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COVER: Ring; 18kt rose gold diamond ring featuring checker-cut smoky quartz layered over white mother of pearl with citrine accents, \$2,025 MSRP. Top Necklace: 18kt yellow gold diamond necklace, \$1,475 MSRP. Bottom Necklace; 18kt yellow gold diamond necklace, \$1,695 MSRP. From Doves by Doron Paloma, 888-66-DOVES.

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A TALE OF **TWO SHOWS**

The useful aspect of the comparison of the two events is to suggest from an independent's perspective, a smaller more relaxed venue may provide a better opportunity for jewelers to spend more quality time with their vendors, rather than a quick rushed visit.

By Frank Dallahan

Having just returned from Las Vegas, I was struck by the enormity of the week in Vegas. Its size, cost, and the time spent away from jewelers' businesses are all significant.

With 3,000 plus vendors, the question is: how can any retailer cover the shows adequately? I was interested to see a video with Hedda Schupak, reporting for Centurion. She interviewed Jeff Roseman of David Harvey Jewelers in Norwalk, CT. Hedda asked Roseman what he wanted to see at the show, new products, new directions, and new designers? His answer surprised me. He said he came to the show to strengthen existing relationships his store has with its current suppliers. He was interested in organic growth with these suppliers.

As many readers know, I served on the JCK Advisory Board from 1991 to 2004 from the very beginning of the planning for a jewelry trade show in Las Vegas to its launch in 1992. The idea of a Las Vegas Show came from The Retail Jeweler's Co-Publisher, Ed Coyne. Originally considered as a show for the independent retail jewelers of the U.S. market, in a few years, the show became one for everyone selling jewelry at retail. Independents, majors, big box retailers, Internet sellers, antique and estate jewelers, and pawnshops all come to Las Vegas from the U.S. and indeed the world.

The JCK Show provided significant benefits to both retailers and exhibitors of low cost exhibition space, quality hotel rooms, meals, and a very conveniently located convention center, The Sands. Ever in the market for good food, a show attendee could get breakfast for \$3.99, lunch for \$10, and dinner for \$25. And the food was excellent because the casinos lured people to Las Vegas with low cost hotels and meals primarily to get them to the gambling tables. Today, the cost of hotels, restaurants, and taxis are anything but inexpensive.

Over the past four years, I've attended six IJO conferences. A comparison of these IJO events





7()() independent retail jewelers



200 suppliers for 3 days



"I was amazed to see families of jewelers walking through the shows with children in strollers".

with the Shows of Las Vegas is interesting and I think useful. Interesting because the approach of each is so different. The Las Vegas Shows represent a massive effort to gather the entire industry together for approximately 6-10 days.

The IJO event focuses on approximately 700 independent retail jewelers and includes roughly 200 suppliers for three days. Because IJO conferences are so much smaller, they are more relaxed. From an independent jeweler's perspective, IJO events are family friendly.

I was amazed to see families of jewelers walking through the shows with children in strollers. All were welcome. There was no restriction of children to the events. I thought having children of the jeweler's family attend the events was a good idea, especially for the ones who potentially might take over the business some day. Their buying events are staged in the spring and the late summer periods. IJO selects different cities for their events, thus giving their retail members the opportunity to visit new places in the United States they might not ordinarily see.

The useful aspect of the comparison of the two events is to suggest from an independent's perspective, a smaller more relaxed venue may provide a better opportunity for jewelers to spend more quality time with their vendors, rather than a quick rushed visit.

The comparison of the two types of events is useful food for thought for retailers and exhibitors. Both have advantages and disadvantages. At the end of the trail though, it is what you accomplish relative to your goals.



Frank Dallahan

co-publisher of The Retail

Frank@theRetailJeweler.com

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BUDGET **BREAKERS**

AND

MILLIONAIRE MAKERS

Habits of personal finance can have a major influence on our lives in ways that may either break our budgets, or help us to become millionaires in the making. Here is a quick look at some of the practices that may be budget breakers or millionaire makers in our own lives.

By Donna M. Phelan

BUDGET BREAKERS



Living Above Your Means.

Living above your means is guaranteed to destroy your wealth, with predictable accuracy. For many, it has become a way of life, never having been taught a better method.

Not Tracking Your Spending.

If you're not tracking your spending, it's easy to break your budget. Tracking your spending is extremely useful to increase awareness of your financial habits.

Over-leverage.

With over-leverage, one misstep can lead to potential bankruptcy. What may have started as an idea worthy of (over-)financing, may transform into a stressful nightmare of debt servicing.

Carrying a House That Is Too Big.

If you've always wanted that dream house, run the numbers first. Trying to carry a house that is too big means that you will also likely service a mortgage, taxes, utility bills and

maintenance that are all too big. You may end up exhausting your resources without building any home equity.

Large Home Remodeling Projects.

Notorious for grossly exceeding expected costs, these are especially harmful just before or after the start of retirement. Better to plan in advance, and do a little at a time out of cash flow.

Divorce. Divorce is a budget breaker.

Aside from the emotional upheaval, there is usually some kind of economic equalization payment from one party to the other. Then there is spousal, child and dual household support. It often takes several years to recover from divorce financially.

Excessive College Tuition.

Extreme tuition can saddle your children (or you) with debt that can last decades. Do not jeopardize your retirement security by delaying your retirement savings. Look for a more affordable solution.

Fraud.

Get rich quick schemes are ubiquitous and financially destructive. Embarrassment keeps the victim silent and allows the perpetrator to carry on. If it sounds too good to be true - it is!

Lawsuits.

Emotionally charged, lawsuits can drain us physically, financially and mentally. Do a cost /benefit analysis to determine if the outcome will yield any real financial gain for all the pain.

Not Having an Emergency Fund.

It may be difficult to accumulate an emergency fund, but if you have an emergency and no fund, your budget will likely get broken.







Shows: RJO, IJO, JCK,



BUDGET BREAKERS

AND

MILLIONAIRE MAKERS

Here are some personal finance practices that may help us to become millionaires in the making.

MILLIONAIRE MAKERS

Living Within Your Means.

A balanced financial life engenders its own serenity. One of the quickest ways to get your budget under control is to pay cash. Using a checkbook instead of credit cards helps you to feel the impact of your spending in realtime.

Counting Your Money.

Take the time to regularly add up your personal assets (what you own), and liabilities (what you owe). Subtract your liabilities from your assets and you get your net worth. It's fun to watch your net worth grow over time.

Taking Responsibility And Making Decisions.

Good wealth management is like good health management – you have to take responsibility, and sometimes you have to make the difficult decisions and follow through.

Saving Regularly.

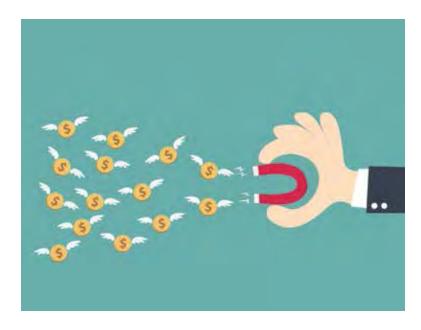
The sooner you start saving, the more you will be able to amass, thanks to the amazing power of compounding. This is an excellent strategy for Millennials.

Investing Wisely.

The purpose of investing is to provide a profitable return on your money. Have a long-term perspective and keep learning. Research your investments thoroughly before investing.

Knowing The Value Of Things.

Knowing the value of things helps you appreciate what is truly important and release the clutter. It may also teach frugality and charity.



Having Life Goals.

Life goals help to provide meaning to our lives, and keep us on the path of wealth accumulation and lifetime achievement.

Being Organized.

Being organized is a valuable skill that can be learned. It helps to keep our finances and bills in good order.

Having A Team.

Build a team of trusted professional advisors with whom you consult regularly.

Having A Written Plan.

Millionaires in the making should have a written plan that is updated regularly. It's like your own personal GPS guidance system that tells you where you are and where you are going.



Donna M. Phelan

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

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How to Make Your Holiday Sales Much Sweeter.





Start with a Stunning Collection of Eye Candy.

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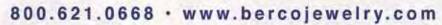
Sugar Coated with a Sweet Marketing Program.

The icing on the cake? A beautiful brochure program including corresponding marketing tools to cover your multi-channel marketing efforts. The perfect ingredients to bring holiday shoppers into your store.





SERVING GENERATIONS OF JEWELERS SINCE 1926





START YOUR DAY

THE RIGHT WAY

By David Brown

We've long spoken about the need to kick start your day with a morning meeting with staff. This gives you the opportunity to set your agenda, review yesterday's sales and re-emphasize targets and steer your team towards the goals you have for the business.

But what about your own day? If it makes sense to do this in your business career it makes sense to do it on your personal life too. A friend of mine has recently taken to planning his own morning and after 30 days it has had a profound affect on his life. Rather than just falling out of bed and seeing where the day takes him he has set himself up to make a deliberate start to the day - and it has shaped his attitude and results immensely already.

The majority of people are seeking financial success – yet very few people achieve the highest level of success that there is. It seems that this right is reserved for the privileged few, those that have special abilities and talents.

Yet is this true? Many of the most financially successful people in the world have no more potential than you or I yet they achieve prodigious results. Why?

do things differently than everyone else

One of the keys that my friend has identified is the truly successful do things differently than everyone else. They take the action they need to succeed and this involves starting their day off in the right way.

The truly successful, from Oprah to Will Smith, start their day deliberately with a routine that sets up their frame of mind. Most people allow their emotions to dictate their actions (and hence their results) but the truly successful in all walks of life take action first ...and their feelings follow from this.

Take exercise. We all have the best of intentions when we start out but after a week or so our feelings get in the road. We don't follow through because we don't feel like it. The successful person takes the attitude that doing the exercise will lead to the positive feelings. Their action leads their feelings, not the other way around.

That's where my friend has seen the importance of his morning routine. By taking a half hour each morning regardless of the



circumstances to meditate, review his goals, plan his day and read a few pages of an inspirational book he has developed a level of resilience and commitment to achieving his goals that he has never had before - and the results are beginning to happen.

So why not set your own morning routine? Sit down in a quiet place and plan your goals and objectives. When did you last ask yourself what you really want out of life, what the purpose of your business is? Reminding yourself on a daily basis of why you are doing what you do and what you want from your business will not only put you in a positive frame of mind each day but will give you greater resilience when problems hit. My friend I mentioned encountered a major business problem last week that normally would have had him in a tailspin - yet he reported afterwards that he had never felt so calm about dealing with a work issue before. Customers are now coming to him rather than him chasing them and opportunities seem to be opening up everywhere he looks.

So I challenge you - take a half-day to review your goals in life, then starting each morning spend half an hour preparing yourself for your day. This can take whatever form you like... meditation, affirmations, inspirational reading, reviewing your goals, planning your day, visualizing your goals being achieved...whatever works for you.

The importance of a morning meeting with staff isn't lost on those who do it in their business. So why not have a morning meeting with yourself that makes your day more than just an accident?



David Brown

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact inquiries@edgeretailacademy.com or Phone toll free (877) 5698657 © Edge Retail Academy 1983 Oliver Springs Street Henderson NV 89052-8502, USA

It's Not Just About The Buying!

Are you capturing as much of your market as you could be? Are you **the** jeweler in your market area?



ou can't say there's one thing in IJO that makes the difference – it's a combination of all things IJO offers, from the educational seminars to team clinics and overall camaraderie among the staff and members that has made me step out of my comfort zone in many ways over the years. When I joined in 1999 I was doing \$450,000 – let's just say there have been a lot of zeros added to that number since! I was hesitant about joining because I felt like I would be a small fish in a giant ocean and feared being ridiculed by my peers. It was nothing like that. IJO has made me the "diamond guy" in my town, and has given me the tools to take my business where it is today.

Scott Wickam, Goldsmith Gallery Jewelers, Billings, MT

Jorking as a bench jeweler for 20 years and owning a jewelry store are two different things entirely. IJO has helped me transform from bench jeweler to business man, and because of their programs my company is profitable and healthy. When I became involved with IJO I found a community of over 800 independent jewelers that wanted ME to succeed. They made me think of my business as not just a small local jewelry store, but a part of an international organization which has set us apart as "the experts". Without IJO, we are just another jeweler. IJO makes me want to be more and enables me to be a step above others and be a "Jewelry Retail Leader". Money can't buy that.

Phillip Pitts, Parris Jewelers, Hattiesburg, MS



IJO will be at the brand-new Omni Hotel in downtown Nashville July 24-29 and if you are interested in attending please contact Penny Palmer at 800-624-9252. More than 80% of IJO members attend both of our conferences every year. Let us show you the reason why. Our aim is to help you work smarter to increase sales and profits, as well as boost your image in your community.



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{Band Together}

The traditional wedding band has significantly evolved and its root meaning is not always worn as it was thousands of years ago. Designers have captured this transformation by creating bands from innovative materials, unique settings and intergrading exquisite gemstones. This refashion has allowed the wearer to accessorize to their personal taste.

Wendy Brandes

Wendy Brandes- I am always taken by unbelievable imagination and designer Wendy Brandes "Maneater "band had my eyes wide open. This handcrafted 18K mixed white and yellow gold piece of ring art, intertwines diamonds,

tsavorites and sapphires. This story telling ring is something to be seen in person, since it holds a surprise design element underside the shank.

MSRP Available upon request

www.wendybrandes.com



Qalo

I love problems solvers and the founders of Qalo are just that. They found that individuals who lived very active lifestyles, whether it was rock climbing, active jobs, surfing you name it were challenged with the traditional metals of wedding bands. To still hold that symbolic commitment meaning, they created this super cool but simple medical grade silicon band collection. They carry extensive designs for both men and

women and even if you haven't found that soul mate it is for sure a hip accessory. MSRP Camo Band \$19.99

714-464-3252



Nvit Blanche

Intriguing and passionately connected to nature Nvit Blanche has intertwined the latest 3D optical scanner technology and a 16th century German silhouette to create this ultra fresh band. Digitally worked using ground glass enamel this skull band comes in platinum, 18K and 14K yellow gold and silver with natural grey diamonds. Image credit to Wolf Collective MSRP \$450-3,500.

www.nvitblanche.com



Suzanne Kalan

My heart skips a few beats for Suzanne Kalan's Firework Collection. This designer extraordinaire has been a visionary in the jewelry world since 1988, when she turned her dream into a reality. Keeping with her modern and chic design esthetic, baguettes are uniquely placed creating a burst of electricity for your finger in this 18K rose gold eternity band. MSRP \$6,160.

818-885-8420





Jackie LeBental

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

Polly Whales

I am mesmerized by how jewelry designer and trained sculptress Polly Whales takes imperfection and turns it into

an everlasting piece of jewelry. To celebrate July's birthstone the Ruby, I fell for this marvelous crystal ruby ring set in 18K yellow gold. Polly's collections are organic and effortless, I dare you to buy just one. MSRP \$4,510.



www.pollywales.com

Edgeworth

The mastermind behind this intricate hand woven design is Mackenzie Law. This extremely personable designer who is trained in metalsmithing intertwines her innate skills and imagination to create this stunning band. Each piece of Edgeworth exudes this designer's personal stamp which

should be cherished for its craftsmanship and uniqueness. This band is available in 18K yellow, 14K red or 18K palladium with either a brushed or high-polish finish. MSRP \$3,125.



www.edgeworthjewelry.com

Mark Schneider

Award winning and stunningly unique Mark Schneider brings fluid femininity to his Vine band. Set is 14K white gold and

diamonds, I love this band for its modern yet classic impression. Handcrafted in the US and intimately involved with the design process, Mark connects contemporary design with timeless elegance. MSRP \$2,338.



866-570-3112

Benchmark

The leader in wedding band design and manufacturing for over forty years keeps surprising us with innovative materials and bold concepts. This men's band constructed in black

titanium and black diamonds is sleek and chic. Benchmarks collections are extensive and crafted to the highest level of perfection in shape and form. If you are looking for a band you will find one at Benchmark! MSRP \$1,750.



205-345-0555

Henri Daussi

For over 60 years the diamond house of Henri Daussi has defined passion and expertise for diamond jewelry. Following after their roots Jeff and Kristiaan Loots honor

their family heritage by maintaining excellence in both craftsmanship and design. Each brilliant stone meticulously set in 18K white gold is available half way or as an eternity. This eye catching all diamond cigar band will take your breath away. MSRP \$9,400.



www.henridaussi.com

Jane Taylor

Vibrant and always evolving, Jane Taylor's approach to designing jewelry is always keeping her collections wearable, lively and polished. The remarkably creative combination of Namibian spessartite garnet, rhodolite garnet, yellow sapphire and green tourmaline set in 18K yellow and rose gold from the Cirque Collection, certainly captured my

attention. These bands give life and excitement to the traditional wedding band. MSRP \$3,545-\$7,890.









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GOOD DESIGN Can Help You Increase Your Customer Count

GOOD DESIGN IS INNOVATIVE

Start considering how the exterior of your storefront can be used to attract customers driving, cycling or walking by. Since you have 5 seconds to grab a potential customer's attention if they are driving, big, simple, powerful ideas are best for attracting attention. Large perforated graphics over your windows, illuminated by your night-lights, work well. Big transparency boxes (6' x 10') on the side of your building also communicate. An artistic mural painted on the side of your building is effective during the day and communicates your store's interest in art related themes and local culture.

GOOD DESIGN IS USEFUL

Plan your store so that it is easy for your staff to work with customers. Include workstations on the floor in order for staff members to make calls, write notes and maintain their own client list. Ensure that there is a custom design station somewhere in the store, preferably close to the diamond area. Include a plasma screen to showcase custom designs created for your customers and/or the creation of a sketch. Free Wi-Fi is a huge convenience for your customers and their shopping partners. A small repair counter for battery changing and watchstrap adjustments on the floor with some staff privacy is popular with customers.

GOOD DESIGN IS AESTHETIC

Walk into your store one morning and view it as a customer. If it is tired looking, consider repainting. Clean off all the surfaces in customer view, filing or tossing stacks of papers. Clean the carpet either professionally or rent a steam cleaner. Throw out all torn and discoloured display trim. Replace transparency images if they are more than 3 months old. Replace all blown light bulbs or better yet, replace with LED lamps where possible. Result - little money spent, some effort expended, a fresh, organized store.

GOOD DESIGN MAKES A STORE UNDERSTANDABLE

Communicate what services are available in the window & when customers enter the store. How about a watchmaker or jeweler in the window? One caveat - the area and the artisan must be immaculate. Make your service department easy to find. Windows into the jewelers' work area close to the repair counter or behind it convey a powerful message. Being able to see the jeweler, the steamer & ultra sonic eliminates customers' fears of loss, exchange or lack of trust. Look books and changing images on a plasma screen communicate custom design available here.

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GOOD DESIGN IS

UNOBTRUSIVE, SUBTLE & DISCREET

Lighting should highlight the merchandise. 4 types of lighting accomplish different jobs. Task lights illuminate inside the cases. Ambient indirect lighting gives a soft glow to the space. Accent lighting from above lights the merchandise. Decorative lighting is pretty and adds to the atmosphere of the store. Quiet is almost as important as light, especially in a busy store. Nothing softens sound like lay-in ceiling tile. Combining tile with drywall sections creates a handsome look. Drapery softens and absorbs sound and is too often overlooked as an option in store design. Specially designed sound absorbent panels can be used to cover complete walls or be designed as a decorative element. All new walls within a store should be constructed with sound absorbent insulation.

GOOD DESIGN IS ENVIRONMENTALLY FRIENDLY

What can you do that is not necessarily expensive? Reuse existing showcases, either your own or purchased from another jeweler. They should be retrofitted with LED light rails, new top glass and possibly raised to the new popular height. Use materials and decorative elements that have a high-recycled content. Use paint with low VOC (volatile organic compounds) count. Visit your local thrift shops for chairs that can be restored and reupholstered and decorative items that can be refreshed as store props.

GOOD DESIGN IS SIMPLE

More is not better. Keep some merchandise in the vault or in under stock drawers that can be easily pulled out to make your customer special. Highlight your brands. Customers trust them and seek them out.

GOOD DESIGN IS THOROUGH TO THE LAST DETAIL

Your store is beautiful. Does your packaging reflect this? Small beautiful things make a customer feel special. They are memorable. Tags added to gift bags personalize your message.

A multiplicity of small things can improve your business. Try something.



Ruth Mellergaard, FIDA

Ruth is Principal of GRID/3 International, Inc. She is a New York certified interior designer with specific experience designing jewelry stores. She knows a great deal about planning stores to operate profitably; specifying lighting to illuminate the merchandise and choosing and specifying colour and materials that make a statement. Ruth can be reached at 212-391-1162.











SERINIUM

VITALIUM

The Precious Contemporary Metal



Jewelry Innovations

JCK Las Vegas

Atlanta Jewelry Show - PV12

The SMART Show Chicago

IJO Continental Buying Group

Leading Jewelers Guild

www.jewelryinnovationsllc.com

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WE HAVE A WINNER:

HOW TO USE

STORE CONTESTS

EFFECTIVELY

By Matthew A. Perosi



Contests are a good way to promote your business yet sometimes they yield less than expected publicity results, little financial return, and even zero contest entries.

Jewelry design contests are the most popular types I help implement. This type of contest should allow for designs to be submitted via email, through Facebook, a form on your website, and in person.

Don't limit design submission to only one of those methods; USE THEM ALL.

Contestants are likely to give you their primary email address because winners will be notified by email. This gives you a great way to collect names and email addresses for future

marketing. Every contest you run will generate short-term interest with a few sales, but they lead to long-term potential sales through email marketing. The collected email addresses are the real value, and reason for the contest.

Before running any contest, you should already have an email marketing strategy in place; otherwise the contest is nothing more than you giving away your goods and services in exchange for short-term publicity that doesn't generate sales.

A jewelry design contest could be very expensive if you are making the winner's design. Time and promotional costs are certainly a factor for every

contest type. You will need to measure the return on the contest expense over a long term, rather than during the duration of the contest. To implement that type of ROI, in your point of sale software, you have to associate all those contestants with the contest. That way, you can amortize the cost of the contest over long-term future sales from those contestants.

Even though people might not buy during the contest period, you should have a target goal of at least two eventual new customers as a result of the contest.

customer spend with you over time? Assuming a \$6,000

Before running any contest, you should already have an email marketing strategy in place

lifetime value, with a minimum goal of two new customers, you could allocate \$12,000 for promotional costs and make all your money back through the lifetime of those two customers. If your goal is 20 new customers then you'd have a \$120,000 return on a \$12,000 contest investment.

Two customers do not sound like a lot until you think about

the lifetime value of each customer. How much does a typical

However, that type of return will never be realized if you don't have a long-term marketing plan that regularly engages the people who enter the contest. Email is the easiest. Contact through social media is also easy, but don't discount direct mail.

With a goal of 20 new customers, you need to make sure enough people hear about the contest and sign up for it. Many local radio stations and newspapers offer contest promotion services. Although it might seem attractive to use these services and allow the newspaper/radio to do all the promotion for you, relying on a single medium to promote your contest always yields poor results.

Radio station sales representatives always show large listener reach but those listeners don't usually respond well to jewelry store contests. A radio station might offer banner



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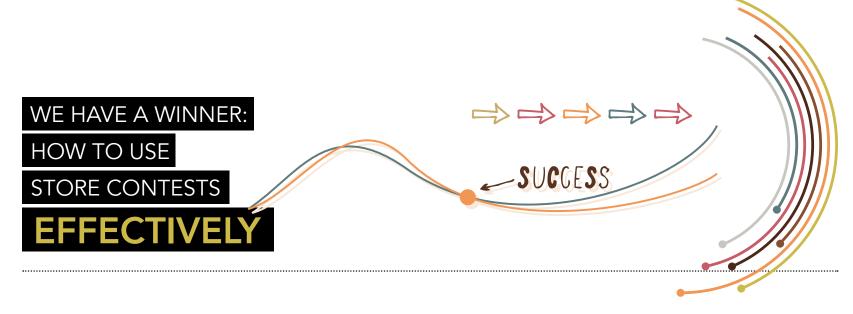


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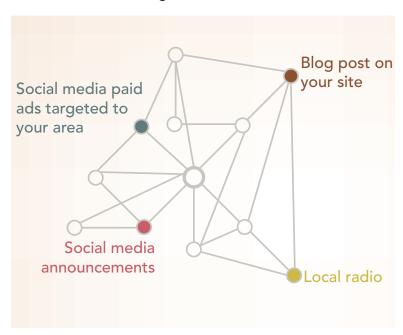
IJO Nashville July 25th - 29th

RJO St. Louis August 1st-3rd



ads on their website, but that also seems to yield very little results. Newspaper ads don't seem to work for contest announcements either.

The following combination of advertising mediums seems to work best right now to attract new customers:



Keep your target new customer goal and lifetime value in mind and don't spend more on promotions than you can reasonably make back. Facebook ads are very attractive right now because they will reach thousands of new people for a fraction of the cost of radio and newspaper.

Other than new customers, you also have the opportunity to acquire a lot of valuable website information during the contest period. Although Google Analytics is great, you should also set up other website monitoring tools to measure how people navigate your site.

User measurements will allow you to gain insights into the products and services people looked at before entering the contest. What you learn during a contest period could help you redesign your website, or you can just use the collected data to improve upon your next contest.

When considering larger contests with high value grand prizes, like engagement rings, it's better to create a multi-company grand prize with other local vendors who will cooperatively help generate a marketing buzz.

I've seen really successful contests that involved a local florist, tuxedo rental, banquet hall, and limo service. Each of those companies paid for their own promotion of the contest but all the entries were collected by the jeweler. With this type of cooperative contest, you would share all the sales leads with



the other companies after the contest is over.

In conclusion, contests are a good way to build awareness of your jewelry store, but they are only the first step in a long-term marketing campaign that you must follow up. Goal setting and preparations to reach those goals need to be carefully planned.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his 5-day per week newsletter, available through jwag.biz. Tap into the more than 1,100 free newsletters to guide you towards better usage of websites, social, andmobile. Matthew invites your feedback and questions at matt@jwag.biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.



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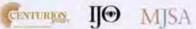


















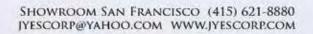
















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FOR ALL ITS WORTH

IF MILLENNIALS ARE TOO POOR AND BOOMERS ARE AGING, WHO'S GOING TO BUY JEWELRY?

By Hedda Schupak

Editor's Note:

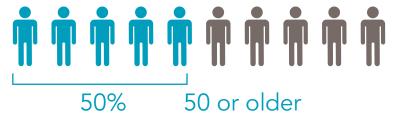
The following article appeared in The Centurion's Newsletter and is reprinted here with the permission of Howard Hauben.

If you've been fretting over how to attract Millennial shoppers, legendary Madison Avenue adman Peter Hubbell has a piece of advice: Stop. Right. Now.

Many jewelers are fretting over how to attract Millennials. It's hard to find a show or conference that doesn't have a list of seminars dedicated to attracting Millennials, or a pundit that hasn't issued dire warnings about how differently they shop. The core topic of the recent American Gem Society Conclave in New Orleans was Millennials.

Forget those poor Millennials for now—but forget those rich Boomers at your own peril. While jewelers are busy wooing and worrying about Millennials, their best opportunity for high-ticket sales is alive, well, and going to be spending their millions elsewhere if we don't work to keep them, warns Hubbell, author of The Old Rush and founder and CEO of BoomAgers, an advertising agency focusing on Boomer consumers.

"Boomers are the next big thing," he told the audience at the Gold: Trends, Techniques, and Transparency conference sponsored by Initiatives in Art & Culture. "In less than five years, 50% of the American population will be age 50 or older."



Marie Stafford of J. Walter Thompson's JWT Intelligence says there's a perception that 50 and older is all the same. "There is no distinction made between someone who's still quite fit, working and very engaged in the world, and someone who's 80 or 90. That's probably why so much communication is going wrong."

Ever since the early 1960s when the first Boomers turned 18, retailers have been obsessed with the 18-49 demographic. So when the first Millennials turned 18 (roughly in the late 1990s), retailers collectively shifted their focus like fans at a tennis match. But few bothered to turn their heads when the youngest Boomers exited the demographic last year, and that, says Hubbell, is a huge, expensive mistake.

"People in business have experience doing what they've always done. It's hard to overcome inertia. But consumers don't know what they want till they want it. If Henry Ford had listened to the research, he would have tried to breed a faster horse, not build a car," he told The Centurion in an exclusive interview.

New research by global ad agency Ketchum shows that contrary to the stereotype of being "stuck in their ways," 89% of consumers over 50 claim they're open to trying new brands, citing evolving priorities. The whole notion of age is a relic of the past, says Hubbell. Age is a spirit, a state of mind, he says.

"Everyone thinks age is biological, but it's psychological," he said. Most consumers age 65 to 74 feel at least 19 years younger than their actual age, but conventional advertising focuses on age and [life] stage, and as such, anyone over 50 is suddenly rendered invisible; irrelevant to anyone but sellers of health care products.

Stafford says JWT got a sense in its research on over-50 consumers that this group feels very different than their own parents. "Many of them said, 'When my parents were 50 or 60, that was old, and they behaved like they were old. But for us, it's different.'"

Aging is dynamic, a moving target, says Hubbell. To wit, Ketchum's survey says there is no decline in Boomers' perceived contentment from 50s through 70s, with each cohort saying it's "their best decade yet."



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YOUR CUSTOMERS

OUR FINANCING

Synchrony Financial, formerly GE Capital Retail Finance, is bringing new meaning to the word partnership. We offer credit and financing solutions to our partners' customers, including small and independent retailers like Jewelers of America members. With over 80 years of retail heritage, we have the products, services and industry expertise to help our partners improve customer loyalty and increase average transaction sizes. Find out what Synchrony Financial can do for your luxury business at SynchronyBusiness.com/luxury or 1-855-433-3772.

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IF MILLENNIALS ARE TOO POOR AND BOOMERS ARE AGING, WHO'S GOING TO BUY JEWELRY?

Boomers today are highly fearful of the sedentary, socially isolated life they associate with old age, and they're actively going the opposite way. Boomers spend more time on Facebook than Millennials, but they use it differently. The technology itself helps them feel vital and relevant, while the ability to stay connected has a huge appeal.

So Boomers are big. But are they valuable to you as a jeweler?

Considering they control 70% of the country's disposable income, that answer is pretty obvious: heck yes! And Hubbell says they're going to spend it. They spend \$3.5 trillion annually, a 45% increase over the previous decade.



"They still spend on themselves. They have a full tank of gas in the car and they're going to drive until it's empty," he says bluntly. According to Ketchum, Boomers would rather switch brand loyalties than settle for something that doesn't satisfy. There also are more single women over 50 than ever, with money to spend on themselves.

"We see women coming out of their 40s, the so-called rush hour decade, when they have been building a career or a family or both," says Ketchum partner and chief strategy and creativity officer Karen Strauss. "Many of them have a breakthrough moment at around age 50. They have 'leaned in' to achieve career and family goals, and now they want to start taking better physical and emotional care of themselves."

"Everyone is ignoring the significant chunk exiting to the right and is obsessively focused on the group coming in from the left," Hubbell says. Younger adults spend about \$2.3 trillion annually; about one-third less than older adults.

As the infamous Willie Sutton once said, you go where the

money is. The first Millennials will not enter their peak earning years until 2020 and the majority not until 2030. That's a lot of time to sell a lot of jewelry to a lot of well-off Boomers.

The key is making your product desirable to them. The two most expensive purchases people make are houses and cars, and to a great degree those are more emotional than rational purchases. You start out rational but once you find something you love, rationality goes out the window and emotion takes over.

It's the same with jewelry, says Hubbell. Whether it's an emotional gift to mark an occasion or just a way of showing that you have good taste and the means to enjoy your success, rationality has little to do with jewelry.

It doesn't even matter if you have a full jewelry box already, he says. To illustrate, he points to the Kitchen Aid line of mixers. Kitchen Aid is known for its powerful, sturdy stand mixers. Originally they came only in white. And since they rarely break, there was little impetus for consumers to buy a new one.

But when home kitchens shifted from a workspace to an entertaining space, suddenly a colorful mixer became a decorative statement, not just an appliance. People didn't know they wanted another mixer—until they did.

So what's the key to attracting both Millennials and Boomers?

It's a bridge you build by focusing on values, not age or stage, says Hubbell. Between the younger Boomers and the oldest Millennials entering their peak earning years, that's 78 million consumers—roughly the size of either generation in its entirety. (And that's not even counting the overlooked GenX'ers in between.)

"Values are developed in your formative years, and they stay with you for a lifetime." The way they're expressed may change, but the values remain constant.

For example, Hubbell points to gaming. Boomers' parents played cards. Boomers played board games. Millennials play digital or online games. But each generation plays.

"The physicality changes. The core desire doesn't," he told The Centurion. Jewelers are targeting two different generations with two different sets of values, but you have to look at what motivates people to buy jewelry. "Irrespective of age or stage, market to values," says Hubbell. The ability to buy expensive things still says, "I'm able to buy expensive things."

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IF MILLENNIALS ARE TOO POOR AND BOOMERS ARE AGING, WHO'S GOING TO BUY JEWELRY?

But there will need to be a paradigm shift in how jewelry is marketed. Tiffany's homepage lists "50 Gifts Under \$500." That's their best-selling category, says Hubbell, not the plain engagement ring you can get on 47th Street for one-third the price.

Even if Boomers feel younger than they are and spend like crazy for the rest of their lives, they're not immortal. Jewelers who want to remain successful need to look at marketplace trends in other industries to see how the winds are shifting. For example, McDonalds' sales are tanking in the United States, while fresh-casual places like Chipotle and Panera, perceived as healthier choices, are rocketing. Ethical sourcing and fair wages matter more and more to consumers.

Other deep-dive values to bear in mind in building the bridge between Boomers and Millennials: Relationships matter greatly to Millennials. Even if they're delaying marriage, they're closer to their parents than Boomers were, and close to their friends. Millennials are a transactional generation, compared to Boomers as an experiential generation. It sounds counterintuitive, given all the research that says Millennials would rather spend money to travel or have experiences than own things, but they'll fire off a text rather than have a full conversation. They buy online, and they are used to buying, consuming, and disposing. Today, even if consumers wanted to fix, say, a small appliance, the infrastructure isn't there to support it.

They're smarter, more educated, and far more diverse than Boomers ever were.

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Hedda SchupakEditor, The Centurion Newsletter



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PREPARE YOUR BUSINESS

FOR MOTHER NATURE'S WORST

By David Sexton

Tips to Protect Your Jewelry Business from Any Disaster

Hurricanes, tornados, severe weather, or wild fires - when



Mother Nature strikes, you may have little or no time to grab a few belongings and evacuate to safety. Imagine if your jewelry store was in the path of this kind of imminent danger. Your first priority would undoubtedly be your personal safety and that of your associates. Property can be insured but lives cannot be replaced.

So how can you protect yourself and your staff in the wake of such calamity? Make sure you are adequately and appropriately insured. There is no time like the present to review your entire insurance program with your agent or broker and evaluate the efficacy of your store disaster planning to keep you and your associates safe, and help reduce your potential property loss.

Follow these tips from Jewelers Mutual Insurance Company can help prepare before disaster strikes.

FOCUS ON PEOPLE.

Protect your business' greatest assets, your staff, by including them in your disaster recovery planning. Make sure each staff member knows their role and appropriate steps to take in the event a disaster is declared. Review your disaster recovery plan with your team at least annually. Disaster recovery or business continuity planning prior to a disaster being declared will provide you and your team your requisite roles and sequential steps each team member can follow to successfully execute your plan before, during and after any declared event.

KEEP A PHONE LIST HANDY.

Effective communication in times of company crisis is essential. Establish a calling tree plan providing quick access to employees' and key vendors' phone numbers. Also be sure your staff has quick access to the phone tree, so they are as prepared as possible. Before a disaster strikes, assign critical communication roles for your associates to keep your team informed before, during and after a disaster so everyone is aware of the their role in helping to execute the plan and help restore business operations as quickly as possible.

KEEP UP TO DATE INVENTORY RECORDS.

- Create, maintain and protect easily accessible inventory records for your merchandise for sale as well as all of your business personal property. A central strategy of effective disaster recovery planning is to make sure you can quickly substantiate your covered claims to expedite your insurance settlement. Keeping a copy of this up-to-date information protected at an off-site alternate location is one of the smartest things a prepared jeweler can do.
- Your inventory records should include a detailed listing of all owned stock for sale, customers' goods, memorandum goods and merchandise that's temporarily away from your store.
- Create a file with the following: A listing that describes

Continued to Pa 38 36 | The Jewelry Business Magazine

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FOR MOTHER NATURE'S WORST

Tips to Protect Your Jewelry Business from Any Disaster



merchandise in such a manner that will trace items to the original source documents (i.e., purchase invoices).

- The value (your actual cost) of each item.
- The date the inventory was taken.
- The exact total value of all inventory items, not a rounded or estimated value.

STORE INVENTORY IN A SAFE

- If you are in the path of a hurricane or are at risk for flooding, before the storm, lease a bank safe-deposit box. Get a box located at the highest elevation off the floor. Place high-valued property in individually sealed plastic bags in the safe-deposit box. Make sure you have insurance coverage for property stored in a safe-deposit box. Secure as much merchandise as you can inside your safe(s)/vault(s). Merchandise that cannot be secured in the safe-deposit box or in your safe/vault(s) should be secured in a locked room inside your protected premises.
- Supplement your inventory records by taking photos and a video of your store and merchandise to document any damages and losses to facilitate timely claims.

PROTECT YOUR DATA

Even when you create and maintain excellent inventory records, remember they're only helpful if you can easily access them! Do not solely rely on paper documentation that could be ruined in a flood or vanish in a fire or tornado. Also, do not rely solely on one computer to save your records. Create and maintain an external hard drive, flash memory or cloud service for backing up inventory records, and store these in an off-site and secure location



MAINTAIN YOUR FACILITIES

- Mother Nature can unleash some powerful events that may damage your building, but the routine maintenance and repairs you conduct will certainly help you to maintain a safe and secure your property. Simple actions like placing business personal property up off the floor in the wake of a flood warning can be effective risk management to help mitigate a loss.
- As you prepare your off-site business information, don't forget to include the names and contact information of your preferred vendors including glass repair and restoration services to help you recover quickly. If you are susceptible to water damage or high winds, consider shutters and sand bags in your disaster planning.

MAKE SURE YOU'RE COVERED.

Make sure you understand what insurance coverage and limits you have in force and what you will need to do in the event of a covered loss. Talk with your agent or broker to understand what can be insured and what needs to be risk managed as part of your disaster recovery plan, to make informed decisions with regard to purchasing any additional insurance coverage. If you are leasing property understand your tenant responsibilities and be prepared to meet these as part of your planning. When it comes to business continuity preparedness, failure to plan is indeed planning to fail!

For more disaster preparedness tips, visit JewelersMutual. com/Disaster to access the "Jeweler's Survival Guide and Items to help you prepare for a disaster. To find a Jewelers Mutual agent in your area who can help you protect your business from the forces of nature, call 800-558-6411 or email YourlnsuranceExpert@jminsure.com.



David Sexton

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



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Go Out and Get It.

TODAY so much is focused on what appears to be the FAST and EASY. We focus on the big payout of star athletes, forgetting their years of hard work and dedication. We envy the millions and billions a few entrepreneurs make when their company goes public yet we neglect to remember the years of 16-hour days they put in to get there.

Many jewelers lament how tough business is. They blame it on the economy, the upcoming election and a myriad of other issues instead of focusing on what they are or aren't doing to improve their sales.

By Andrew Kohler

So often retailers are anchored to their store and forget THERE IS **A MARKET OUT THERE FILLED WITH PROSPECTIVE**



TRAFFIC. In the May issue my colleague Ed Coyne wrote about the importance of generating store traffic to have a healthy retail operation. He provided a number of traffic generating tips. It really struck a chord with our readers who let us know how much they appreciated the wake up call.

There is another approach to improving sales. Go out and get it. So often retailers are anchored to their store and forget there is a market out there filled with prospective customers.

In his book "How to Sell Anything to Anybody" author Joe Girard writes about his law of 250. He states the average person knows and influences 250 other people. Add the multiplier of social media and it becomes a really big number. Girard also states that people would prefer to buy from someone they know, a friend. To help establish the friendship Joe would begin writing his Christmas cards in July so he could include a personalized note in each one. The law of 250 and buying from a friend is good news if you run a bricks-and-mortar operation, but how do you capitalize on it? Social media is a powerful communication tool, particularly for reaching the 20 and 30-somethings but often the communication is lost in a cacophony of status updates, likes, tweets and re-tweets.

How can you really get your message out there? It can be as simple as handing out a business card to everyone you meet.

Think how many people you interact with outside your store on a daily basis. Consider



handing each of them a business card letting them know they will get special attention (read: incentive - remember Ed's suggestion about pricing). Encourage your sales team to do the same. Imagine how fast your market awareness and store traffic would grow.

Now about your card. It's not about you, it's about them. The card you're handing out should have a clear, concise message that tells people who are unfamiliar with your store the advantages you offer them. You may even want to consider printing up a special courtesy card that features an offer for first-time customers.

Business may be tough at times, but the good news is there ARE things you can do to if you go out and get it.



Andrew Kohler co-publisher of The Retail Jeweler Andy@theRetailJeweler.com



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INDEPENDENTS' DAY

RETAILERS and CUSTOMER

Jewelry Buy-backs Boost Traffic and Sales

When Randy Cooper, owner of Randy Cooper's Fine Jewelry in Wichita, Kan., opened her store for a special buying event last fall, her expectations were hardly sky-high.

"I thought that if we have one or two appointments, I will be shocked," she recalled.

"To my surprise, we had 10 or 12 appointments on both days. IT WAS A BIG SUCCESS."

By Joel Groover

All the more so when you consider that Cooper's store had never bought customers' jewelry before.

In fact, the fall buying event was conducted on-premises by another jewelry business entirely—in this case, White Pine Trading LLC, a recycled diamond and jewelry firm with offices and relationships around the globe. They pitch its jewelrybuyback service as a way for retailers to boost both sales and customer loyalty. Retailers earn commissions on these in-store transactions, and the company sweetens the pot by encouraging sellers to opt for store credit in lieu of cash. If a customer were to try to sell a 14k gold Omega necklace, for example, they would offer to cut that customer a check for, say, \$1,000. At the same time, however, the rep would explain that by signing

that check over to the retailer, the customer would receive a 20 percent bonus (co-funded by White Pine) on merchandise available in the store.

Are there complications or risks associated with bringing third-party buyers into your store? Prior to the inaugural event, Cooper had plenty of questions: Could she trust these buyers to be polite and professional to her hard-won customers? Perhaps most importantly, would they make fair and reasonable offers? "Going in, I did have a lot of concerns along those lines," she said. "I wondered whether my longtime customers would just not like the whole idea. In fact, some that I know really well were not even called about the event because I thought they might be offended. Actually, several of those individuals came to the event, telling us that they saw it advertised in the newspaper and were excited about the opportunity to sell some of their jewelry. "

Three company members were on site during the twoday event. One customer's enthusiasm for the store credit option was particularly noteworthy, Cooper recalled. "This

customer, whom I have known for a long time, said, 'Yes, I'll take the 20 percent' and then put all of her money right back with us," she noted.



20%

As White Pine sees it, retail jewelers

have plenty of reason to work with third-party firms in this way. "It is quite commonplace for their customers to come to them wanting to sell pieces of jewelry, especially in today's economy," said Sam Ziefer, Director of Retail Partnership Development. "Maybe a recent divorcee can't stand to see

> those pieces of jewelry her ex gave her, or someone just wants to extract some value from old, unworn pieces that have been gathering dust in a jewelry box."

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or risks associated with

bringing third-party buyers into your store?



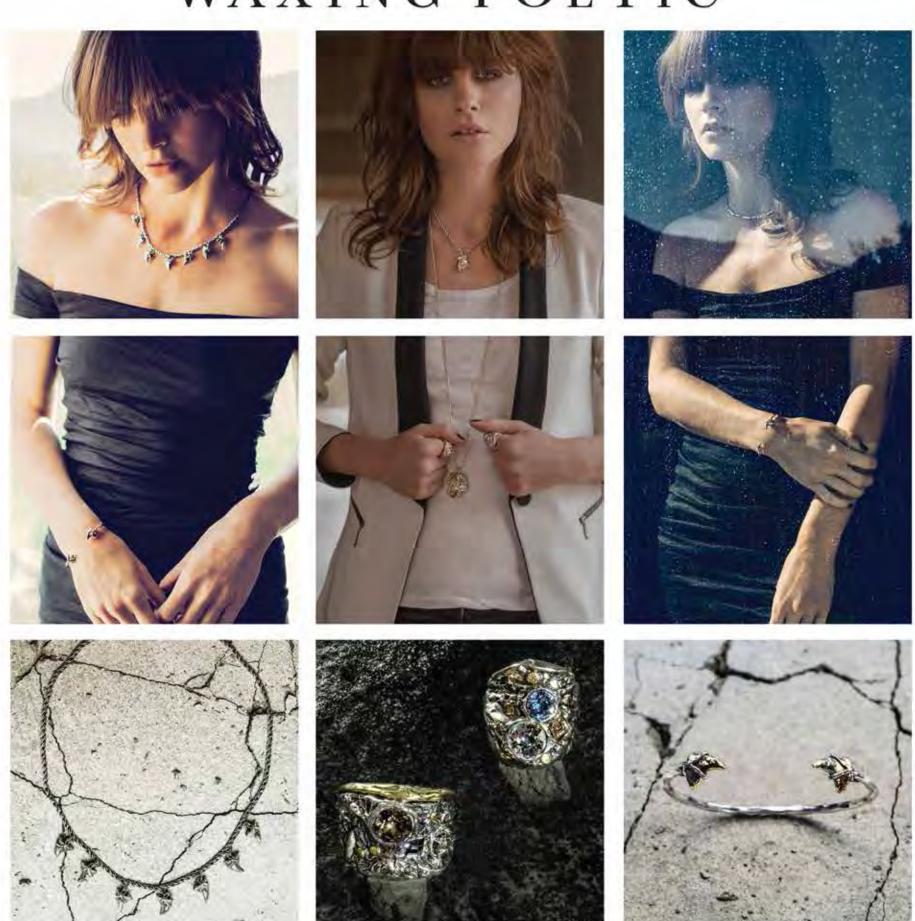
This demand for resale can actually create a conundrum for jewelers, Ziefer noted, because cash-flow constraints typically force retailers to turn down their customers' offers, thus disappointing them.

Then there is the issue of "brand protection." Say a customer has bought a diamond ring from the jeweler and returns to the store a few months later to sell it back. Unless the shop has a price guarantee program, the customer is likely to be disappointed when he gets an offer that is significantly below the original price. Unfortunately, too many consumers mistakenly believe that, once they buy a piece of jewelry, its value starts escalating, then and there.

Continued to Pa 48



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INDEPENDENTS' DAY

RETAILERS and CUSTOMER Jewelry Buy-backs Boost Traffic and Sales



"Many people are simply unaware of how much marketplace fluctuation actually occurs in jewelry, to say nothing of the general public's lack of familiarity with secondary-market prices," Ziefer said. "Basically, we offer brand protection for retailers: Our secondhand-market offers cast no aspersions on the retailer's higher prices, because we're the ones making those offers not the retailer. It provides some distance."

When retailers flatly turn down potential sales, as they often must, this can also sound a sour note in customer relationships. "Independent jewelers today are all about differentiating themselves by providing top-notch customer service—the kind of expertise and consideration that simply isn't available from online players, in particular," Ziefer said. "But what happens to those customer relationships when you keep saying 'no' to people who come in wanting you to take a look at their jewelry?"

The basic idea is that by brokering transactions between customers and third-party firms, retailers can be seen as offering yet-another service to their customers. These deals can happen year-round as customers walk in with pieces to sell—in the case of White Pine, items are shipped to the company's New York City office using their Fedex account at no cost to the retailer, for free evaluation—or as part of periodic events along the lines of what happened at Cooper's store.

"With a program like this, it doesn't matter if you lack the capital or valuation resources to purchase jewelry on your own," Ziefer said. "You're avoiding saying 'no' to your customers and losing those leads. You're also earning commissions and driving traffic to your store." As part of its program, the company pays for all of the year-round promotional materials and special events. "It's a turnkey solution. It's very easy to participate" Ziefer said. The only requirement for retailers is that their store teams promote the program to clients."

At Shellé Jewelers in Northbrook, Ill., standing out from the crowd was a strategic imperative from the beginning, said Brian A. Millman, president and owner. "My grandfather started the business in 1951, and his big thing was quality over quantity," Millman related. "That's why he started breaking off from everybody else and basically doing higher-end, custom, one-of-a-kind pieces. He always believed customer service was most important, no matter what."

Over the past year, Millman has been conveying potential resale pieces from customers to White Pine and is happy with the results, he says. "It is great for us because we can say to our customers 'We cannot buy this piece right now, but, by the way, these guys will," "Millman said. "It's all about the service aspect. I'm sending a package today with a couple of things that customers want to sell. I tell the customers 'It's my pleasure to do this for you."

Shellé Jewelers also works with the company to conduct special buying events. "We had about a 95 percent closing ratio at our event in the fall," he said. "But what was impressive to me was, out of that 95 percent conversion rate, 92 percent of the customers went with the in-store credit option instead of a check. That was fantastic for us."

To drive traffic to the store, 7,200 postcards advertising the event and an email were sent to Shellé Jewelers' entire customer list. "Everyone who came in felt comfortable with the professionalism of White Pine's buyers," he said. "When the buyers walked in, they were not wearing jeans and T-shirts. They were wearing suits with ties and cufflinks, and they were respectful and knowledgeable, which was important to me."

Are such partnerships for everyone? Some sellers, particularly those with high-end estate jewelry, will likely prefer to sell their pieces via other channels such as auctions. And as the initial concerns of both Millman and Cooper suggest, jewelry retailers should conduct serious due diligence before agreeing to go into business with third-party personnel who, after all, will be dealing face-to-face with new and longtime customers—and in the retailers' own stores, no less.

Still, both Cooper and Millman say they are pleased with the third-party option thus far. "Now we have something else we can offer," Cooper said. "Just about everybody has diamonds or other pieces of jewelry that they don't know what to do with. People were happy when they left our event, so we're planning to do this again next year."

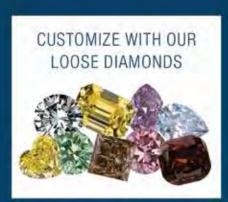
Freelance journalist Joel Groover regularly writes about the retail industry for Shopping Centers Today and The Cobb Business Journal in Marietta, Ga.











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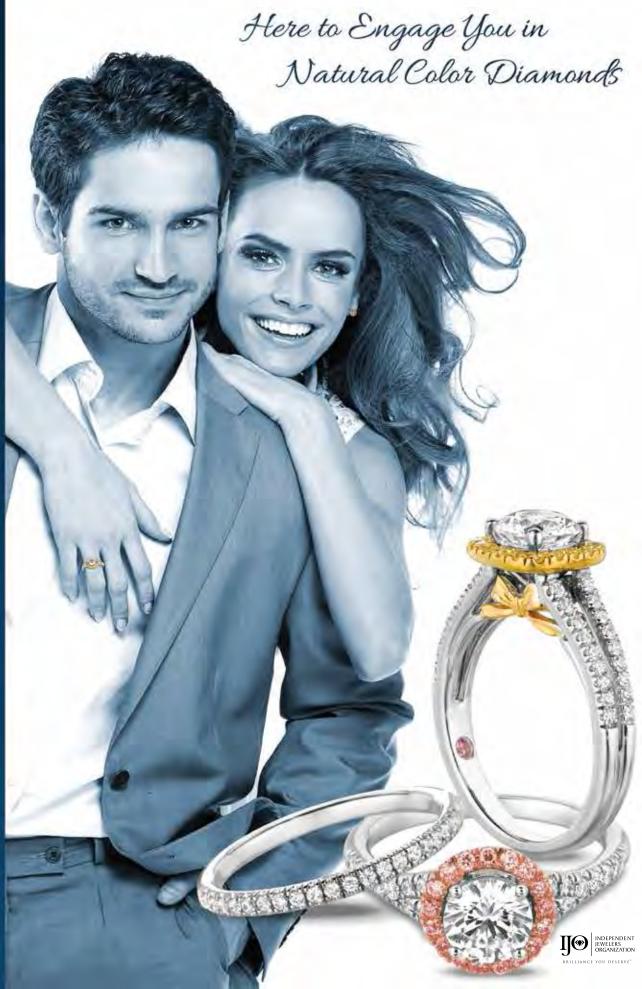


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NATURAL COLOR DIAMONDS AND MORE .. by Pancis Gems Inc.





The Select Show by Centurion is an intimate buying experience catering to better independent retailers and the vendors who serve them, offering hosted hotel packages and catered meals in a relaxed atmosphere. The Select Jewelry Show is returning to the Ritz-Carlton in Dallas, The Foxwoods Resort in Connecticut and this year adding a new venue, the Four Seasons in Chicago.

Lashbrook

888-252-7388

14kt rose gold band with a diamond and Gibeon meteorite inlay.

MSRP: \$2,340 – prices will vary with size



Artistry Ltd

847-674-3250

"Tivoli" necklace in 14k white gold is set with 0.90ctw blue sapphires and 0.26ctw diamonds.

MSRP \$1,665.

Available in ruby and emerald.



Just Jules

480-860-6211

14kt hand-fabricated black opal and diamond pendant . 10ct dia

MSRP \$2,100.



Makur

877-776-2587

Morganite and diamond necklace in 18kt rose and white gold.



Timeless Designs

800-657-9270

Three-stone diamond ring (0.87ctw.) Available in platinum, 18kt and 14kt white, rose, or yellow gold. MSRP: \$4,400 in 14kt (Price excludes the center stone).



Ninacci

213-624-4400

2.61ctw double halo ring in
18kt rose gold with prong
set GIA certified pink pear
shape diamond center stone,
fancy yellow pear shape diamond side
stones, and pave set pink round diamonds.





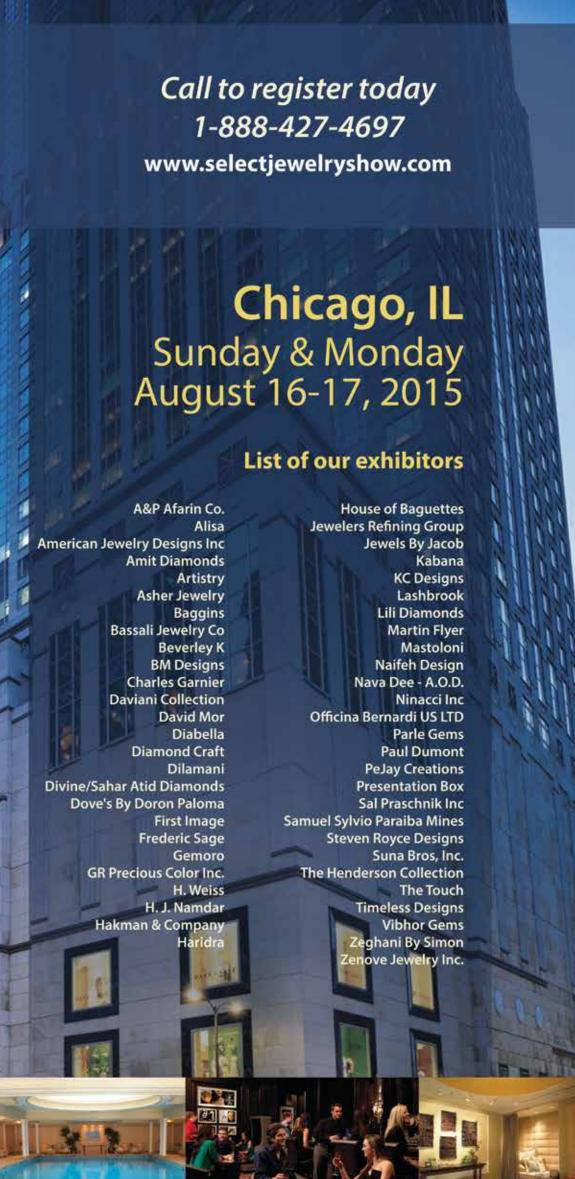
Jewels By Jacob

212-391-8700

The Royal Ruby necklace, has 25.68ctw of Burmese rubies and 27.27ctw of diamonds. MSRP: \$150,000. With Jewels by Jacob, satisfaction is always guaranteed.



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FOUR SEASONS

Hotels and Resorts



Imperial

800-734-7726

14kt yellow gold matte and hammer finish bracelet. Enhanced with 0.80ctw of pave set diamonds.

MSRP: \$7,125.



Imperial

800-556-7738

Natural pink color 13-14mm bead nucleated freshwater Windsor pearl set in 14kt rose gold. Diamond 0.056ct drilled and bezel set into the surface of the pearl.

MSRP: \$1,275.



Armand Jacoby

800-355-1111

14kt gold available in white, yellow, and rose gold. Sold individually with each bangle having

10 diamonds that weighs approximately .66ctw.

MSRP \$2,200 per bangle.



Alisa

888-253-6600

Bright polish 18k yellow gold bangle with "quilted" satin silver center containing a five section diamond pattern. Total weight 0.33ctw.

MSRP \$2350.



Pe Jay Creations, Ltd

201-863-0006

18kt white gold and rose diamond ring.

MSRP \$2,500



Sethi Couture

415-863-1475

18K silhouette white baguette diamond rectangular drop earrings accented with princess cut diamonds. MSRP: \$5,830.



Beverley K

619-465-4789

Vintage-style 18kt white gold semi-mount features 0.67ctw of diamonds. Available in platinum, 18kt and 14kt white, rose, and yellow gold.

MSRP: \$3,355 (Price excludes the center center stones)



Amit Diamonds

213-688-8895

0.10 white center stone (G-VS1), surrounded by 8 pear shapes (E-VVS1), surrounded by 120 single cut stones (F-VS2). Handcrafted on a platinum heart shape U pave' cocktail ring.

MSRP: \$38,412.



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Haridra Jewelry

917-601-0848

Multi-color sapphire clustered bangle. Diamonds 1.70ctw, sapphire 19.39ctw set in 18kt rose gold



Doves

888-66 DOVES

18kt yellow gold diamond earrings featuring checkercut clear quartz layered with amazonite. MSRP: \$5,900.



Asher Jewelry

800-726-0706

14kt rose gold diamond ring with 1/8ctw of micro-pavé diamonds. MSRP: \$649.



Zina Sterling Silver

800-336-3822

'Wired' sterling silver cuff bracelet.

MSRP: \$320.



Dilamani

516-466-6767

Fine rose cut black and white diamonds in 18kt gold.



Frederic Duclos

714-898-3636

Sterling silver necklace set with chalcedony, amazonite, amethyst, rose quartz and mother-of-pearl.

MSRP: \$435.



Color Merchants

212-682-4788

14kt flowing sapphire and diamond ring is set with 0.28ctw of diamonds and 0.93ct of precious color, also available in ruby and emerald.

MSRP: \$1,799.



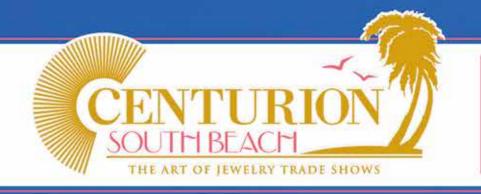
Rainbow Sapphire

866-317-2462

14kt yellow gold pendant set with 3.14ctw of intense rainbow sapphires.



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A legacy is what is left behind when you are gone, from valuables to visions. But one of the best legacies you can leave is through people, those you work with, live with, and lead. The mark you leave on them will live long after you. That's why your leadership in the marketplace makes such a difference.

But it doesn't just make a difference in your legacy. It makes a difference right now. Your business succeeds or fails based on your effectiveness as a leader. As an owner, the impact you make on your people is critical because you are in a position of influence. How you use that influence impacts everything in your store. Everything.

One of my favorite examples of leadership, and legacy, is that of the late Norman Sharfman, an outstanding jeweler in Worcester, Massachusetts, and a past Robert M. Shipley Award winner from the American Gem Society. Sharfman gave a speech at an AGS Conclave I will never forget. He titled his message The People Principle. Here's a key excerpt:

"We make our people the most important consideration in our business. Many things are involved: recruitment, selection, training, development, motivation, leadership. These are key issues - part of our business philosophy - the character and culture of our company. In selecting new employees, our goal is to accept only people with basic motivation. We feel every employee is important and that each one is doing important work. We are proud of them. We believe in involving them in decisions affecting their work and keeping them informed about their results and the store's results. Openness, trust, decisions based on merit - these are our bywords. There are a great number of things we must do to satisfy our customers' wants. They are all done by, with, or through our people."

Norman Sharfman believed in his staff and trained them. He motivated his staff and led them. As a result, his associates loved and respected him. That helped Sharfman prosper, and it helped his staff prosper, too. Sharfman retired as a very

successful jeweler. But more than that, he retired as a very effective leader who knew the power of his people, and how they could help him build a great and enduring business.

Some of you will read this and say that this might have been good years ago, but the business is different today. And people, especially young people, are different today, too. Every generation is different, but there are some things that simply don't change. People want to work for owners and managers who place value on them, who believe in them, who communicate effectively, and who are going somewhere with their business. People want to be recognized for what they contribute to the business and they also want to be part of a winning team.

- So ask yourself these questions:
- Are people my company's most important asset, and do they know it?•
- Are my people motivated to achieve, and am I contributing to their success?
- Am I leading and managing my staff effectively, and inspiring them to achieve?
- Am I open to new ideas and do I encourage innovative concepts to stimulate business?
- Do my people trust me, and can I trust them to help me take my business to the next level?

If you want to be successful today, and leave a lasting legacy tomorrow, apply "The People Principle." It may be the most important decision you make this year.



Bill Boyajian

Bill is the founder & president of Bill Boyajian & Associates, Inc. He can be reached at bill@ billboyajianassociates.com.

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LAS VEGAS ROUND UP

A comprehensive summary of the Las Vegas Shows is impossible. The show is so large and spread out suffice it to say the following summaries are reports on a variety of suppliers presenting at JCK and Luxury. We present the following to show the variety of vendors and the things they introduced at the shows.

Yael - A Jewelers' Choice Award Winner - 2015

Yehuda Sake, Yael's owner said, "design is the key." He started in the business at age 13 and loves the business, and loves designing beautiful product. He's not in it for the money but to create beautiful, unique product. He told me "people buy uniqueness."

Yael owns their own manufacturing facilities. His workforce is well trained to his standards. They insist on quality material, workmanship and perceived value.

They offer a custom design program. A jeweler sends an idea to Yael and within 24-48 hours the jeweler receives a hand rendered design.

New for this season are the following:

- Vibrant Fire Opals, with diamonds, and emeralds. Priced at \$12,000 to \$18,000 retail.
- Pink diamonds, moonstones. Everything is set in 18k
- Rubellite rings with fork prongs. Available in rings, earrings, and pendants, the rubellite was available in rounds, cabochons, rectangles, squares and ovals. Rubellite products ranged in price from \$18,000 to \$25,000.
- Morganite Rings \$8,000 to \$15,000 at retail.
- Turquoise Nothing left. Sold out at the show.



Belle Etoile

- More tailored styles popular
- Key price points \$125 \$495
- Sterling Silver with enamel and colored stones
- Bangles are stackable. They are thinner with hinges making it easier to put on and take off. \$295 - \$325.
- Silver and CZ Traditional open weave look \$525.
- Rose gold plated version available at \$750.
- Silver Line Bracelets available with CZ \$350
- Matching pendants and earrings are available in all new products.
- Consumer Ads running in Luxury Travel magazines. JW Marriott and the Ritz Carlton.



TW Steel

TW Steel is a family owned business located in Amsterdam and has been in business for ten years. They introduced 184 new styles this year. Truly an entrepreneurial company, the company has introduced 184 new styles this year. According to Stewart Bain, the company's distribution philosophy is selective. The presently sell to Saks, and Tourneau. They require no minimum order and provide coopadvertising support, point of sale material, and sales associate training and incentive programs. They offer a wide selection of large watches.



04 Stuller

As usual, Stuller came to market with an extensive collection of things new. From tools and displays to engagement rings and wedding rings. Stuller literally is a one stop shopping experience. The have a separate catalog for all the new things introduced. It's 60 pages of varied and interesting products for your store. Here are some of the highlights presented.

- Bypass rings a big trend
- Color and diamond usage increasing
- Halo rings also big
- Use of diamonds on ring shanks
- Family Jewelry
- Updated styles
- Focused on more contemporary styling
- Updated heart motif
- Bezel Set a growing trend
- Chris cross growing
- Personalization
- Monograms
- Provides finish choices
- Provides font choices
- Your own handwriting can be used
- Linear and Generic
- Available in bars with Baguettes and color diamonds
- Bars are great sellers
- Chris Cross and Two-Tone are big
- Geometrics
- Available in yellow, white, and rose gold
- Available with and without diamonds
- Different shapes
- Layering an important trend
- Rose Gold is very hot

- Larger color pieces either 2 stone or 3 stone doing well
- Bridal
- 70% of brides work on-line for their engagement ring search - before going to a store!
- Always an important category
- The latest look is next generation halos
- Use of smaller centers (0.50ct) surrounded by halo
- Vintage/Antique look is important
- Rope, Knife Edge, and By-Pass a focus
- New look rope with diamonds in the twists of the rope
- Wedding Rings
- Layering bands
- Stacking rings a growing and important look
- Ever & Ever Bridal
- Available in one foot and four foot case display
- Available with the space for jeweler's
- Stuller name is not there
- New Engagement Ring Box
- A new look and a new shape. Thin. Easily fits in a pocket for a surprise presentation.

- Computer Program
- Web based. Shop at your leisure
- Friendly easy to use
- Can work on line.
- Includes a computer book for the computer clueless
- 4 foot unit \$6800
- 1 foot unit \$1299
- Plus a display that is refreshed twice a





05 Mastoloni

- Pearl and Diamond significant collection \$7,800
- Baroque Tahitian \$55,000 Magnificent.
- Pearl & Color Pink Sapphire and Pearl \$5,500
- White South Seas Pearl and Sapphire \$6,000
- Hinged Bracelets Well accepted! Tahitian and Diamond \$32,000
- Black Diamonds and Pearls
- South Seas Pearls and Black Diamonds (68.0ct)
- 13mm Pearls \$19,000
- Tahitian Pearls and Black Diamonds (64.0ct) \$13,000
- Ring with 16mm Tahitian Pearl and 1.78ct Diamonds \$15,000
- All product is shown in 18K gold



LAS VEGAS ROUND UP

06 Levian

- Moving to become a Lifestyle Brand
- Taking cues from Father and Mother who started the business 68 years ago.
- Levian Themes: Love, Unity, Charity, Integrity, Truthful
- Correlate jewelry with fashion
- Peach Morganite is the gem of the year
- Design of the year is Chocolate Deco.
- Layering of fashion and jewelry is in
- Necklaces Rings Bracelets
- Sexy lacy designs are in especially in chain designs
- Levian introduces repeating logos
- Seen in jewelry, handbags, pashminas, and scarves
- Introducing Levian Shoes
- Part of the Luxury Global Brand story
- Color Trends for the Year are:
- Bordeaux Wine represents dark romance
- Blueberry



Lawrence Bruyninckx

Lawrence is a new designer in the U.S. with outstanding and intriguing designs. Lawrence began her career as a fashion designer of handbags, shoes. She entered a jewelry design competition and won. The design competition put her on the road to fine jewelry design.

She offers creatively designed engagement rings incorporating 5 different rings that can be worn differently depending on your mood. This stack ring consists of a diamond engagement ring, two pave bands and 2 plain bands.

This concept has great symbolism for weddings because the rings can be worn to express unity of the couple for the wedding day. The rings can also be worn in different modes to express versatility or change. The product is beautifully designed and engineered. Lawrence has been a Platinum Guild winner for the past two years

Charriol

Founded in 1983, Charriol has become a global brand of Swiss timepieces, jewelry, and accessories. Its founder, Phillipe Charrioll has a passion for craftsmanship and history, leads the company. The Charriol jewelry collection is new to the U.S. this year.

- The Global Collection is a series of sterling silver products accented with diamonds
- Prices range between \$150 and \$750
- A bangle collection features stainless steel accented with rose gold and silver priced at \$150
- Bangle Mania is a collection of colored bangles. Colors include red, green, lime, blue, orange and gray. The bangle when combined can range fro 4-12mm in width. This collection is targeted to a youth audience.
- The Tango Collection is a series of pendants, earrings, rings and bangles featuring color and the Celtic cable design Charriol loves. The product is a combination of sterling, stainless steel and color.
- Prices range from \$260 for pendants, \$275 for rings, \$425 for bangles, and \$470 for earrings.
- Charriol has also introduced a new watch collection, St. Tropez. The collection includes three new styles featuring cable and diamond bezels. Available in yellow and rose gold, and stainless steel, the collection is priced from \$2,400 to \$5,500.

Andrea Candela

The Candela jewelry house was started by three Candela brothers seven decades ago. It is from this rich jewelry heritage that Andrea Candela inherited her unique design talents. Based in Miami, Florida Andrea Candela is known for being easy to work with. the firm offers a variety of retail marketing materials.

Andrea Candela's designs are bold and beautiful with unique style and detailing that identifies them as true originals. Crafted in sterling silver with 18kt gold accents and colored stones the depth and breadth of the line has something for everyone. The suggested retail prices range from \$50 to \$1,300 with the average around \$350 to \$450.









IJO Sets Schedule for Fall Antwerp Diamond Buying Trips

The Independent Jewelers Organization's (IJO) schedule for Fall 2015 consists of five trips to Antwerp beginning September 18 and running through the end of October, it was announced by IJO President and CEO Jeffrey Roberts. IJO is responsible for "opening the door" to the Antwerp Diamond Offices back in the early 80's, at which time the only buyers allowed were those from whom retailers purchased. "My Dad (Bill Roberts, founder of IJO) made a visit to a few diamond offices and two of them agreed to allow IJO members to visit their offices and buy directly from them," stated Roberts. "It was absolutely unheard of at the time, and quite revolutionary. Things have changed a great deal since then, but that's how it all began."

"IJO offers its members a marketing program that enables us to get diamond sales we wouldn't have had otherwise," says IJO member Dave Spalding from Timmreck & McNicol Jewelers in McMinnville, OR. "It's not just about the price of diamonds – we focus on the "glamour" of going half-way around the world to hand-select the perfect stone, buying directly from the cutters. I've traveled to Antwerp with IJO twice a year since 1991 and it seems I'm either coming or going. The Antwerp Diamond Program has kept us competitive – no one can claim to do the custom hand-picking that we offer."

IJO offers its members a variety of exciting side excursions to add to the enjoyment of the trip, and they're very popular. Roberts adds, "Everyone has traveled all that way – they may as well see more of the area while they're there. Of course it's not all work in Antwerp – we always have fun too – but these side trips add to the great memories."

September 18th brings a spectacular expedition to the Greek Isles, including 4 nights in Athens, 5 days and 4 nights cruising



to Mykonos, Santorini, Rhodes, Crete and Kusadasi, Turkey, ending with 4 additional nights in Antwerp. The second option begins with 3 nights in Antwerp after an October 3rd departure from the U.S., followed by 4 nights at the 4-star Croke Park Hotel in Dublin, Ireland. The remaining Antwerp-only trips will depart the U.S. on October 10th, 17th and 24th.

"My husband Jim and I have taken advantage of several of these trips, including South Africa, Prague, Vienna, Spain, Budapest and an Elbe River cruise, stated Judy Cole from Jim's Jewelers in Tyler, TX. "Not only does history come alive, but we get to know so many people who become life-long friends. We've benefitted greatly by sharing these wonderful IJO experiences."

For information on IJO membership go to www.ijo.com.

Malo Hidden Message Ring

The Privé ring from Malo is an innovative design (patent pending) that took a year and a half to create. The idea was inspired by the lack of engraving room on ladies' anniversary bands. A slide out section for the ring is exposed where a personalized message is engraved. The design allows for the best of both worlds; room for engraving that reverts to the original look of the ring. The "hidden" compartment where the message engraved holds a greater romantic meaning for the couple. The custom message is engraved in Malo's shop.

Currently there are twenty models in the collection. Manufactured in gold the MSRP ranges from \$1,500 to \$2,500.

For additional information call Malo at 800-665-6256



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THE WORLD'S PREMIER COLORED GEMSTONE
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NY, NY . AUTUMN . 2015



DALLAS DROP OFF . SEPTEMBER 18 NEW YORK DROP OFF . OCTOBER 06







Roberto Demeglio Launches Aura, a Sophisticated Collection of Bracelets and Rings

Affordable and luxurious, Aura is turning heads with stunning ceramic and gold overlay jewelry collection for Summer 2015.

Elegance meets style in this summer's hottest collection launch with Aura, by Roberto Demeglio. The bracelets and rings are the perfect accessory for summer and are available in a variety of colors that are perfect for poolside wear. Crafted in Italy and found in stores worldwide, the company has an international design following, centered on exceptional construction and timeless aesthetic design.

Demeglio's bracelets and rings are some of the most soughtafter pieces by celebrities and fashion forward women. The white, rose and yellow gold color combinations are ideal for summer wear. The flexibility of the jewelry makes it easy to slip on and can be worn during day-to-night activities, from sailing to relaxing sunset dinners.

"Aura is a collection for jet-setting women," says Roberto Demeglio, "The Aura woman is a style icon wherever she goes, and effortlessly accessorizes her wardrobe with jewelry that makes a fashion statement. She can wear an Aura design for any occasion, especially while traveling. The bracelets will go with her cover-up on the beach and can easily transition to evenings in town. The Aura woman is savvy because she knows how to look good and pick the right accessories, maintaining ease and flexibility while globe-trotting."

The Aura collection is eye-catching and available in a multitude of color combinations that appeal to all tastes. Over two-dozen styles of stunning bracelets and rings are available in different color combinations and sizes.

Providing the luxury of gold affordably, Aura's prices begin at \$228, and all jewelry comes with a three-year warranty.



Edward Mirell- Marriage of Contemporary & Precious Metals Done Properly

Edward Mirell proudly introduces exciting new styles that marries precious and contemporary metals like it has never been done before. These two very dissimilar materials are now being bound on a molecular level after extensive research and development on the part of industry innovator, Spectore Corporation-designer and manufacturer of the Edward Mirell brand. These exciting styles utilize a series of patented processes unique to Spectore. Quality Gold is the exclusive distributor of Edward Mirell for North America where retailers can share the exciting collection with their customers' like the popularly priced Thorn and the Cobblestone Collections. Also a series of wedding bands are offered using these innovative processes denoted as Black TiTM and Argentium sterling silver

and the co-cast assortments. The featured pieces retail for \$599; cufflinks, \$999; bracelet, and \$599, ring.

Edward Mirell is distributed in the US by Quality Gold, call 800-354-9833





GIA Notifies Trade of Potential Undisclosed Diamond Treatment

Approximately 500 colorless to near-colorless diamonds submitted primarily to GIA's grading laboratory in Ramat Gan, Israel, were potentially subjected to an undisclosed temporary treatment.

GIA believes that the treatment temporarily masks the body color of the diamond, resulting in a color grade that can be up to three grades higher than its actual grade.

The Institute has terminated client agreements with the companies that submitted the diamonds in question and has notified appropriate trade bodies.

The report numbers of the potentially treated stones are posted on GIA's website (http://www.gia.edu/gem-lab/laboratory-alert-may-2015). Anyone who has purchased or has access to any of these diamonds is asked to submit them to any GIA lab for a no-cost, expedited review.

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Star Gems' Expressions Collection

Star Gems has launched its Expressions Collection, a simple way to share complex feelings of love and passion. The collection features three classic bands each reflecting a heartfelt feeling. The rings included in this timeless assortment features the universal messages Faith, Believe and Forever - simple words that inspire and awaken feelings that last a lifetime. Star Gems' expertise in custom design provides the opportunity for various ring configurations including eternity and half-way bands, as well as dome or flat designs. The collection features 14kt or 18kt metals and offers diamonds or a combination of diamonds and colored stones. A 3-piece sample line is offered in sliver metal featuring synthetic stones. For more information call Star Gems 800-474-5579.



Jewelers Mutual Insurance Company launches "For All It's Worth" campaign

New ad campaign draws on the power of jewelry to connect us all

Jewelers Mutual, the only insurer specializing exclusively in jewelry insurance in the U.S. and Canada for more than 100 years, launched a new consumer ad campaign and the jewelry industry at large. Working with agency partner mcgarrybowen, Chicago, the campaign called "For All It's Worth," features real couples reflecting on their love story together, and the many moments leading up to and behind their engagement rings.

A 60-second video shows a newly engaged young man and his fiancée reflecting on the moments they've spent together - at a photo booth, restaurant, on a long drive, or a weekend spent watching a movie. "It's the memories we've made. And the ones we still need to. So, yeah, it's definitely more than a ring," the young man concludes.

"The campaign is driven by emotion and gets at the heart of the incredible sentimental value jewelry holds," says Jewelers MutualChiefMarketingOfficerTrinaWoldt. "It'saboutprotecting the bond that exists and the moments that you've shared."

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The consumer campaign spans online video, print, digital, and radio with the overarching theme extending to the jewelry trade with creative geared toward jewelry businesses, manufacturers and wholesalers. Also created was a 60-second video for the jewelry industry, as a first-hand glimpse at the powerful relationship between a jeweler and their clients. The video shows a real jeweler preparing for the business day and welcoming a real, soon-to-be-engaged couple as they pick out a symbol of their love. The young woman smiles as she looks at her new ring, the jeweler adds, "This is my life's work, and this is part of their life story. It's more than jewelry. It always is. It's all worth protecting."

"Showing the genuine passion shared with the jeweler and client is so important," said Woldt, "That relationship is what sets our industry apart from others."

The "For All Its Worth" campaign is part of a larger effort, aligning Jewelers Mutual's personal jewelry insurance with the Jewelers Mutual brand and an updated logo featuring 'Since 1913.' "Our rich history of being founded by jewelers, for jewelers, continues to help shape our future and we proudly embrace it across both divisions of the company," said Woldt.

"Our connection with the industry, our jewelers and those who wear jewelry is powerful and truly special. All of us have a shared passion for jewelry and realize the impact it has in our lives."

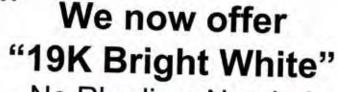
To find a Jewelers Mutual agent in your area or speak with a Jewelers Mutual representative, call 800-558-6411 or email YourlnsuranceExpert@jminsure.com.





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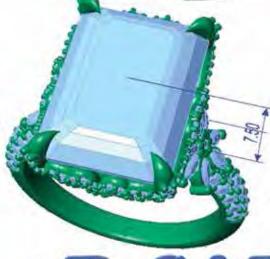
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PAJ Announces Partnership with Designer Elaine J.

PAJ (Prime Art & Jewel) joins forces with jewelry designer Elaine Jiang in an exclusive distribution partnership for the US and Canada.

As one of the premier up-and-coming talents in jewelry design, Elaine J has proven not only her passion for jewelry, but her skill in managing the many aspects of hand-crafted jewelry manufacturing. Touring the world to personally source the ideal gemstones for her jewelry, Elaine J is dedicated to creating designs that reflect her love of travel, romance, and her flair for capturing trends in fashion.

Together PAJ and Elaine J will showcase a first glance of the new collections at JCK Las Vegas later this month, where Elaine will join PAJ on the show floor to share the inspired stories behind her collections. Elaine Jiang's existing company, Eastern Accents Designs, will continue to manufacture and sell her jewelry lines in Europe and Asia, where she currently has a brick-and-mortar storefront in Shanghai.

PAJ, headquartered in Dallas, Texas, has been designing and manufacturing jewelry for the world's top retailers for almost 40 years. With over 3,000 employees across three continents, PAJ has the established expertise and reach to launch designers in the biggest possible way. Elaine chose PAJ as her partner for the robust sales, product development, distribution and manufacturing expertise that the company offers.















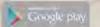


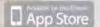
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AGS Launches 2015 Conclave on Demand to the **Industry**

The American Gem Society announced the release of its latest Conclave on Demand video series, featuring keynote speakers from the highly successful 2015 Conclave in New Orleans, April 22-25.

Conclave On Demand is located at:

www.ags.org/ConclaveonDemand. It is open to all members of the American Gem Society and the industry.

The site features full-length videos of the keynote presentations from NFL Legend Terry Bradshaw, Stephen Dubner (Think Like a Freak), the inspirational Diana Nyad, and sales expert Connie Podesta. The presentations touch on a range of topics from motivational to hardcore business tactics, as well as industryrelated gemological issues.

Some of the Conclave on Demand videos featured include: "Why Not Your Best," Terry Bradshaw; "Business & Management Lessons from Freakonomics & SuperFreakonomics," Stephen Dubner; "Never, Ever Give Up!" Diana Nyad; "How to Get People on Board, So You Can Make Things Happen Now!" Connie Podesta.

In the upcoming weeks, additional sessions will be added from industry experts like Martin Rapaport and Rob Bates, as well as featured speaker presentations from some of the top presenters hitting the circuit: Joel Zeff, Colleen Francis, Joy Baldridge, and Bryan Dodge.

"Conclave on Demand was made possible by a grant from the JCK Industry Fund," said John Carter, CGA, Jack Lewis Jewelers and Chair of the American Gem Society's Guilds Committee. "We wanted to make these presentations possible for our members who could not attend, and we wanted to give non-members a peek into the most important educational event in the industry. By providing access to even a limited part of our education, we can help better the industry."

Donna Phelan to Speak at Suits, Stilettos and **Lipstick Conference in Fort Lauderdale**

Suits, Stilettos and Lipstick® (SSL), the annual conference spearheaded by local holistic doctor and business and community leader, Dr. Elizabeth King, is back for its fourth year. More than 350 guests are expected to attend the annual conference scheduled for Friday, August 21, 2015 at the W Hotel in Fort Lauderdale.





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The most popular and second largest Jewelry Trade Show in the Western Hemisphere exclusively serving the markets of the United States, Central America, South America, and the Caribbean. All JIS Shows are timed perfectly around the Jewelry Trade's most important buying seasons, featuring both order writing and at-show delivery, and are produced in one of the world's most popular vacation destinations, Miami Beach, Florida, USA.





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- THE LAUNCH OF LUXURY MIAMI

In tandem with JIS, LUXURY Miami will be launching October 13 - 16, 2015 at the Miami Beach Convention Center -the first two days will be "by invitation only" with October 15-16 open to all JIS Buyers. Featuring 60 of the finest high end lewelry brands in the industry, LUXURY Miami will offer a unique business opportunity in a chic and glamorous environment.

For more information on LUXURY Mlaml, visit:





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This year's theme, "I'm ALL In!!!" is fitting for today's woman who aims to do it all. Each year the full-day affair focuses on health, finance, career, relationships and inspiration with emphasis on empowering women to live a healthy, happy, balanced and purposeful life.

Doors open at 8:30 a.m. as attendees will have the opportunity to walk the grand exhibit hall to peruse goods and services displayed by participating vendors and place bids at the silent auction benefitting Pace Center for Girls. A special welcome delivered by Fort Lauderdale Commissioner Dean Trantalis precedes what promises to be a dynamic line-up of renowned speakers and panelists. Psychotherapist Yvonne Haase, LMHC and SSL vice president and conference vice-chairwoman has been named panel moderator.

Keynote speakers for the event include renowned author and finance expert, Donna Phelan and motivational speaker and author, Deborah Deras, with Dr. Elizabeth King presenting the primary keynote address.

For more information, tickets or for exhibitor or sponsorship opportunities, visit www. SSLWomen.com or call (954) 903-9426.

De Beers Unveils Plan To Reintroduce "A Diamond Is Forever"

Forevermark, the diamond brand from the De Beers Group of Companies, announced plans to reintroduce the historic slogan, 'A Diamond is Forever'. The rebranding will be timed for the Holiday 2015 integrated marketing campaign.

First coined for De Beers in 1947 by copywriter Frances Gerety, 'A Diamond is Forever' has influenced popular culture for decades and continues to today. Named "the best advertising slogan of the century" by Advertising Age Magazine, research shows the saying remains relevant to the brand's target consumers.

This market research revealed the slogan is still associated with timeless love, and commitment, the pillars upon which the Forevermark brand



stands. The line equally provides a rational reassurance to consumers.

The global Forevermark marketing program will begin exclusively in North America in Fall 2015, harnessing the historic power of the 'A Diamond Is Forever' slogan, reinforced with the Forevermark brand promise. The integrated marketing campaign will communicate what makes Forevermark distinctly different.

It will convey the brand's passionate pursuit of the world's most beautiful and responsibly-sourced diamonds—going beyond the 4Cs of cut, color, clarity, and carat weight.

The brand will target consumers seeking diamonds of half a carat and larger. The campaign will debut with a new television commercial, "Forevermark: A Diamond Is Forever". The fifteen and thirty-second television spots will feature a solitaire diamond engagement ring and will run on broadcast and cable networks. The campaign will also include print and spital and the print a

top media markets will be unveiled closer to date.

Vanna K Joins GemFind's Social Product Network JewelCloud®

Jewelry designer, Vanna K, known for her unique micro pave setting diamond engagement rings, is the latest vendor to add her collections and products to GemFind's fast-growing social product network, JewelCloud®.

Now, Vanna K can better reach their retailers and feed products straight to retail websites and retailers can provide a full, current inventory to customers. In the JewelCloud®, Vanna K can also connect with new retail leads.

Vanna K's unique engagement rings, men's contemporary wedding rings, and fine diamond jewelry join more than 100,000 products from hundreds of the most trusted vendors in the industry including Tacori, Hearts on Fire, Simon G, Martin Flyer and many other fine brands. GemFind is proud to include Vanna K's unforgettable collection of fine jewelry.



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Visit gemfind.com for more information on JewelCloud® and vannak.com for more information about Vanna K.

Rio Grande Announces Winners of Saul Bell Design Award

At a celebration dinner held on May 17 during the Santa Fe Symposium[®] in Albuquerque, NM, Rio Grande announced the winners of the 15th annual Saul Bell Design Award competition.

Through rigorous judging, a panel of judges chose first and second-place winners in each of six competitive categories, as well as in the Emerging Jewelry Artist category for designers 21 years and younger. Prizes, awards and congratulations

were presented to each winning designer at the gala dinner. The winning designs, as well as all finalist pieces, are featured online at www.saulbellaward.com.

The competition challenges jewelry designers to reach for that moment in all great design when a brilliant idea meets a keen set of skills. The competition recognizes the power of design to elevate common elements to a higher purpose and encourages designers to release that power in any of seven categories:

Gold/Platinum: The predominant metal is gold or platinum group metals, including palladium, or a combination of these. May be cast, fabricated, forged, assembled or created with any combination of techniques.

- First Place Kent Raible "From the Deep"
- Second Place Susan Blennerhassett "Starstruck"

Silver/Argentium® Silver: The predominant metal is silver or Argentium® Silver or a combination of both. May be cast, fabricated, forged, assembled or created with any combination of techniques.





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- First Place Andy Lucas "Constrained Timelessness"
- Second Place Kate Hubley "MagiSphere Concept"

Metal Clay: The predominant material is metal clay (silver, gold, bronze, copper, etc.) and may include gemstones and other findings as desired.

- First Place Ivy Solomon "Good Fortune"
- Second Place Holly Gage "Je T'aime Dual Flame"

Enamel: The predominant surface material must be glass-based enamels and may be fired on any type of metal.

- First Place Jennifer Park "Streaming Turquoise"
- Second Place Sandra McEwen "Empress Theodora"

Hollowware/Art Objects: Includes vessels and non-wearable objects made of precious metal constructed primarily from milled stock using one or more metal-forming techniques. Decorative cast components may be incorporated.

- First Place Kent Raible "The Pregnant Chalice"
- Second Place Genevieve Flynn "Ssssssumtuous Tea"

Alternative Metals/Materials: The predominant material can be any non-traditional metal (not covered in another category, including base metals and reactive metals) or material (including resin, glass, wood, found objects and textiles).

- First Place Kathleen Nowak Tucci
 - "The Hummingbird Necklace"
- Second Place Sandy Mikel "Moonstruck"

Emerging Jewelry Artist: Reserved for designers 21 years or younger, this category places no limitations on the media used and requires only that the finished piece is wearable jewelry adornment and fabricated by the entrant.

- First Place Lisa Krulasik "Hollow Brooch"
- Second Place Elly Cernohorsky
 - "The Pinnacles of Ha Long Bay"
- Third Place Ella Calas "Windows"

Finalists

Gold/Platinum

Continued to Pg 78

THE RETAIL JEWELER | 77







U.S. PATENT NO. 705, 113 - 704, 589 OTHER PATENTS PENDING

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JEWELRY



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 Liam Powers; Brooklyn, New York, USA
 Larry Stark; Sacramento, California, USA
 Alicia Dib; San Antonio de los Altos, Miranda, Venezuela

Metal Clay
 Janet Alexander; Ruidoso, New Mexico, USA
 Terry Kovalcik; Haledon, New Jersey, USA
 Anna Mazon; Krakow, Poland

Enamel
 Gill Cordiner; Perth, Australia
 Kristin Holeman; Ft. Lauderdale, Florida, USA
 Lessley Burke; Ridgefield, Connecticut, USA

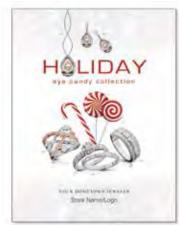
Hollowware/Art Objects
 Nanz Aalund; Poulsbo, Washington, USA
 Lynn Occhiuzzo; Hillsborough, North Carolina, USA
 Philip Peck; Huntingdon Valley, Pennsylvania, USA

Alternative Metals/Materials
 Una Barrett; Portland, Oregon, USA
 Pat Pruitt; Paguate, New Mexico, USA
 Jimin Jung; Philadelphia, Pennsylvania, USA

• Emerging Jewelry Artist
Christian Hitzelberger; Huntsville, Texas, USA
Ari Cohen; Wellesley, Massachusetts, USA

Chloe Henderson; Eskbank, Midlothian, UK Juliana Benez; Los Angeles, California, USA

For information about the 2016 Saul Bell Design Award competition, designers are invited to call 800.952.6222 or email marketing@riogrande. com. Visit saulbellaward.com for general information about the Saul Bell Design Award competition.



Berco Offers Holiday Flyer

The advantages of personal attention from a knowledgeable and trusted source is an unbeatable advantage unique to independent jewelers.



Berco's holiday brochure is an effective way to convey this message and bring new customers into you store. The brochure showcases an elegant selection throughout 8-pages of beautiful, highly crafted and unique designs, covering a range of price points that will convince potential customers your store should be their jewelry destination.

Berco offers two different sizes and formats. For a copy of the brochures or for additional information please call Berco at 800-621-0668.

Natural Jewelry Cleaner Taps into Consumers' Desire For Friendly Environmental Jewelry Cleaner

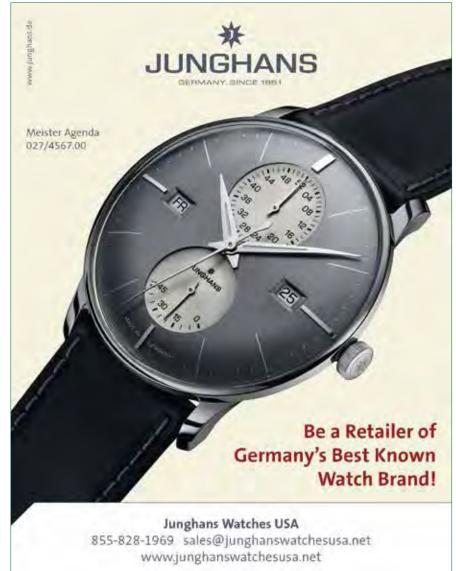
Consumers are a savvy lot and are ever more educated about the products they buy and determined that their buying habits reflect their priorities and beliefs. Seeking to take advantage of an expanding market is a smart business decision for jewelers.

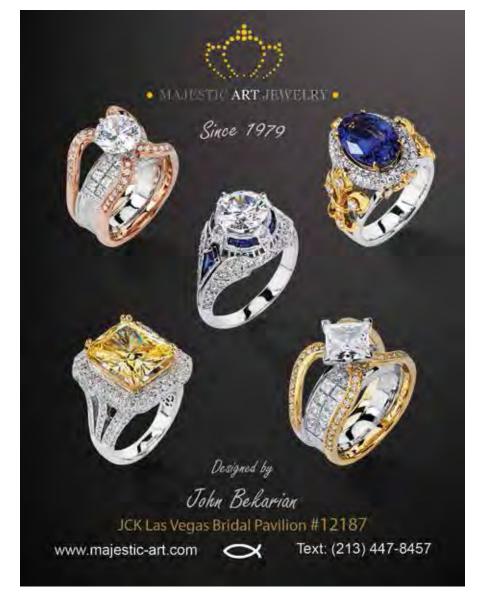
The Kingswood Company, a leading manufacturer of high-quality, private-label jewelry care products, has developed a natural jewelry cleaner for their product line. The company launched its Natural Jewelry Cleaner in 2014. The product is a formulation made from all botanical ingredients. It is hypoallergenic, non-toxic and is devoid of any volatile organic compounds (VOCs). In 2015, the formulation received the EPA's Design for the Environment designation as well as placement on its Safer Choice product list, the only jewelry cleaner for fine gold, platinum and diamonds to have done so.

The company already has seen success with the product from jewelers catering to the needs of their customers and for those seeking to reduce chemical use at the bench.

"Green Lake has been doing very well with the Natural Jewelry Cleaner," said Eric Robertson of Green Lake Jewelry Works in Seattle. "In the Pacific Northwest, we are committed to presenting ourselves as a mine-to-market sustainable jeweler, so this product has been a great addition."





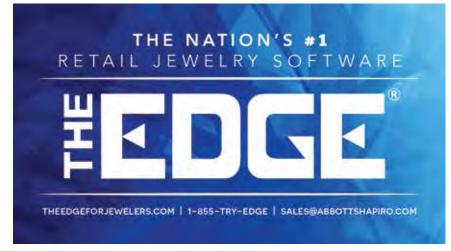


CENTER STAGE



















Many consumers, particularly Millennials, are concerned precious metals and gems often are taken from fragile ecosystems or areas involved in warfare. Many jewelers understand this concern and require their vendors to pledge that the diamonds they purchase are conflict-free. Others focus on using recycled gold and platinum to reduce the need for mined metals. According to research by the International Institute for Sustainable Development, most customers are sincere in their intentions to commit to a greener lifestyle, but look for ways to make changes that relatively easy and don't require major sacrifice. By choosing products that meet basic environmental sustainability standards, jewelers can appeal to these buyers in a way that makes them feel good about the purchases they make.

ACE® It Conferences by NAJA Appraisers Continuing Education

The National Association of Jewelry Appraisers (NAJA) announces its 44th Annual Mid-Year ACE® It Education Conference to be held in Washington, D.C. on August 8 - 11, 2015.

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.

The daily programs are:

SATURDAY, AUGUST 8, 2015

- How Different Styles of Lab Reports Influence the Gem Market Cigdem Lüle, GIA GG
- How to Look Like a Clever Jewelry Expert Duncan Parker, FGA
- Around the World in 60 Minutes! One Hallmark at a Time William Whetstone and Danusia Niklewicz, GIA GG
- Imperial Russian Counterfeits & Other Forged Hallmarks William Whetstone and Danusia Niklewicz, GIA GG

SUNDAY, AUGUST 9, 2015

- Understanding and Evaluating Chinese Jade Eric Hoffman
- To Curl or not to Curl/ Art Nouveau vs. Arts & Crafts Jewelry Elyse Karlin
- Secrets of the Vintage Watch World Gary Lester, GIA GG
- Appraising Emerald and Tourmaline: New Developments in Clarity Enhancement Arthur Groom, GIA GG

MONDAY, AUGUST 10, 2015

- An Overview of The Appraisal Foundation and its Activities in Personal Property - David Bunton
- Estate Jewelry in Today's Market Gloria Lieberman
- The Gift and the Estate Tax for Appraisers Theresa Melchiorre

• Buy/Sell/Appraise Gems with Confidence - Art Samuels, GIA GG

TUESDAY, AUGUST 11, 2015

- The Care and Feeding of Clients Deborah Finleon, GIA GG
- Appraising From the Essentials into the Nonsense Dave Atlas, GIA GG
- Contracts & Agreements: Can't Live With 'Em, Can't Live Without 'Em Martin Fuller, GIA GG

To retrieve a conference brochure go to http://najaappraisers. com/html/conferences.html or for further information contact Gail Brett Levine, GG, Executive Director, National Association



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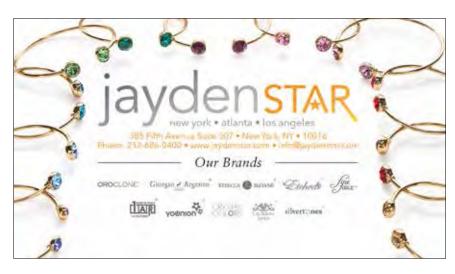












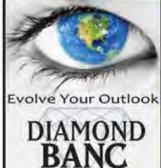




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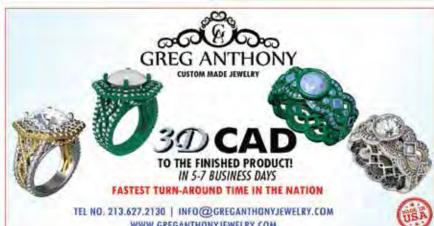
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West Coast & Mid-West Independent Sales Rep Fast-growing luxury jewelry brand seeking motivated, creative seasoned sales professionals with a proven track record in: *Client retention & sales development Territory management & growth in the fashion, accessories, or jewelry industries. Send resume to

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 - · Non competing lines ok

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



Atlanta Jewelry Show August Education Line Up

Panel Of Leading Independent Jewelers Gathers For 'A Collaborative Retail Experience'

Back by popular demand, the Atlanta Jewelry Show invites attendees to join a lively discussion with its panel of leading retailers during the August 8-10, 2015 edition's AJS U educational series at the Cobb Galleria Center. Titled "Engagements: A Collaborative Retail Experience," this keynote session joins a full line-up featuring programs on everything from product forecasts and social media strategies to money management, repair work and other programs all offering proven tips and ideas to help boost those 4th quarter sales. Further strengthening the educational offerings, the Atlanta Jewelry Show will also offer a GIA® (Gemological Institute of America) Diamond Grading Lab and give retailers the opportunity to take the Jewelers of America (JA) Sales & Management Professional Certification Exams on show site.

Moderated by Kathy Beall, K. Beall Associates, the "Engagements" keynote session will be held on Sunday, August 9 from 9-10:30 am. Panelists will include Georgeanne and Bill Hoyt, Graceful Gold, Dublin, GA; Glenn Manning, Manning Jewelry, Foley, AL; Chuck Steel, Steels Jewelry, Valdosta, GA; and Tom Weishaar, Master Bench Jeweler, Underwood's Fine Jewelers, Fayetteville, AR.

Atlanta Jewelry Show will offer the GIA® Diamond Grading Lab from Tuesday – Saturday, August 4-8, 2015. Hours are 9 am – 5 pm each day.

Registration is recommended for all AJS U sessions visit atlantajewelryshow.com or call 800.241.0399.

The complete August schedule includes:

Saturday, August 8

Hot Product Forecast for Christmas 2015

- Speaker: George Prout, Vice President Sales & Marketing, Gems One
- 9:45 10:45 am, Room 103 This insightful program will help make sure you are ready to capitalize on the hottest trends including causative factors, likely advertising drivers, and competitive forces impacting each trend.



CENTER STAGE











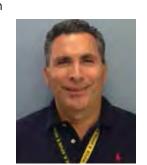
First Impressions: In-Person & Online

- Speaker: Nikki Spangler, Account Executive, The Knot
- 11:00 am 12 pm, Room 104 Learn about making lasting, impactful first impressions with your customers, both online and offline.



How to Spot a Counterfeit Luxury Watch

- Presented by: Joe Akar, Accar Ltd/ Chronofy
- 11:15 am 12:15 pm, Room 103 Participants will leave with a concrete tool set (including an outline) that can immediately be implemented by anyone who buys and sells pre-owned luxury watches providing excellent take home value for all participants.



Café Conversations With Kathy Beall, K. Beall Associates

- Location: Marketplace Café
- 12:30 1:45 pm

Delicious buffet lunch - \$5. Held on Saturday and Sunday, these casual, open networking sessions are a fantastic way to meet fellow retailers, spark new ideas and share helpful tips and store strategies.



So, That's Where the Money Goes

- Speaker: Tom Shay, CSP, Profits Plus Solutions, Inc
- 2:00-3:15 pm, Room 104 If the business is making a profit, why isn't all of that money sitting in the checking account? This session will help you learn why this happens and how to get better control of it!



5 Things Your Customer Can Do Better Than You When It Comes to Social Media

- Presented by: Lynn Switanowski, Creative Business Solutions
- 3:30 4:30 pm, Room 103 This seminar will explore how your

customers are researching brands before they purchase and what tools they are using to do so. This seminar will help retailers understand how they can start using these same tools to provide marketing messages your customers will find!



Sunday, August 9

Retail Sales In A Mobile World: Is Your Retail Store Ready?

- Presented by: Lynn Switanowski, Creative Business Solutions
- 10:45 11:45 am, Room 104

Using mobile marketing programs and messages could be just the way for your business to succeed in 2015. You will learn: how the "privilege of access" your customers give you to their mobile devices can add value to your brand and to your oneon-one relationship with them.

Café Conversations With Kathy Beall, K. Beall Associates

Location: Marketplace Café

12:15 - 1: 30 pm

Cutting Edge: Effective Marketing Strategies to Drive Your Sales

- Speaker: Rick Arnemann, CEO, Harmon Group
- 1:45 2:45 pm, Room 104 Join Rick Arnemann as he outlines two

complete marketing campaigns and how you can successfully implement



them in your store to drive to traffic and increase sales, including pricing structures and step-by-step guides to follow. The first, a social campaign built around couples getting engaged. The second campaign is centered on consumers transforming old pieces of jewelry into new, modernized pieces. In addition, Rick will discuss a number of other easy, cost-effective, out-of-the-box ideas to help drive consumers to your store.

Profitable Repair Work

- Presented by: Tom Weishaar, Underwood's Fine Jewelers
- 3:00 4:00 pm, Room 103

Today, many jewelry store owners view their repair department as a loss leader rather than the potential profit center it can be. During this practical, insightful



program, Tom Weishaar will highlight the five most common errors made by jewelry stores when organizing their repair shops and how to correct them. He will cover topics such as quality of repairs, meeting your customer's expectations, proper take-in procedures, estimating and pricing repair work.

Atlanta Jewelry Show Saturday – Monday, August 8-10, 2015

www.atlantajewelryshow or 800.241.0399 | 404.634.3434

TABLES B

beads & charms





WHAT'S YOUR C - LOR STORY?

"Competition is fierce out there and we have left no stone unturned in our search for profitability. Our AGTA suppliers helped us grow sales and margins; smartly and safely. Color has made the difference."

Bill Jones, Sissy's Log Cabin - Pine Bluff, Arkansas



