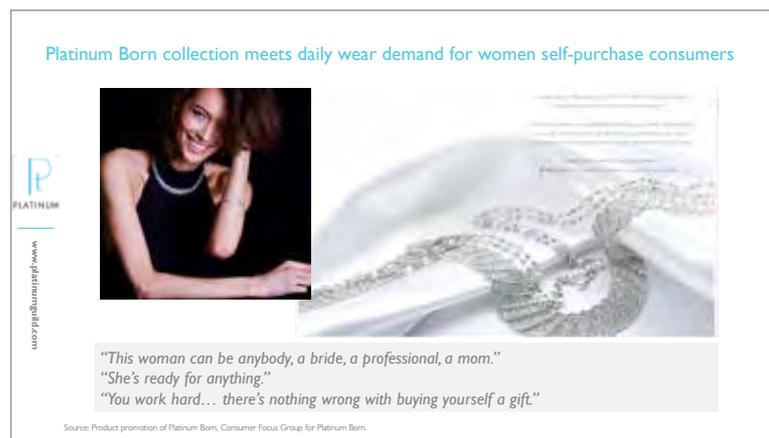
For more information, please download the latest Platinum

Business Jewelry Review here: <http://platinumguild.com/research-publications/platinum-jewelry-business-review/> and the PGI Insight November 2018 report on US market here: <http://platinumguild.com/research-publications/pgi-insight/>

Insights from the 2018 GIA International



Credit: PGI Insight November 2018 "Sparkling Success: A Premium Metal Becomes Accessible in the US"



Credit: PGI Insight November 2018 "Sparkling Success: A Premium Metal Becomes Accessible in the US"

Gemological Symposium

The excitement and discoveries from GIA's sixth International Gemological Symposium can be experienced in the Fall issue of *Gems & Gemology*, GIA's quarterly professional journal. Nearly 800 attendees from 36 countries gathered in Carlsbad, California, to learn about leading-edge gemological and mineralogical research and to advance their understanding of global business. The research and business tracks ran simultaneously, offering guests the opportunity to immerse themselves in either area.

The latest edition of *Gems & Gemology* focuses on abstracts from the research track, including 37 speaker presentations and 68 poster sessions covering seven research themes: colored stones and pearls, diamond geology, diamond identification, gem characterization, gem localities and formation, general gemology and jewelry, and new technologies and techniques. In a parallel program, the business track offered classes taught by three Harvard Business School professors that explored real-life case studies on Authentic Leadership, Customer Centricity and Disruptive Innovation.

The *Gems & Gemology* issue closes with a recap of Futurescape Forum, a remarkable event that offered unique insights into the trajectory of the gem and jewelry industry. The panel featured Bruce Cleaver, CEO of the De Beers Group; Gina Drosos, CEO of Signet Jewelers; Jason Goldberger, CEO of Blue Nile; Andy Johnson, CEO of Diamond Cellar Holdings; Rahul Kadakia, international head of jewelry at Christie's; and Kent Wong, managing director of Chow Tai Fook. These industry leaders discussed technological breakthroughs, changing consumer tastes and sustainability concerns.

Swarovski and Chow Tai Fook Back London Based Start-up To Transform Jewelry Sourcing

Atelier Technology, the enterprise jewelry network, today announced that it has secured an undisclosed investment from a consortium of the world's leading jewelers, led by Swarovski and Chow Tai Fook.

Atelier Technology is a comprehensive digital solution which reduces sourcing and product development time by up to 80%. As a result, buyers and designers can dedicate more time to the creative process necessary to bring exponentially more products to market, faster than ever before.

Dominic Hill, Founder and CEO of Atelier Technology explains: "The entire industry will agree that today we need

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to bring many more styles to market than yesterday, just to reach the same turnover. Simply put, everybody is doing more work and earning less profit. We built Atelier as a solution to this problem: a comprehensive digital platform that connects the supply chain, eliminating unnecessary administration, and empowering the jewelry industry to adapt to the demands of the 21st century consumer.

Markus Langes-Swarovski, Member of the Swarovski Executive Board, added: "We strongly believe entrepreneurs will contribute to shaping the future digital ecosystems of our industry which is why we have chosen to back Atelier Technology in their venture."

Mr. Bobby Liu Chun-Wai, Executive Director of Chow Tai Fook Jewellery Group, said: "As a strategic investor in Atelier Technology, we believe the digital supply chain solution helps provide greater visibility of sourcing for jewelry companies and adapts their businesses for the modern economy."

Dominic revealed: "We shared a vision with our investors that disruption in this complex sector should come from within: Atelier is the solution for the industry, by the industry."

GIA's New York Jewelry Career Fair Moves to March

Mark your calendars for GIA's annual New York Jewelry Career Fair on March 8, 2019 at the Javits Center from 9:30 a.m. to 2 p.m. Recruiters and aspiring job seekers can register online for this industry-leading career development and recruiting event. GIA's Jewelry Career Fair is free and open to the public. It will feature a panel of diverse, successful industry newcomers and veterans discussing success in today's market; one-on-one career coaching with experienced professionals in retail, design, diamonds, colored stones and more; opportunities to connect with recruiters from leading firms; and many chances to network.

"The GIA Jewelry Career Fair is a unique space for anyone interested in gems and jewelry to learn about the industry and connect with companies that can spark your career," said Kathryn Kimmel, senior vice president and chief marketing officer. "We are thrilled to offer this event in spring 2019 in conjunction with the JA New York Show and the MJSA Expo."

The opening panel, "Job Success in Today's Market" offers Career Fair attendees insight and advice from prominent industry personalities including Lisa Bridge, president and CEO of Ben Bridge Jeweler; Caryl Capeci, president of Hearts On Fire; Tim Matthews, president and CEO of Jewelry Television;

Lisa Nikfarjam, president of Lisa Nik Inc.; and Daniel Wisner, assistant technical designer at Alexis Bittar.

Whether you are a first time job-seeker looking for a career change, or a gem and jewelry professional exploring new paths, the GIA Jewelry Career Fair provides opportunities for success by connecting job seekers with recruiters from companies such as Tiffany & Co., Lorraine Schwartz, Hearts On Fire, Real Real, James Allen, JTV, Almod Diamonds and David Yurman. More than 45 recruiters are expected to be at the event.

GIA hosted its first Jewelry Career Fair in 1991 in Santa Monica, Calif. Since then, GIA has connected thousands of aspiring professionals with companies at more than 68 events in California, India, Las Vegas, London and New York.

For more information and updates, visit <https://www.gia.edu/career-fair>. The event is sponsored by JA New York.

IGC Group NV hires Industry Veteran Kim E. Pelletier to Lead IGC Brand Services

IGC Group Antwerp, has appointed Kim E. Pelletier as President of its fine jewelry division, IGC Brand Services located in Chicago, Illinois. In her new role, Ms. Pelletier will lead the team to realign their business focus and relaunch their Naledi jewelry brand.

Ms. Pelletier has had a long and varied career in the jewelry industry working for notable brands such as DeBeers, Polygon, Hearts On Fire, John Hardy, and most recently for the designer jewelry brands Stephen Dweck and Michael Aram.

Ms. Pelletier has worked in many facets in the industry with the primary focus being Sales and Marketing functions, leading the sales teams at both Hearts On Fire and John Hardy in the position of Vice President of Sales. Ms. Pelletier was also a key contributor to production, inventory forecasting, merchandising, product design, talent recruitment and leadership. IGC Brand Services will allow Ms. Pelletier to bring together all of her professional experience as she works with the team to reinvent the IGC Chicago Office.

"We are excited to have Kim on the team to lead our Chicago business unit. Her talents, experience and



Kim Pelletier

New and Noteworthy

long-established connections in the jewelry area of the industry in particular, bring an expertise which we have not had prior to her joining the company. As one of DeBeers oldest sight holders, we at IGC value longevity and commitment which Kim has exhibited throughout her career. Kim's diamond experience and jewelry background make her the perfect fit for this new challenge," commented Jacques Claes, President of IGC Group NV.

IGC Brand Services will relaunch the Naledi Brand at the 2019 JCK Las Vegas Jewelry Show.

IGC Brand Services designs beautiful and original branded jewelry and manufactures loose diamonds of the highest quality and beauty. IGC Brand Services is a member of The IGC Group. The IGC Group (www.igcgroup.com) employs approximately 2000 people in Europe, Asia, and the United States & Africa. Our employees are experts in diamond & jewelry manufacturing, jewelry design, diamond & jewelry sales, marketing & technology. The IGC Group has its headquarters in Antwerp, Belgium. It has been in business since 1912 & operates 3 diamond cutting factories in Botswana, Laos & Thailand & has a jewelry manufacturing division in Thailand.

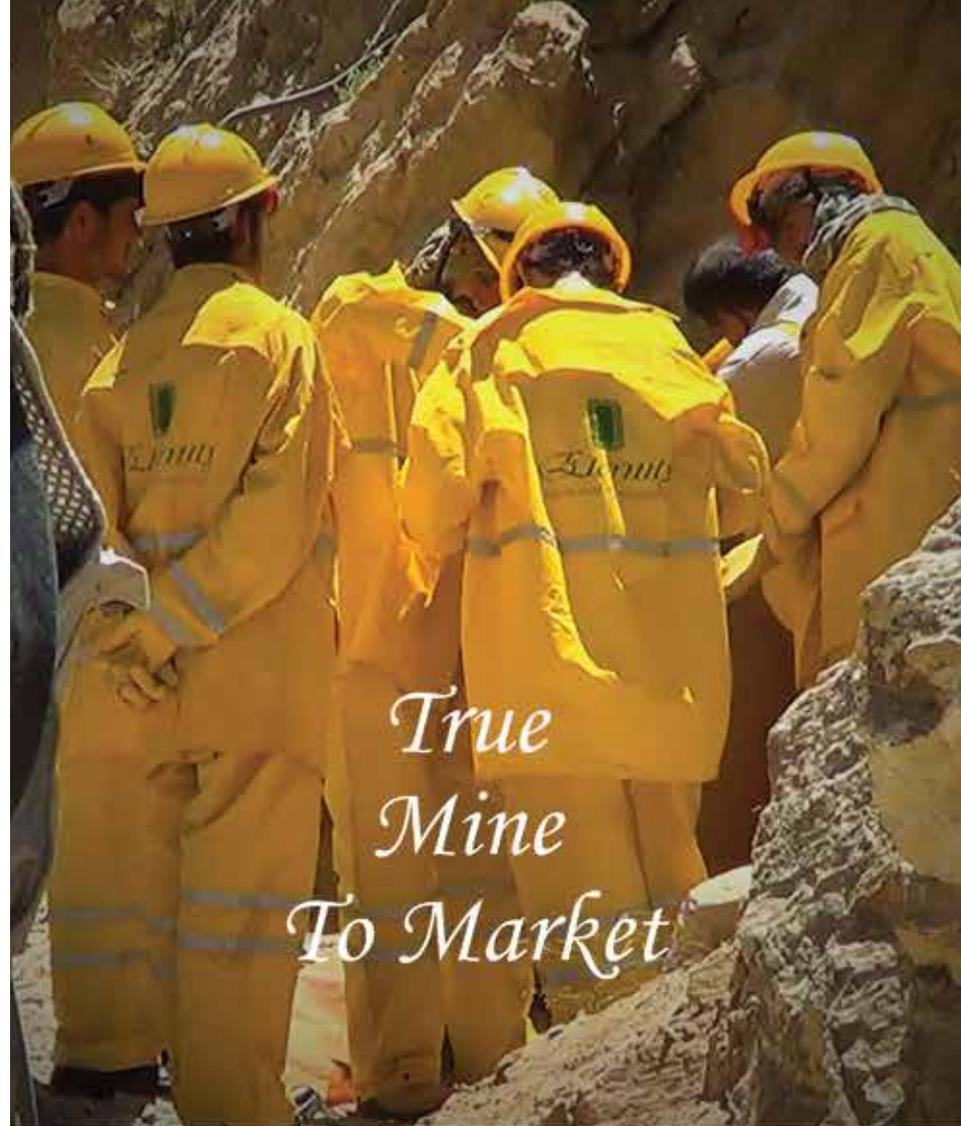
IGC Brands is a certified member of the Responsible Jewelry Council continually focuses on delivering an ethical, transparent & verifiable supply chain that contributes to sustainable economic development, proudly incorporating Fair Mined Gold & Botswana diamonds in our jewelry collections.

IGC Groups history incorporates five generations of diamond expertise which has underpinned the success of one of the world's oldest diamond firms. Jacques Claes, assisted by his father Frans Claes, a diamond cutter, established the company in 1912. A major milestone in IGC Group's history was the establishment of a large polishing factory in Thailand in 1980. Since then, two more factories have joined the group: one in Laos in 1999 and another in Botswana in 2007.

Known all over the world for its finest make, IGC Group is a strategic diamond partner for the Swiss watch industry, high-end retailers and jewelry manufacturers worldwide.

On-Demand Color RFID Label Printer is Announced

Primera Technology, Inc., a global leader in the design and manufacture of specialized digital printers, announced its RX500 Color RFID Label & Tag Printer. The announcement was made at the RFID Journal Live! trade show in Orlando, Florida.



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RX500 is the world's only full-color RFID on-demand RFID label and tag printer. Labels are encoded, verified and printed in a single pass. Finished labels are then cut with the internal guillotine-style cutter and dispensed one at a time. On-demand printing makes the printer ideal for applications such as visitor or trade show badges where just a single label at a time with unique information is required. Batches of many labels or tags at a time can also be encoded and printed.

The built-in UHF RFID reader/encoder module is supplied by Honeywell®. It is compliant with EPC Global Gen 2 Class 1 and ISO 18000 –b and –c specifications for the widest range of deployments in real-world applications.

Print resolution is best-in-class at up to 4800 dpi. Print speeds of up to 2.5" (63.5 mm) per second make label and tag production fast and convenient. A single full-color ink cartridge is utilized for ease of replacement in the field. The printer is also lightweight at just 7 lbs. (3.2 kg), making it easy to pack and transport.

"Printing full-color RFID labels and tags adds a new, value-added feature to the technology," said Mark D. Strobel, Primera's vice president of sales and marketing. "With RX500, you can add color coding, graphics and high-resolution photos to RFID labels and tags. With color, you're essentially adding an extra layer of accuracy and safety in applications such as jewelry, medical file folder labels, visitor badges, photo wristbands and specimen tracking labels."

Supported substrates include matte and gloss inkjet papers, vinyl, polypropylene and polyester. A high-degree of water, smudge and smear-resistance is achieved through advanced, third-generation dye-based inks and the print surfaces of inkjet labels such as Primera's TuffCoat™ microporous labels. Most popular UHF inlays from major RFID companies can be encoded.

RX500 Color RFID Printers are now available from Primera's online web store at www.primera.com/rfid as well as through its Authorized Resellers and distributors worldwide. It is priced at US\$2495 (MSRP). Samples of printed and encoded labels are available upon request for evaluation and pilot programs.



Dazzling Paws Namaste Collection

Dazzling Paws Jewelry LLC has released the new sterling silver Namaste Collection. Myra Westphal, President, created these pieces shortly after the arrival of Surf, her rescue dog from the Border Collie Rescue Texas, Inc. She states, "This line has been in my design journals for many years. It was only after I adopted Surf from Texas that I decided it was time for this collection to come to life. Surf is a grounded Border Collie and it seemed very fitting that I launch this new collection in his honor."

Included in the Namaste Collection are four uniquely designed pieces that depict dogs (and their humans) posing in various yoga poses. These pieces are made entirely from recycled sterling silver and made in the USA. They are known as the Boat Pose, Crescent Lunge Pose, Warrior III, and Downward Dog. Each design is available as a pendant or earring set featured in a circular disk.

About Dazzling Paws Jewelry LLC

Dazzling Paws Jewelry LLC is dedicated to providing high quality designer dog themed jewelry for people who love dogs. Dazzling Paws Jewelry LLC is 100% handmade in the USA from recycled sterling silver. The Dazzling Paws Jewelry LLC line includes: dog breeds with a unique flair, paw prints and dog bone collections, pet memorial jewelry, semi-precious and crystal collection, beads, build-your-own Letter Line, as well as dog sports like agility, obedience, rally, conformation, free style, and flyball. Sterling silver jewelry designs include: pendants, earrings, rings, toe rings, beads, bracelets, pins, charm holders, chains, and tie tacks.

For more information call: 715-345-1314.



Atlanta Jewelry Show Expands in 2019 Adding Two New Pavilions

In response to the needs of the AJS community, Executive Director Libby Brown announced the Atlanta Jewelry Show

will launch two new feature areas for the 2019 spring event in Atlanta. As the buying habits of today's consumers evolve, independent retailers have adapted e-commerce strategies to enhance - not replace - their sales opportunities and grow their business. The AJS E-Tail Pavilion will provide products, services, and education to help retailers integrate e-commerce into their existing business model.

"Our commitment to fostering the growth and success of our retailers is the foundation for this investment into expanding the scope of the spring event," Brown said. "We believe that our retailers are in a state of transition to compete in the digital marketplace, therefore we are committed to providing the tools and training to make that happen."

The AJS Occasions Pavilion will include products that complement traditional jewelry store offerings, aligning to the modern needs of today's customers. Milestones often present the opportunity to expose businesses to a wider audience, and this increased pool of potential customers can dramatically improve sales, resulting in increased profitability.

Regarding the Occasions Pavilion, Brown said, "In an effort to stay relevant in the market place, many of our independent retailers have expanded the selections in their stores to include the non-traditional jewelry and gift items. The goal of AJS is to create the opportunity for the retailer to discover new products and services to generate additional traffic and increase sales in their stores."

For more information on the Atlanta Jewelry Show expansion, please visit the AJS website at www.atlantajewelryshow.com/the-show or call the Atlanta Jewelry Show office at 800-241-0399 or 404-634-3434.

JCK Announces New Developments for Tucson Show

JCK announces new and exciting lineup of prestigious designers, educators, and networking opportunities. The show will take place at the JW Marriott Starr Pass Resort & Spa from Wednesday, February 6 to Saturday, February 9, 2019.

"JCK Tucson is like no other gem and jewelry show," said Katie Dominesey, Event Vice President. "With its breathtaking location in Tucson, superior caliber of exhibitors, unparalleled offerings for education and innovative partnerships with industry organizations and new special events, JCK Tucson 2019 promises to be the best edition yet for all those that attend."

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The Flower Garden Collection by Belle Étoile features colorful flowers of gorgeous hand-painted Italian enamel on pavé-set sterling silver. MSRP start at \$175.

415-626-9223



Benchmark

An homage to the beauty of nature, this yellow gold tree bark inspired band features wear resistant blackening and an offset Tantalum detail. MSRP: \$865 (size 10)

205-345-0555



Alisa

New from the company's signature Traversa Collection features interlocking 18K yellow gold and sterling silver circles. A chic classic look for everyday wear. Made in Italy.

MSRP: \$550.

888-253-6600



Victor Corporation

Engagement ring, 0.10 center stone is included in MSRP in 10KT white gold 0.25ctw \$699. Wedding band in 10K white gold, 0.05ctw. MSRP: \$250.

800-543-1131





Mater Jewellery Tales

Honeycomb motif ring in sterling silver 925.
MSRP: \$91.
sara@mater-jewellery.com



Dilamani

Magic wand diamond earrings in 14K white gold set with 0.41ctw of round and baguette diamonds.
MSRP: \$2,100.
516-466-6767



Évocateur

Sunflower and daisies cuff features 22K gold leaf and enamel. Cuff is two inches wide and is made in the USA.
MSRP: \$348.
203-820-8786



Ashi

The Fusion Diamond is 9 meticulously cut diamonds that are set together to look like a single emerald cut diamond. They have a 3:1 visual ratio. A 1/3 carat weight of a Fusion Diamond style would look like a single 1 carat diamond as per their dimensions. 1.00ctw set in 14K white and rose gold MSRP: \$4,175.
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CAREER OPPORTUNITIES

Belle Étoile Sales Reps Wanted

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

SALES REPS NEEDED
Variety Gem Co. Inc. - Great Neck NY.
A bridal and fashion goods manufacturer is currently interviewing sales reps for New England, east coast, southern states and Texas. Please come and talk to us at the **JCK booth B57007** or please call us at **(800) 735-4367** or email moshe@varietygem.com

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If interested, please email your resume to hr@xldiamonds.com

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For new sterling silver jewelry line from an established brand. For more than 65 years, **Nambe** has been synonymous with award-winning modern style, with designs exhibited in or acquired for the collections of 23 international museums. **Sales Reps wanted for:** FL, TX, AR, MS, LA, OK, IL, WI, MN, MS, KS, NE, ND, SD, VA, NC, SC, & Caribbean.

Shannon Brown - Director of Sales
shannon@nambe.com • 646-880-3756

MIDAS® Sales Reps Wanted

Midas Chain Inc, the premier jewelry manufacturer with over 30 years in business, is seeking experienced, motivated sales professionals to represent our product lines. The extensive Midas collection includes a high quality and diverse line of Gold, Silver and Crystal jewelry. **All territories are available** with excellent internal sales support and non-competitive lines are welcome.

Please email resumes to hr@midaschain.com or fax 201-244-1151
Attn: Human Resources Dept

The Retail Jeweler 2019 Closing Dates

Issues (2019)	Closing Date	Delivery Date**	Shows covered
Jan/Feb	12/07/18	01/11/19	Atlanta*, Centurion, IJO, JANY*, JIS*, MJSA*, AGTA*, Tucson*
Mar/Apr	02/08/19	03/22/19	JIS*
May	03/22/19	04/26/19	AGTA*, Couture*, JCK*, JIS*, Las Vegas Antique*, Premier*
June	04/23/19	05/24/19	AGTA, JCK, JIS, Premier
July/Aug	06/10/19	07/16/19	JANY, SJTA*, Select*
September	07/26/19	09/03/19	Centurion*, JIS*, Select
October	08/23/19	10/04/19	JA-Special Delivery
Nov/Dec	10/11/19	11/15/19	

* Pre-show issue ** Delivery date is approximate and is for planning purposes only and is not guaranteed

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JCK Announces (continued)

New Partnerships

Women's Jewelry Association (WJA) Pavilion

JCK Tucson and the Women's Jewelry Association have joined forces to establish the inaugural WJA Pavilion at JCK Tucson 2019. This new destination will leverage the power of WJA's design community, offering up-and-coming designers a chance to showcase their product to and connect with Tucson's audience of high-quality retailers looking to restock after the holidays

"We are thrilled to be taking our partnership with JCK to the next level," says WJA Executive Director, Bernadette Mack. "JCK Tucson is an intimate, design-focused show. We see this pavilion as a natural and exciting avenue to maximize benefits for our designer members in a setting that will offer a truly robust experience."

American Gem Society (AGS) Board Meeting

JCK Tucson has forged another exciting partnership with the American Gem Society. Holding their annual board meeting at the JW Marriott Starr Pass Resort & Spa, AGS adds to the caliber of those in attendance with a powerhouse of leading retailers and brands attending their meeting. In addition to their new presence during the show, AGS will also be featured in one of JCK Tucson's inspiring Fireside Chats and the American Gem Society Young Title Holders are a key partner in the annual Gems After Dark event.

Premium Exhibitors

JCK Tucson has already confirmed an impressive and diverse lineup of quality designers, including Aaron Henry Designs, Alex Sepkus, Dana Bronfman, Kaali Designs, John Atencio and Tresor. For the full roster, visit <http://jcktucson2019.com/Exhibitor-Directory>.

Special Events

JCK Tucson never fails to offer attendees a rich schedule of events, featuring experiential activations, educational talks and networking gatherings. Some highlights for 2019 include:

Roger Dery Gem Cutting

February 7 and 8, 2:00 pm - 5:00 pm

World-renowned Gem-Cutter Roger Dery will perform live gem cutting sessions. Stones include a 16.10 carat Rhodolite Garnet and an 11.44 carat Aquamarine, both sourced in Malawi.

Gems After Dark

February 7, 6:00 pm - 8:00 pm

In partnership with Gen-Next Jewelers, Women's Jewelry Association and American Gem Society Young Title Holders, JCK Tucson presents the 3rd Annual Gems After Dark Celebration, where the industry unites under the Tucson sky for an evening of games, networking, cocktails and hors d'oeuvres.

Continued to Pg 51

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JCK Tucson Design Challenge

The JCK Tucson Design Challenge is designed to highlight and honor designers who think out-of-the-box and take pride in materials and craftsmanship. Most importantly, the competition is intended to commend those who break the normal boundaries of jewelry design. London Jewelers of New York has recently signed on as retail partner for this year's challenge. Additionally, JCK Tucson offers a daily schedule of JCK Talks, Fireside Chats, In-Store Experiences and, of course, happy hours! Attendees are also encouraged to soak in the full beauty and spirituality of their surroundings with morning hikes and the daily Mitakuye Oyasmin Morning Ritual, an opportunity to make their intentions known to the universe through the traditional burning of sage.

Dune Jewelry's Experiential Jewelry

Dune Jewelry, the Original Beach Sand Jewelry Company® artfully handcrafts jewelry and accessories with sand and natural elements from thousands of locations worldwide. They can use sand or natural elements from your favorite vacation, childhood beach house, honeymoon; or maybe flowers from your wedding bouquet or grass from your favorite golf course. Essentially Dune takes tangible pieces of a moment, a memory or a destination and incorporates them into artisan-crafted fine Experiential Jewelry®. The customization opportunities are limitless.

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New and Noteworthy

There is a definite trend in culture today. People are shifting their focus from accumulating excess things to having meaningful experiences. "People have such a strong emotional attachment to specific beaches and travel adventures," says Holly Daniels Christensen, Founder and CEO of Dune Jewelry. "Custom and personalized jewelry is the perfect way to keep those memories alive and with you always."

Dune Jewelry successfully bridges the gap between jewelry and experiences, allowing customers to wear their memories. Handmade in the USA, these patented designs are the perfect time capsule for all of your travel adventures. Dune was built on the premise that experiences are life's most valuable asset. They create jewelry and accessories that celebrate important milestones, exciting adventures and favorite travel memories by incorporating sand and natural elements from iconic locations into all of our designs. They are modern, beautiful accessories with meaning... accessories that hold a memory.

Dune Jewelry catalogs over 3,500 sands and natural elements in their Sandbank™ from locations around the world, spanning all seven continents. They custom make each and every piece in their Boston, Massachusetts studio. Their Sandbank consists of beaches, ballparks, golf courses, hiking trails, dried flowers, power stones and more! It keeps growing almost daily, thanks to customers sending in sand and elements for their very own custom pieces. The Sand Artists only need a tiny bit of sand for many of their designs. A tablespoon is enough for any of Dune's creations.

Because the process of creating Dune Jewelry is very unique, Dune holds multiple method and design patents for sand jewelry and jewelry that uses crushed natural elements. Their process is intricate and detail oriented warranting a 3-month training process for every artist who joins the team. Each design is delivered to the customer with literature that indicates the source of the sand or elements and carries a lifetime warranty. "I love to imagine all of our customers wearing their Dune each and every day! Our entire mission is to live life, embrace the memories and wear them proudly. We don't just make jewelry, we capture memories; and that's why our lifetime warranty is so important to me," says Christensen.



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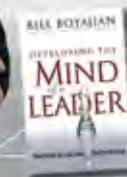
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— Joy Krasner,
Harold Stevens Diamond and Jewelry Studio



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Author of *Developing the Mind of a Leader, Your Path to Lead & Inspire People.*



Prices range from \$40-\$480 and they donate a portion of all proceeds to a variety of coastal preservation programs. Their unique line includes necklaces, earrings, bracelets, bangles, key chains, tie bars, wedding bands and more.

Recently Dune Jewelry launched a unique golf collection where sand and grass from iconic golf clubs can be chosen and incorporated into custom designs. Divot repair tools and commemorative ball markers have been popular gifts for tournaments and golf events throughout the U.S.

CG Creations® 2019 Winter Survival Guide

CG Creations® presents the 2019 Winter Survival Guide, 24 pages of best-selling gift ideas. Featuring recognizable brands such as Wind & Fire® Eco-Sustainable Jewelry, Zable® beads and charms, Franco Stellari® and Stellar White® Silver Collections, Lancello® Men's Collection and Gold Horizons®, the Winter Survival Guide is your one-stop source for all the perfect jewelry gifts throughout the season. Retail prices range from \$19 to \$549, and all items are in stock for immediate delivery so you'll never miss a sale. Call CG Creations at 800-431-1606 to request your free copy.



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