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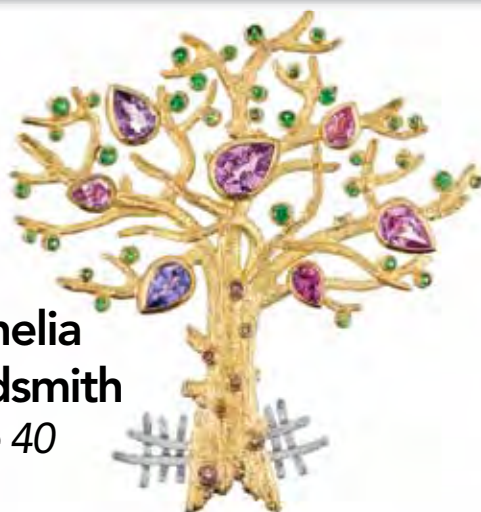
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**Yael** Page 41



**Cornelia  
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Page 40





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# The JCK Roundup

This year's JCK Show brought the expected array of retailers, manufacturers, and other service providers to the industry show. The show is also an appropriate venue for news or in some cases holding news back until the show is over. A dramatic example of holding news back was the sudden, unexpected and dramatic departure of Donna Baker from GIA just after the show. The reason cited in a briefly worded press release was "differing views on the direction of the organization."

For someone to "resign" such a position indicates a very serious disagreement among the parties that likely has been brewing for some time. Those on the inside are keeping mum on the story. This fact is another indication of the disagreement that led to this decision and conclusion. Many times when a key executive like Baker resigns abruptly, it is a sign of some serious breach of the expected behavior of the executive that pits the board against the individual. An example is the recent departure of the head of Penney's. In that case the serious breach was the executive's decision to force through a variety of changes in Penney's operations covering products, pricing, and personnel. The ensuing decline in revenues and profitability were the reasons for his resignation.

No such breach of behavior has been uncovered in the Baker resignation. According to reliable sources, the financial performance of GIA is described as satisfactory. Ruling out a poor financial performance of the Institute, we are left with a few other general possibilities. Differing views on the direction of the organization is a non-specific reason for the departure. What strategic directional issues could GIA be considering that would result in her resignation? Certainly, over Baker's tenure, the Institute's growth in the number of laboratories throughout the world has been impressive. Moreover, GIA's expansion globally has been in line with the Institute's mission statement. Could the more immediate reason be a management style issue?

The reality is that Ms. Baker took the reins of GIA at a critical period after the grading scandal and provided effective leadership to the organization in a difficult time. Over time, more of the details of this story will emerge. At this time, though, GIA is wise to keep focus on controlling information so that the focus is on GIA and not Baker's departure.

The second story that occurred during the JCK Show was the reaction of several manufacturers to a letter dated April 30, 2013 sent from JVC to 18 JCK exhibitors advising them they could not claim "made in America" status unless all of the components in their products originated in the US. In a subsequent conversation with Cecilia Gardner, President, CEO & General Counsel of JVC, Cecilia stated that she has

addressed this question for fourteen years in seminars, JVC publications, and in personal conversations. She told me the law is clear. There is no ambiguity. The entire product and its components (diamonds, gemstones) must originate in the United States to qualify for "Made in America" status. Gardner stated that a legally acceptable alternative is the phrase "Made in the USA with imported parts or imported gemstones." Another acceptable phrase is: "Assembled in the USA." Curiously enough, foreign manufacturers are held to a different standard. As long as the finished product, including any imported gemstones, is put together in China, for example, the phrase "Made in China is acceptable. Why the same logic does not apply in the law to American manufacturers is a curious difference.

The more interesting question however is: who and what prompted at the time immediately before the show this advisory letter from JVC to the exhibitors who claim "Made in USA" status. JVC's long-standing policy is to keep confidential complaining parties so there will be no answer to that question.

An interesting survey would be to ask independent retail jewelers if they consider a ring designed, cast, polished, finished, and set in America containing a diamond or other gem stone could be or should be considered legally to be made in America. A similar survey of consumers would also be interesting.

At the conclusion of my conversation with Cecilia Gardner, I asked if this matter would proceed to legal enforcement. The answer is possibly. Under the Lanham Act, lawsuits could be initiated and the other possibility for legal action is that aggrieved competitors could actually file a suit against the offending manufacturers.

My sense is that the entire matter is much a do about nothing. It is likely that a competitive group is behind this wrist slap to get the manufacturers to cease using the "Made in America" phrase. The American manufacturers on the other hand may be wise to consider a lobbying effort with their Congressional representatives to amend the law so that domestic manufacturers are subject to the same definitions for claiming "Made Wherever."

To be continued...



**Frank Dallahan**

co-publisher of The Retail Jeweler  
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## The Wheels On the Bus



## Go 'Round and 'Round

By John A. Politi

Recently, The Wall Street Journal stated the following, "It's a well known fact that the poorer you are, the more likely you aren't as well off as you were before the recession." As a matter of fact, adjusting for inflation and population growth, per capita net worth is about 12% below its 2007 pre-Great Recession peak. In my last column, "Lies, Damn Lies and Statistics," I raised the likelihood that our bean counters, number crunchers, and record keepers in Washington, D.C., weren't being all that straight with us regarding either the rate of inflation or the unemployment rate. Now, we're finding Ben & Co. at the Federal Reserve Bank starting to share a bit of ballyhoo with us too. The Fed Reports boast that American Households have regained the ground lost in the Great Recession, but please just don't adjust the number for inflation. Without wanting to be a target for a ripe tomato pelting, I still believe that the Fed should maintain its monetary policy independence, BUT, and that's a big but, we need to be vigilant because contrary to everything we're being told, the risk factors have increased dramatically. Besides, it's becoming increasingly difficult to believe any information provided to us, economically-speaking.

**I still believe that the Fed should maintain its monetary policy independence, BUT, and that's a big but, we need to be vigilant because contrary to everything we're being told, the risk factors have increased dramatically.**

As stated on Wikipedia, "The World Gold Council is a non-profit association of the world's 23 leading gold mining companies, established in 1987 to promote the use of gold. It aims to stimulate demand for gold from industry, consumers, and investors. It represents approximately 60% of global corporate gold production. If you're familiar with SPDR Gold Shares, the largest unit investment trust in the world for gold, than you now truly understand the business that the World Gold Council is in! Within the Prospectus for the SPDR Gold fund you will read, "The Trust's Sponsor is World Gold Trust Services, LLC, or WGTS, which is wholly-owned by the World Gold Council, or WGC, a not-for-profit association registered under Swiss law." Prior to the run up in the price of gold the WGC actually accomplished many good things on behalf of our industry. They're probably a group of really nice people just having fun in the sun relaxing in one of those wonderfully comfortable dark pools that we're hearing so much about these days from Finra.

Recently I came across some thoughts from Jeffrey Christian, Founder of the CPM Group. Mr. Christian is considered to be one of the world's most knowledgeable experts on precious metals markets and commodities. Back in January, Mr. Christian posed the question, "What is the risk-free gold price?" We start off with the presumption that there exists a risk-free asset, and that the expected return on that asset is known. The expected return on a risky asset is then estimated as the risk-free rate (i.e., the expected return on the risk-free asset) plus an expected risk premium. In practice however, there are two major issues that we have to consider when



It's time that the Jewelry Manufacturer and Jewelry Retailer begin to seriously think hard about the risk in their portfolios. Their portfolios are the products manufactured and the products sold - if you remember as well as I do, that used to be primarily gold jewelry. Am I the only one that believes that our friends at the World Gold Council served the Jewelry Industry up to Wall Street on a platter and aided and abetted the dramatic rise in the price of gold? The single most important fundamental factor influencing gold price levels, trends, and directions is investor demand for gold.





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estimating risk-free rates. The first relates to the definition of a risk-free security, and the characteristics such a security needs to possess. The second applies when there are no risk-free assets, and examines how best to eliminate a risk-free rate under these conditions.

Earlier this year The CPM group placed a value on the risk-free rate of gold at approx. \$1000 per oz (Gold closed on June 7 at \$1383/oz – representing a +28% risk premium). Most important to note is that, “The risk-free price of gold is not the low price to which we reasonably might expect gold prices to decline in the current and foreseeable economic environment. It is a long-term base price to which gold prices theoretically might be expected to decline in an environment that was free of the political, economic, and financial risks that drive investors to buy gold. Please allow me again to request that you think long and hard about the risk in your portfolio. Is it any wonder that so many fine companies and their owners have sold their firms to the Richline Group. Trust me, they see the writing on the wall.



**The risk-free price of gold is not the low price to which we reasonably might expect gold prices to decline in the current and foreseeable economic environment.**

Ask Mr. Carville and he'll tell you, “It's the ECONOMY STUPID!” The spin-doctors are hard at work talking up America's subpar recovery. Thanks to the statistics that we're being force fed – falling unemployment, rising home values, and record stock prices, an emerging consensus of forecasters, market participants, and policymakers has now concluded that the American consumer is finally back. Don't believe it. Over the 21 quarters since 2008, real (inflation-adjusted) personal consumption has risen at an average annual rate of just 0.9% - the most protracted period of weakness in real U.S. consumer demand since the end of World War II. The worst consumer recession in modern history, featuring a record collapse in durable-goods expenditures in 2008-2009, should have triggered an outsize surge of pent-up consumer demand. Yet, it did anything but that. We were left with an anemic 3% annualized growth rate. The only demographic groups with true discretionary spending power are the wealthy, and just how many high end watches are they going to keep on purchasing.

This holiday season won't be much different than last year. 98% of the industry's manufacturers and retailers will probably have



relatively static sales and either lose money or just eek out a small profit. No one will actually admit it, though. Our industry has changed, and those that have not recognized this remain on a slippery slope. That's not to say that all's forsaken. Things just won't be as glamorous going forward. Not everyone will be lucky enough, though, to sell their business to a huge conglomerate with very deep pockets. Some will close, others will die slowly, and others by the grace of God will continue their magic act. The time is to look seriously now at your financial plans and just how you will be able to maintain the standard of living you've become accustomed to living. The last thing anyone wants to experience is actuarial ruin – that is, to outlive your savings. Make an appointment and visit your Tax Attorney, CPA, Personal Financial Advisor, and Insurance Agent – see what they have to say. More importantly, do what you really need to do.

*Author's Note: Please consult with your CFP®, Financial Advisor, CPA and/or Estate/Tax/Eldercare Attorney when discussing your financial needs and developing the appropriate personal/business financial plan.*



**John A. Politi, Jr**

John Politi is a Financial Advisor with Main Street Financial Solutions, LLC, and Managing Director of their offices located in Harrison, NY. John's team provides comprehensive and customized, Fee-Based financial planning, consultation and investment advisory services for individuals, families and businesses. Since 2011, John has volunteered his time as the Executive Director of the New York City-based Jewelers for Veterans Foundation, a 501(c)(3) non-profit, dedicated

to connecting US Military Veterans with training, financial education & employment in the jewelry industry. John was recently named an Adjunct Professor and Director of the Action Learning Project, Hagan School of Business, Iona College. John holds an MBA in Financial Management, MBA-Advanced Certificate in Health Care Management, Series 65 (Investment Advisor Representative), and successfully completed the Financial Planning Certificate Program at the Lubin School of Business, Pace University. He is a Board Director for the Financial Planning Association-Greater Hudson Valley, NY, an active member of the American College of Health Care Executives, and the 24KT Club of New York. John welcomes your input and can be contacted at, jpoliti@msfsolutions.com, or telephone (914) – 517-7574, fax (914) 517-7577.





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By David Brown

## DAILY COMMUNICATION

# Is The Key To Great Results



One of the biggest frustrations that staff members express with business owners is the lack of communication. It's easy to happen. You think everyone has been put in the loop for what's happening only to find those you thought were in the know hadn't heard a thing.

The result of failing to communicate regularly is more than just uninformed staff. It can make you look silly to your customers –I've seen more than one occasion where a customer comes in to ask about a product advertised only to find the staff member has no idea what they are talking about! The impact is a loss of credibility to your customers but also poor communication can become like a disease to your team. The positive feelings of your staff are directly in proportion to the amount of communication going on within the business. The more they are aware of what's happening and what's expected of them the happier they will be. Show me a store with poor morale and I'll show you a store with staff whose owner/manager doesn't talk to them enough.

But it's not just about the communication of housekeeping matters. Businesses who talk to their staff regularly and keep them informed as to how the business is performing find their staff to be more motivated than those who don't. It's about having a purpose for coming to work. Put yourself in their shoes – if you didn't know what was going on would you start to feel frustrated and disillusioned? Everyone likes to be part of a team working towards a common goal – it's when no one knows what the goal is that things can start to falter. Your biggest responsibility as a business owner with staff is to lead your team- and at the forefront of that is strong communication across everyone in your business.

Business is just like a sport – except you don't get your clothes dirty! You still have a playing field, you still have opposition, you still have teammates...and you still need regular huddles. The best business huddle is the daily meeting. This should follow a set agenda each day and focus on the key areas of information that staff members need to know. Among these key areas are the two most important:

Where we are now?

Where are we going?

If you aren't keeping your staff informed of what the monthly/ annual budget is and how you are tracking compared to it then you are asking them to play the game without a scoreboard.

What coach would expect his team to play and not tell them what the score is? Whether they are ahead or behind?

If you have a number of staff working split shifts then this can still be dealt with. All the information for the daily meeting needs to be recorded in a diary and ensure that the same message gets passed on by appropriate staff as new people start their shift. This way everyone gets the same information.

In addition to the two key points above, the meeting should cover a variety of topics including:

- Housekeeping.
- KPI's (key performance indicators) such as conversion ratio, average retail value, margin etc.
- Procedural updates. Any changes in the system or how you do things
- Item clearance. Ways and means to move old pieces that aren't selling
- Who is present and who is away
- Customer issues
- Other topics as you see fit
- The primary emphasis however needs to be sales. How the business is performing and where it needs to go.

If you haven't organized regular staff meetings then do so now. They can be chaired by the owner or a senior staff member, and notes can be kept for those who are unable to attend at that time. Have casual staff get into the habit of checking the meetings note when they arrive at work to stay informed as to what has been discussed.

Don't give anyone the excuse of saying they didn't know.



**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 Carol Druan at carol@edgeretailacademy.com or Phone toll free (877) 5698657





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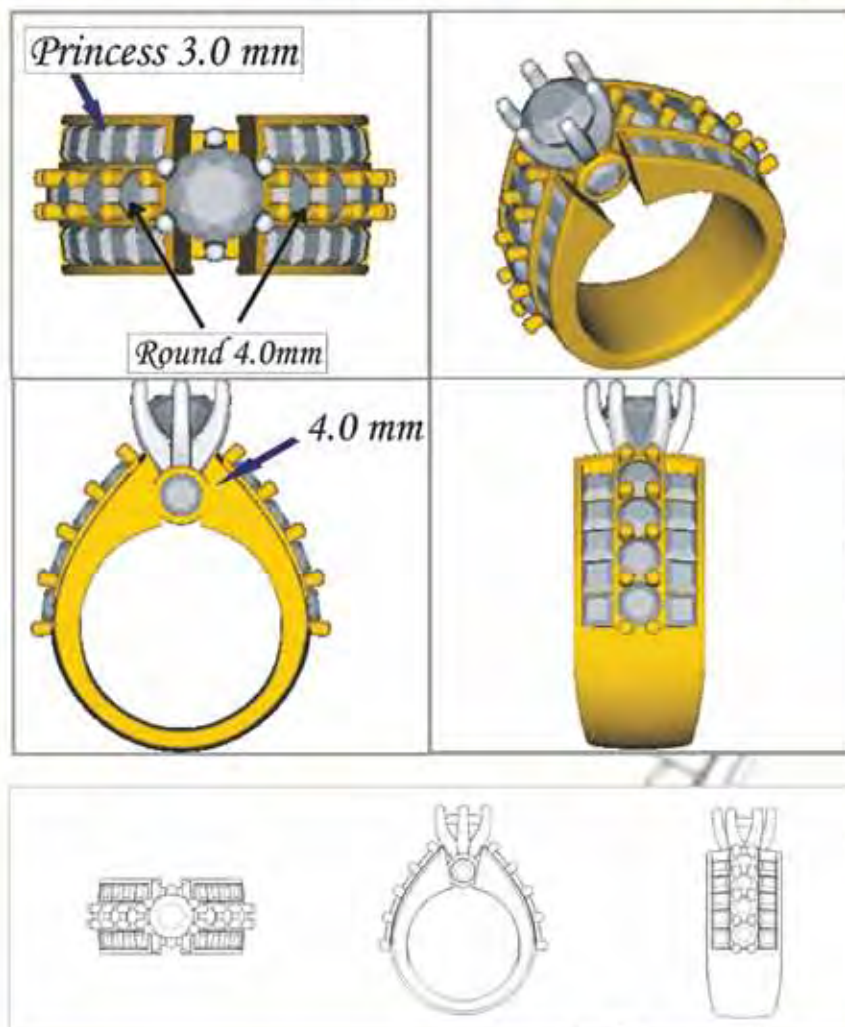
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# WHY is blogging so important?

By Matthew A. Perosi

In the June issue of *The Retail Jeweler*, I explained that you can use storytelling as a method of marketing your website. This storytelling process is called blogging, and it's a much different type of marketing than traditional advertising. Previously, I explained technical aspects about blogging software and linking techniques, but this time I'd like to explain why blogging is such an important marketing tool and is what in professional marketing circles is a new and important part of the marketing mix: advertising, sales promotion, direct mail, personal selling, public relations and now with the development of the Internet, blogging is added to the mix.



turns out Google and Bing use a few factors to figure out when you first published your blog online, the most obvious is the posting date. They then use this date as a method of ranking your website.

Blog posts with recent dates usually rank much higher in search results than older dated posts. Likewise,

blog posts that show dates will usually outrank similar blog posts with hidden dates. Google continually recommends the "creation of new quality content," which means they want you to write and publish new stories frequently. Many jewelers can't maintain the frequency that Google recommends, so they choose to hide their publication dates.

With traditional advertisements you create it, pay for the media placement, directed to your target audience and then hope that interested customers will see and respond to your ads. On the other hand, with blogging you publish a story online that potential customers will eventually find when they search Bing or Google.



Google and Bing will read and save all the stories you publish online, although they call them "blog entries" instead of "stories." It's also common practice to say you are "posting a blog" rather than "publishing a blog," but the concept is the same and the goal is to give Google and Bing something new to read. In reality, they are not actually reading your blog entries, but rather they are simply saving your words in their database.

Blogging became an important part of the marketing mix because Google and Bing match those saved words from your blog to the phrases that people type into search. A successful match of your words to searched phrases will make your website listing appear in the Google and Bing results. That listing, in effect, becomes an advertisement for your store. Through blogging and the search process, your prospective customers see your story when they need to see it.

Depending on the blogging software you choose, and how you set it up, you have the ability to show or hide the date you posted your blog. A few years ago it was standard practice to include the posting date for your blogs, but now it seems like many blog writers are hiding the dates altogether. As it

You might have a well written engagement story published to your blog but it will still look unprofessional if nothing new was published in two years. Hiding the date only hides it from readers, not from search engines because they can read other date information from your website. The search engines' goal is to satisfy the user and they always want to make sure the user has the most up to date information. Outdated blogs usually indicate abandoned websites, a uncaring business, or businesses in financial distress. These three reasons are enough to lower the ranking of a website with an outdated blog.

There are times when it makes sense to hide the dates for your posts. When you publish educational information like the 4C's of Diamonds there is no need to include a publication date since that information won't ever go out of date; this type of information is known as "Evergreen Content."

The most successful websites have new content added weekly, or even daily. It will take a while to implement routine successful blogging, but it can be an effective and rewarding element in your marketing mix.



**Matthew A Perosi**

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at [www.jwag.biz](http://www.jwag.biz). Matthew invites your feedback at [matt@jwag.biz](mailto:matt@jwag.biz).



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# WATCH TALK

By Charles Cohen

We believe selling and stocking Swiss branded watches is good for the jeweler. The watch sale is usually a profitable sale which brings store traffic and often leads to other important diamond and jewelry business.

Today, the Swiss watch market is doing very well, selling increasing values almost all over the world. Best selling are mechanical watches for men and diamond watches for ladies, all in ranges over \$1,000 and up. Particularly strong are the well advertised brands including watches from Rolex, Patek, Swatch Group, LVMH and Richemont. Nevertheless, the watch future for U.S. jewelers holds important problems that must be faced.

The very success of the well advertised brands presents the dilemma. The jeweler, if he wants to do business with these better brands will have to fight in order to maintain and increase his position in the marketing chain. The "brands" will often prefer to sell in their own shops, even if the economics of such decision is against them. These manufacturers want to teach product and to service their individual consumers. These educated consumers are the buyers the manufacturer wants wearing his watches. Think auto showrooms and the sale of luxury cars.

Here is a selection of new product you might consider for your own watch collection.

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## Longines **CONQUEST CLASSIC**

Like many men, there are women who desire the mechanical excellence of automatic watches. Longines is here to satisfy their wishes. The Conquest Classic is a statement of prestige with a bezel set with 30 diamonds, a white mother of pearl dial and 12 diamond hour markers and a case in steel and 18K rose gold. The movement is a self winding mechanical automatic with a 40-hour power reserve.

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## Frédérique Constant **LADIES AUTOMATIC**

Frédérique Constant supports the World Heart Federation dedicated to the Hearts of Children campaign. The new Ladies Automatic features a vanilla-colored dial and a spectacular Double Heart Beat opening at 12 o'clock. When wearing this stunning automatic, a woman shows her support for children in the body of her watch where the automatic rotor and the center of the dial each bear the Hearts of Children decoration and the World Heart Federation logo. The presentation box is a heart-shaped box which has been specially designed for this meaningful watch.



## Rado **HYPERCHROME AUTOMATIC CHRONOGRAPH**

The new Rado HyperChrome Automatic Chronograph combines ceramic with steel in a design fluid, subtle and stylish. The emphasis is a contrast with steel side inserts, ceramic pushers, a steel and rubber crown, and rhodium-plated hour markers, counters and hands. Rado plays with materials giving this watch a sophisticated yet sporting attitude. Movement is mechanical automatic, with a 42-hour power reserve.



## Victronix **CHRONO CLASSIC 1/100**

This watch, which has been a brand bestseller for many years, has undergone a substantial transformation on both aesthetic and technical levels. It now houses a new quartz movement which can be switched from classic watch to chronograph – with 1/100th second accuracy – at a double press on the crown. The 1/100th second display is a digital numeric display by means of two small rotating discs located on the lower part of the dial. The design on face between two counters is an homage to the famous Victorinox Swiss officer's knife. Movement is quartz, with functions for hours, minutes, seconds, chronograph large date and perpetual calendar.



## Ebel **X-1**

While the fashion for ladies this year calls for diamonds and white dials, this new Ebel ladies X-1 with its black dial is brimming with style and magnificence. It harmoniously combines steel and ceramic to confirm an intense black background flowing from case to bracelet. The crown is adorned with 15 diamonds while 48 others grace the bezel and another eight embellish the dial. This watch is definitely for chic and self-confident women. The smooth ceramic and polished steel bracelet features Ebel's signature wave links. Movement is Quartz showing hours, minutes, seconds and date.



## Oris **AQUIS DEPTH GAUGE**

To the serious diver, the measure of depth and time below the surface can be a matter of life and death. Oris is the first watch to introduce a measure of depth. At the forefront of mechanical watch innovation, Oris has harnessed its knowledge, expertise and craftsmanship to produce the first divers watch which measures depth by allowing water to enter the timepiece. Here is a product recognizing that safety and protection are paramount. The stainless steel case features a unidirectional revolving top ring, with black ceramic inlay. The watch is water-resistant to 500m. All in all, the Oris Aquis Depth Gauge marks a technical breakthrough in depth measurement, setting a new standard for diving watches. The movement is automatic with winding date.



## Tudor **HERITAGE CHRONO BLUE**

Tudor, a less expensive relative of Rolex, is once again coming to the U.S. In its new presentation, it features a handsome sea sport sea rendition of a Tudor model that made its mark on past history. This year, the brand revives a famous chronograph nicknamed "Montecarlo" by collectors and aficionados. Launched in 1973, it has now been renamed Heritage Chrono Blue. The watch is inspired by the original spirit of the model but provides a contemporary interpretation. The royal blue of the historical version combines with a slightly lighter grey to give life to a watch that is both earthly and aquatic, expressing Mediterranean warmth and atmosphere. Heritage Chrono Blue is distinguished by two counters, one for the small seconds at 3 o'clock and the other for the 45-minute counter at 9 o'clock. The movement is mechanical automatic with a 42-hour power reserve.



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# Grow Your Business In Challenging Economic Times

By Ed Coyne

Peter Stavrianidis and his sister Dorothy Fount are partners in Venus Jewelers now located in Somerset, New Jersey. They are fourth generation jewelers. Venus Jewelers opened for business in 1979 in Queens, New York. During the following 34 years, the business has grown nicely. It has become well recognized, respected, and successful with loyal clients in New York, New Jersey and Connecticut.



The success of their business is due to a variety of unique factors that include Peter's management style, Dorothy's charisma and her personality, staff training, and Venus' marketing outreach program.

During his high school and college days Peter Stavrianidis played the bass with a good rock band and learned the importance of being on stage. He has continued to be on stage providing what he calls "edutainment", a synthesized word from the words education and entertainment. He speaks to the public with passion about the history of gems and jewelry in the most engaging and entertaining manner.

Peter's management approach is to build an organization of stars that perform everyday both in front of and behind the counter. As a result, role-playing is always part of the store's sales training program. He encourages all his employees to share the stage with him. His vision for them is: "That each team member reach their highest professional goals." He is a strong believer in continuous education and rigorous training. Everyone is encouraged to enroll in courses and attend seminars. Besides his extensive gemological and appraisal designations – he also holds an MBA and a Ph.D.

Peter is an excellent presenter and engages audiences skillfully. He is a frequent guest speaker at Chambers of Commerce, professional organizations, women's clubs, Kiwanis clubs, etc. On average he has approximately 40 speaking engagements a year and meets more than 1000 people eager to learn about the fascinating history and world of jewelry.

Venus Jewelers is a member of the American Gem Society. They attend their conclaves and local guild meetings religiously

for as long as they have been a member. Peter believes and promotes that "success is contagious" and "hanging out with the members of the American Gem Society, chances are that you will more than likely catch it".

In addition to performing himself, Peter is on the board of trustees of the State Theater of New Jersey in New Brunswick and he also teaches as an adjunct professor at the Fashion Institute of Technology (SUNY) in New York City.

Peter and his sister Dorothy are great advocates of the power of marketing and advertising. In his business presentations, Peter is known to start with the slogan "Marketing is everything and everything is Marketing". At least 10% of their gross income



is allocated to the promotion of their products and services. 2011 was the best year in the company's history. 2012 was on track to be even better but hurricane Sandy intervened and powerfully impacted New Jersey in a negative way and significantly reduced the last 6 weeks of the selling opportunity.

Peter believes that 2013 will be a both a challenging and productive year as long as he and his staff stay on course with continuing education for the public about the world of gems and precious metals.

Coming from a long family tradition of jewelers, Peter subscribes to the nobility of the profession. He declares, "It's about time for jewelers to reclaim their pride in what they do". "Our mission is to partake in just about every moment of significance in people's lives. I consider that an unprecedented privilege and I take it very seriously!"



Ed Coyne

co-publisher of The Retail Jeweler  
Email [EdCoyne@theRetailJeweler.com](mailto:EdCoyne@theRetailJeweler.com)





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# EXHIBITOR LISTS



## SELECT BY CENTURION - AUG 25-26 2013 - DALLAS, TX

Alisa	Dilamani	H. Weiss	Mastoloni	S&R Designs
AP Afarin	Dove's	House of Baguettes	Mazza Company	Sakamoto
Artistry	Eichhorn	India Hicks	Mazza Co., Raymond	Sethi Couture
Asher	Eli Jewels	James Breski	Meira T	SLANE
Bassali	Elite	Jayden Star	MWI/Eloquence	Suna Bros.
Benilevi Designs Inc	Frederic Sage	JYE Luxury Collection	Nava Dee for A.O.D.	The Touch
Christopher Designs	GN Diamond	KC Designs	Naifeh Design Group	Timeless Designs
Coles of London	Goshwara	Lashbrook	Platini Jewelry	Vibhor Gems
Cynthia Ann Jewels	Heather Moore Jewelry	Lieberfarb	Rahmanan Designs	William Levine Fine Jewels
DA Gold	H.J. Namdar	Mark Patterson	Ray Griffiths	Ziva Jewels
Diabella	Honora	Mastini Designs	Rudolf Friedmann	



## SELECT BY CENTURION - SEP 22-23, 2013 - NASHVILLE, TN

Alisa	Coles of London	Henderson	Mattioli	The Touch
Angelique De Paris	Color Merchant	Honora	Meira T	Timeless Designs
AP Afarin	Cynthia Ann Jewels	James Breski	Parlé Gems	Vahan Jewelry
Armand Jacoby	Diabella	Jenny Perl	Precision Set	Vibhor Gems
Artistry	Dove's	JYE Luxury Collection	Rahmanan Designs	William August Designs
Asher	Eichhorn	KC Designs	Rina Limor	William Levine Fine Jewels
Bassali	Eli Jewels	Kuber Mfg.	Royal Chain	
Bellarri	Elite	Lieberfarb	Royal Pearl	
Benilevi Designs Inc	Frederic Sage	Lika Behar Collection	Rudolf Friedmann	
Breuning	Gem Platinum	Mark Patterson	S&R Designs	
CG Creations	Gumuchian	Mastini Designs	Sethi Couture	
Charles Garnier	H. Weiss	Mastoloni	SLANE	

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## SELECT BY CENTURION - SEP 29-30, 2013 - FOXWOODS, CT

Adris	Coles Of London	HJ Namdar	Mastini	Sethi Couture
Alisa	Color Merchant	Honora	Mastoloni	The Touch
Angelique De Paris	Color Story	H. Weiss	Meira T	Timeless Designs
AOD	Diabella	I. Reiss	Michaela	Vibhor Gems
AP Afarin	Dilamani	James Breski	Midas Chain	VIP Diamonds
Armand Jacoby	Dove's	Jayden Star	MWI Eloquence	
Artistry	Eichhorn Gems	Jenny Perl	Nava Dee	
Asher	Elite	KC Designs	Parlé	
Bassali	First Image	Lashbrook	Pejay Creations	
Benilevi	Frederic Sage	Leslie's	Presentation Box	
Breuning	Gem Platinum	Lieberfarb	Rina Limor	
CG Creations	GN Diamond	Lika Behar	Royal Chain	

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Artistry	Garavelli	Julius Klein	Mizuki	SYNA	
Beny Sofer	Gem Platinum	KC Designs	Parlé	Timeless Designs	
Bizzotto	Goshwara	Lashbrook	Ponte Vecchio	True Romance	
Brumani	Gumuchian	Lika Behar	Ray Griffiths	Uneek	
Charles Garnier	H. Weiss	MaeVona	Ramon	Vianna Brazil	
Cogé	H.J. Namdar	Makur	Rina Limor for JR Gold	Visconti	
Coles of London	Hearts On Fire	Mark Patterson	Ritani		
Dove's	Heather Moore	Martin Flyer	Roberto Coin		
Eli Jewels	Henderson	Mazza Company	Roberto Demeglio		
ETHO	Honora	MCR Gems	S & R Designs		

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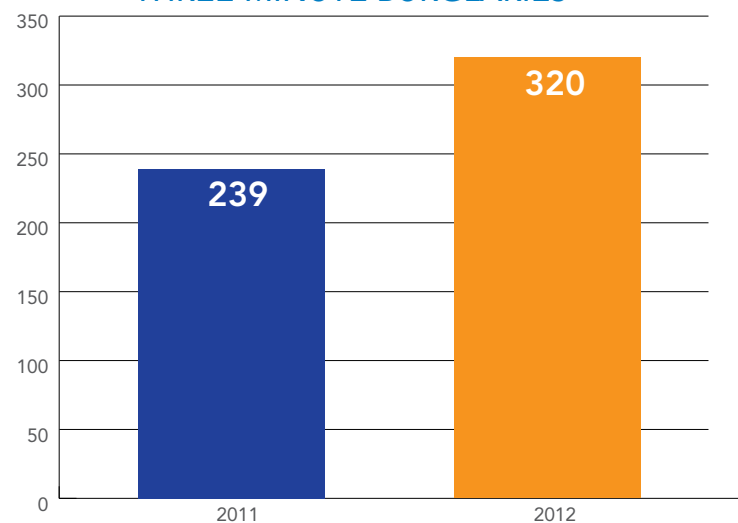
By David Sexton



Three minutes is all it takes to break into your closed jewelry business, smash showcases, and grab merchandise that is left out of safe or vault for the night. These smash, grab and run burglaries are often called "three-minute burglaries" because they occur that quickly. Jewelers Mutual Insurance Company sees these losses all too often but has tips to help you prevent them at your business.

According to Jewelers' Security Alliance (JSA), three-minute burglaries increased from 239 in 2011 to 320 in 2012. In fact, they represented 82.6 percent of all the burglaries the jewelry industry experienced in 2012. Here are some other 2012 statistics from JSA about three-minute burglaries:

### THREE-MINUTE BURGLARIES



The reported dollar losses from these types of burglaries were \$7 million. Three-minute burglaries occur when jewelry is NOT secured and out of sight overnight. Three-minute burglaries result in losses that include jewelry merchandise, property damage, business interruption, and potential negative customer reaction. Jewelers Mutual offers the following tips to help you prevent smash, grab and run burglaries at your business:



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Secure merchandise in your safe or vault when your store is closed for business. If you don't have room in your safe or vault for all merchandise, place lower-valued items in a locked cabinet or drawer, out of sight from would-be criminals. Be sure to comply with your insurance policy warranty for storing merchandise during your closed-to-business hours.



Place customer repairs in your safe or vault when your store is closed for business; never leave them out in your work area.

Remove all jewelry from show windows when your store is closed for business.

Do not cover showcases. This gives criminals the impression that there is something in the cases worth stealing.

Consider installing a protective metal grille behind all glass windows and doors so a thief must first break the glass, which would trigger the alarm, before penetrating the metal grille barrier. This is also why your alarm service company should monitor your store alarm system perimeter protection.

If it is not feasible to install a protective metal grille behind your glass windows and doors, consider installing a roll-down gate, replacing your plate glass with ULC-listed burglary-resistant glazing material (BRGM), or hanging a swinging secondary pane of burglary-resistant glass behind the exterior glass.

Verify that your burglar alarm system is on and working properly. You should have a professional inspection and maintenance check of your alarm system at least annually. In addition, test your alarm system at regular intervals and walk test your protection.

Consider a video surveillance system. Video footage can help apprehend a suspect in the event of a crime. It may also act as a deterrent, as its presence may encourage a would-be criminal to avoid your store for fear of being recorded.



**David Sexton**

CPCU, Vice President of Loss Prevention at Jewelers Mutual Insurance Company



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## NEW AND NOTEWORTHY

Wind & Fire, a new collection of expandable bangles from C.G. Creations launched with great success at the Las Vegas show. Designed to easily adjust to most wrists, each charm bangle portrays a personal journey unique to the jewelry wearer. Bracelets can be stacked together, allowing for endless possibilities.



"Early demand for this brand is overwhelming - we had lines outside our booth extending well into the aisle," said Frank Fiasconaro, president of C.G. Creations. "This is easily one of the most exciting product lines we've ever created."

Wind & Fire is "the Art of Eco-Sustainable Jewelry," made in the United States. The expandable wire bracelets are crafted from recycled materials and a portion of the proceeds support children with disabilities, making Wind & Fire the embodiment of social, economic and environmental responsibility.

C.G. Creations is now accepting applications from qualified retailers that wish to carry the brand. Starter assortments begin shipping mid-June. For more information, contact C.G. Creations at 800-431-1606.

### Bill and Giuliana Rancic Add Celebrity Sparkle to Le Vian's 2014 Trend Forecast

Bill and Giuliana Rancic joined Le Vian for a sparkling evening of fine jewelry trend forecasting at Le Vian Red Carpet Revue 2014, the highly anticipated fashion show celebrating its 14th year in Las Vegas. The celebrity couple, best known for their Style Network reality show, "Giuliana & Bill", attended the charity event benefitting Jewelers for Children and mingled with guests at the standing room only event at the Mandalay Bay Resort and Casino on June 2nd. "It's not a red carpet until Giuliana Rancic is on it," tells Eddie LeVian, designer and CEO. Rancic, the anchor for E! News, has reported live from



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## NEW AND NOTEWORTHY

the red carpet on the fashions and jewelry at The Oscars®, the Grammys® and the Golden Globes® and is among the 200 celebrities who wear Le Vian every year.

Fans of "Giuliana & Bill" have witnessed the couple's struggles with cancer as well as their joyous successes including the birth of their son, Duke. Eddie LeVian, designer and CEO, revealed his family's own struggles with the disease with the announcement that his nephew, Rafael Etesami, had overcome cancer and introduced the Rafa Foundation cancer ribbon pins. Mr. Etesami then presented a pin to both Giuliana and Bill.

### Levian Trend Forecast 2013

Among those in attendance at the dashing soiree held at the Mandalay Bay Hotel during the JCK Show which raised \$150,000 for Jewelers for Children were numerous fine jewelry executives from top retailers and independent stores, international press, VIP Le Vian collectors and fans eagerly

anticipating the trend forecast. "The trend forecast is unique in that it is based on real time data obtained through thousands of Le Vian shows and hundreds of celebrity sightings. Le Vian then collaborates with the top U.S. fashion editors to ensure that the jewelry forecast fits the fashion trends," LeVian reveals. "The trends are supported by \$10 million in product development and 3,500 loyal stores around the world who carry the forecasted trends each season," adds LeVian. "The true test, our million strong loyal collector base. So far, our trends have been on the spot. "

#### Highlights of the trends included:

- Cush'n Pillow™, the cushion cut gem or the cushion shaped halo surrounding the gem, will be The Shape of the Year.
- Chocolate Quartz® is named The Gem of the Year.
- Strawberry Gold® is named The Gold Color of the Year.
- Strawberry "N Vanilla™, the perfect complement to the Cool Grey fashion trend, is named The Color of the Year.





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## NEW AND NOTEWORTHY

### Leading the design trends were:

- Timeless Link'ing™, interpreted by Le Vian in many new ways to define jewelry fashion
- Sinuous Swirls™, Le Vian's interpretation of the black water snake, headless and tailless, with a swirling wrap design
- Knots, which mimic iconic, knot patterns in diamonds and gold. The most popular knot style will be the figure eight
- Gladiator® Weaves™ with intricate, dimensional weave patterns, of alternating strands of diamonds and polished Strawberry Gold
- Nature flourishes in Florets™ with diamond clusters of floral bouquets
- Chocolate Weddings™ in Strawberry Gold® brings many of the new design details to Bridal including Links, Knots and Weaving to fit the trend.

### Additional color trends named:

- Baby Blues™ like Ice Blue Diamonds™ and Sea Blue Aquamarines®.
- Azure Blues™, which match the fashion trend of the New Navy, including Cornflower Ceylon Sapphires™, Blueberry Diamonds™ and Blueberry Tanzanite™.
- Fiery Reds™ including the plum color Raspberry Rhodolite® to the Poppy hued Neon Tangerine Fire Opal™, both in Strawberry Gold.
- Pantone forecasted emerald for fashion. Le Vian's green forecast is 50 Shades of Green™ spanning from Paraiba Tourmaline to Hunters Green Tourmaline™ to the new Color Diamond of the Year, Kiwiberry Green Diamond™ set in Strawberry Gold®.
- Chocolate Cravings™ include everything Chocolate - from Chocolate Diamonds® to Chocolate Pearls®, to the Gem of the Year, Chocolate Quartz®.

And...to complement the prominence of black leather in fashion - Blackberry Diamonds®, with looks that feature all black or black with a touch of Vanilla.

### Stuller, Inc. and BlingGuard™ Reach Partnership

Stuller is now the exclusive distributor of BlingWraps and BlingDots from BlingGuard™ to the retail jeweler. These invisible ring guards and earring supports are designed to help keep jewelry from twisting, turning, and pulling.

BlingWraps are a hypoallergenic, latex-free alternative to ring





## NEW AND NOTEWORTHY

sizing. By adding +1 ring sizes to the finger, the wrap forms an invisible lock to hold rings in place.

BlingDots are an easy-to-apply, disposable earring back that relieves the weight and pressure of earrings. Whether the customer is wearing hoops, chandeliers, or studs, the dots will lift the earrings up on the ear lobe and position them for maximum presentation and comfort.

"BlingGuard was inspired from my own jewelry needs and I knew they would have great traction in the jewelry industry," says BlingGuard Founder and Chief Executive Officer, Jenny Moore. "Stuller was the name that came up every time I asked who could help me bring this product to retail jewelers. It's been a perfect partnership right from the beginning."

"These are versatile, valuable selling tools for our customers," says Nathan Button, director of findings for Stuller. "Jewelers can use them during the sale while working with the customer, as an upsell with ring or earring purchases, as an at-the-counter impulse buy or even as a gift item."

To learn more about BlingWraps and BlingDots, visit [stuller.com](http://stuller.com) or [blingguard.com](http://blingguard.com).

### Max Bill by Junghans

As one of the most exceptional designers of the last century, the architect, painter, sculptor and product designer Max Bill left behind a comprehensive collection of works including one of the most fascinating watch collections of the last few



decades. The long-term collaboration with Junghans began during the designer's Ulm-based period. When Junghans commissioned Max Bill to design an everyday object, he worked with his students to develop a wall clock in his capacity as lecturer at the Ulm School of Design (HfG). The logical face design of this circular kitchen clock from 1956, now known as the Max Bill wall clock, became a characteristic feature of the timepiece and in 1961 was also incorporated into the design of watches.

The wristwatch models of the Max Bill by Junghans Collection represent the creative work of Max Bill. The symbiosis of



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## NEW AND NOTEWORTHY

the slim steel-case and the elegantly curved hard-plexiglass give the watch the classic modern look of the sixties. Apart from the plain-modern design the models are equipped with mechanical Swiss quality movements ensuring precision. For more information, see [www.junghans.de](http://www.junghans.de)

### Ritz Carlton to Host Centurion South Beach

Centurion South Beach is geared for a strong fourth year serving the seasonal and holiday buying needs of retailers from Florida and all over the USA, Central and South America, the Caribbean and elsewhere. The show takes place October 5-7, 2013 at the Ritz-Carlton South Beach Hotel at 1 Lincoln Road, just off Collins Ave. and short walk from the Miami Beach Convention Center, home of the concurrent JIS Miami Beach show. Centurion South Beach show hours will be from 10 AM -6 PM on Saturday and Sunday, October 5 and 6 and 10 AM to 4 PM on Monday, October 7.

Centurion South Beach will feature more than 50 top designers and manufacturers in the elegant Ritz Carlton Ballroom in expanded space and a new white salon scheme created by CSI etc., Centurion's Scottsdale show decorator. "The new look will give exhibitors more than 60% more space in which to work with their retailers," said Howard Hauben, president, Centurion. "Lower salon heights and a clean, standard design will provide a beautiful open feeling in the exhibit area, yet allow ample privacy for meetings and security.

### ACE™ It Conferences by NAJA Appraisers Continuing Education

The National Association of Jewelry Appraisers will hold its 40th Annual Mid-Year Conference in Pittsburgh PA, August 10 – 13, 2013 at the Renaissance Pittsburgh Hotel.

The appraisal organization dedicated exclusively to gems and jewelry presents an outstanding program to assist the professional appraiser's continuing education and an unparalleled networking experience.

This unprecedented four-day conference has overall themes – Workshops, Antique Jewelry, Jewelry and Appraisals! Every session is an experience on various aspects of the focused topics - a real service for appraising gems and jewelry. This is what every professional gemologist/appraiser needs!

To receive a conference brochure or for further information and conference reservations, contact [www.NAJAappraisers.com](http://www.NAJAappraisers.com).





## NEW AND NOTEWORTHY

### Politi Appointed Financial Planning and Investment Advisor For SUNY Faculty

John Politi, Financial Advisor and Director, Main Street Financial Solutions, LLC, Harrison, NY, has been selected as the exclusive Financial Planning Partner and Investment Advisor for the faculty members within the State University of New York (SUNY) school system in the Lower Hudson Valley, New York.

John's financial planning and wealth management team will work directly with the faculty and their families to comprehensively address their financial objectives through the development of goals-based holistic financial life planning and investment advisory services. John is a regular contributor to The Retail Jeweler on the topic of personal financial planning.

### Consumer Confidence Is High With Eternity Natural Emeralds

In today's gem stone marketplace, the growing number of treatments and enhancements applied to gems constantly challenges consumer confidence. Treatments are not a bad thing provided that they are not detrimental to the gem, and that they are done with full disclosure from the mine to the consumer.

Eternity Natural Emeralds recently announced that every emerald (over 0.50ct) in its inventory would have a laser inscription and a third party identification report from Gemworld International.



All Eternity Natural Emeralds come with an individually numbered Lifetime Guarantee card, which protects against any changes that occur to the clarity enhancement in the emeralds. In the case of an Eternity Emerald, that enhancement is the ExCel Process. ExCel is the world's first and only colorless and stable clarity enhancement for emerald that will not deteriorate over time or dry out in the stone.

With other clarity enhancements, the result of this deterioration or drying out is that the natural fractures within the emerald originally intended to be masked, have now been re-revealed due to an unstable substance used for clarity enhancement. This will not happen with Eternity Natural Emeralds.



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## NEW AND NOTEWORTHY

Eternity guarantees its emeralds for a lifetime against this deterioration. 'Further,' Arthur Groom explains, 'our guarantee also assures the trade and ultimately the consumer that their Eternity Natural Emerald has been cut and polished prior to enhancement. Today, there is an abundance of material in Colombia and Brazil that is being enhanced in the rough often with permanent glue-like enhancements. This presents durability issues for the host emerald. Additionally, enhancing in the rough enables these 'glued' stones to be cut to larger sizes and sold into the market that should have been cut into smaller sizes.'

Also, this is the first time emeralds will be laser inscribed in conjunction with a branding campaign. Groom said, 'When I speak to our industry associations and groups, they ask me how they can identify that it is an Eternity Natural Emerald. It is virtually impossible to identify any clarity enhancement in any laboratory, which is why most of the major gem labs around the world don't attempt it. With the help of Richard Drucker at Gemworld International, we have come up with a solution.' Each stone is laser inscribed with the Eternity Natural Emerald logo followed by the certificate number.

The laser inscription is just one more assurance the jeweler and the consumer have in knowing that Eternity Natural Emeralds are fully supported by the company.



Gemworld International, Inc.  
2640 Patriot Blvd., Suite 240  
Glenview, IL 60026  
www.gemguide.com

**About Gemworld:** Gemworld International, Inc. is the developer of the *GemGuide*, a world-renown publication formed in 1982 and used exclusively by the international jewelry trade. Gemworld is independent and does not buy or sell gemstones. Gemworld acts as consultants and experts to the jewelry industry. For consumers, Gemworld offers independent appraisals and expert consulting by our staff of qualified gemologists.

**Emerald enhancements:** Emeralds are routinely enhanced to improve the visual appearance of small fissures that formed naturally during growth of the crystal. The process, which has been preformed for thousands of years, is commonly referred to as "oiling." The process does not alter the natural green color of the gemstone. Although many substances have been used historically to enhance emerald such as oils, resins, waxes, and polymers, many were not stable. ExCel™ is a stable, organic, colorless polymer specifically designed to enhance the unique properties of natural emeralds.



### GEMWORLD

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**Natural  
Emerald  
Verification  
Report**

Report Number: E12264003  
Date: October 3, 2012  
Identification: Natural Emerald  
Shape: Emerald Cut  
Measurements: 7.42 x 5.22 x 2.89mm  
Carat Weight: 0.81 ct.  
Enhancement: ExCel™ by Eternity  
Natural Emerald®  
Laser Inscription: Eternity 12264003

Independently examined and verified by Gemworld International, Inc.  
Important information on reverse side.





## NEW AND NOTEWORTHY

### Metalsmiths Sterling™ Adds Three Industry Veterans as to Sales Team

Metalsmiths Sterling™, European inspired luxury brand, has made a name for themselves as one of the leading sterling silver jewelry design houses in Canada for over a decade. Now, this cutting edge designer sterling brand adds three industry veterans as Regional Vice Presidents to expand their growing presence throughout key US markets.

Metalsmiths Sterling's™ newly appointed Southern Regional Vice President, Claudia Evans Zale brings with her 24 years of valued industry experience, most recently at Stuller Inc., as Director of Merchandising.

Following achieved success as the Regional Sales Manager of Gucci Watches and Jewelry and 12 years specializing in luxury goods, Kim Alterini has been appointed Metalsmiths Sterling's™ Midwest Regional Vice President.

Susan Parker adds her 16 years of expertise in the watch and jewelry industry with top-tier companies such as LVMH as Metalsmiths Sterling™ Southeast Regional Vice President.

Jim Grohn, Metalsmiths Sterling™ Executive Vice President, said of the trio, "With these acquisitions, we are expanding our recognition as one of the forward fashion designers in our category. We are confident in the talent, expertise and passion these three women bring, and our team is excited to continue to produce innovative designs for women of all styles."

With quality, that rivals that of the finest jewelry houses worldwide, Metalsmiths Sterling™ offers collections designed for individual style and lasting trends making them an industry staple. Using innovative sterling silver design, natural, premium grade stones and superior craftsmanship, each collection delivers one-of-a-kind style for the modern woman.

### MJSA Launches Bench Conference and Trade Fair

The event, based in Providence, focuses on both jewelry making and business skills MJSA, the association dedicated to professional excellence in jewelry making and design, will launch a new event, The Jeweler's Bench Conference and Trade Fair, on Sept. 12-13 at the Sheraton Providence Airport. The conference will focus on all aspects of bench work—from traditional techniques to technological advancements—as well as business strategies for success.

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www.NAJAappraisers.com



## NEW AND NOTEWORTHY

The venue, just a few minutes' drive from Rhode Island's T.F. Green Airport, will feature two educational programs—"Better Business Strategies" and "Better Bench Work." They are intended to help attendees not just make and repair jewelry with greater ease, but also reach new customers, fulfill orders, and improve profit margins.

"Jewelry companies of all types and sizes—artisans and designers, volume manufacturers, contractors, retailers with repair services—view their bench operation as a foundational part of their business," says MJSA President/CEO David W. Cochran. "Our conference will ensure they have access to not only needed technical and business expertise, but also to world-class tools, technologies, and other resources that can help take them to the next level of success."

The "Better Business Strategies" program will focus on such topics as social media basics, website development, search engine optimization, and managing growth. The "Better Bench Work" program will cover the technical issues faced by bench jewelers every day, such as choosing the best tools, working with specific alloys, and smoothing snarled production routes.

The technical sessions will be developed and run by Metalwerx, a Waltham, Massachusetts-based school and community studio for jewelry makers and metal artists.

In addition, an accompanying trade fair will feature dozens of suppliers offering everything from top-end traditional tools to cutting-edge CAD/CAM, laser, and business software technologies, as well as premier contract services.

Attendee pre-registration is now open at [http://mjasa.org/events\\_and\\_programs/jewelers\\_bench\\_conference\\_and\\_trade\\_fair](http://mjasa.org/events_and_programs/jewelers_bench_conference_and_trade_fair). For more information about exhibiting, call 800-444-6572.

### True Knots on The Price is Right

True Knot's sterling silver and 18 karat gold pendant with lemon quartz and diamonds featured and given away on the TV Game Show "The Price is Right". The pendant is part of their fashion line and it is called, Color-Me-True® Collection. MSRP \$1,250. For more information please contact 800-667-1515 x105.

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Cornelia Goldsmith  
415.332.0802

## H Weiss

From the Ovelino Collection. This ring is in 18K white gold, set with 1.50ctw of rose cut diamonds finished with black rhodium and brilliant full cut diamonds.  
MSRP \$5,500  
H. Weiss & Co  
800.554.9989



## Margery Hirschey

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MSRP \$4,280.  
Margery Hirschey  
303.818.6357



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MSRP in 14K \$1,495.  
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## Asher Jewelry

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800.726.0706







## Duncan Stevens

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with half carat (each) Iolite  
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cut diamonds. MSRP: \$11,183.  
Yael  
415.989.9235

## Berco

14K white gold with yellow, caramel,  
and white diamonds. Top MSRP  
\$1,499, bottom \$1,299.  
Berco  
800.621.0668



## Dilamani

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MSRP \$990.  
Dilamani  
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## Parlé

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Collection. 14K white gold set  
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If you know a veteran who may be interested in working in the jewelry industry - manufacturing, benchwork, retail, security, sales or management - please direct them to the [www.JewelersforVeterans.org](http://www.JewelersforVeterans.org) website.



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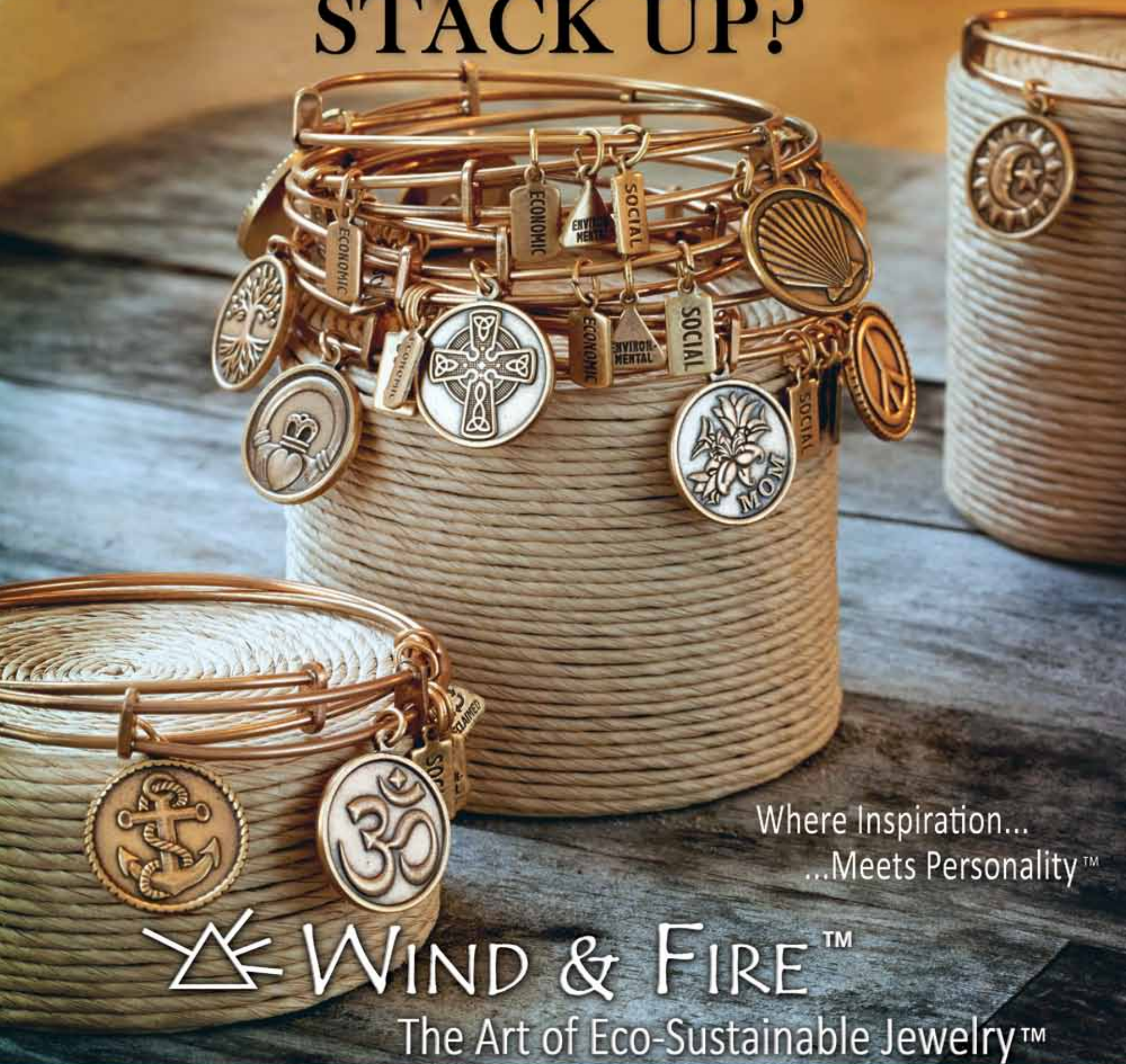
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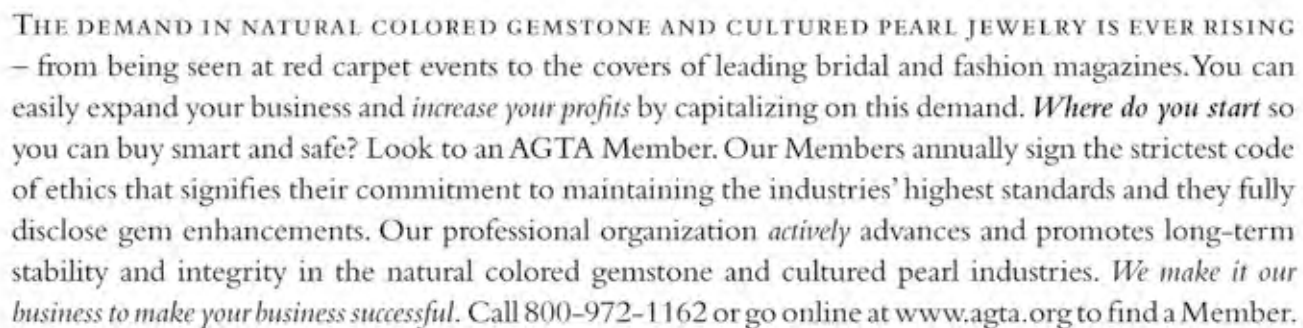
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