

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 7, Issue 5 • July/August 2016



Elma Gil
Page 32



Color Merchants
Page 38



Asher Jewelry
Page 40

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TABLE OF CONTENTS

JULY/AUGUST 2016

- 8 The Sky Isn't Falling *By Frank Dallahan*
- 10 Letter to the Editor: The Business of Discounting
- 12 Identifying Your Perfect Customer *By David Brown*
- 16 Five Insights On How To Connect With Millennials *By Trina Woldt and Jeff Fromm*
- 22 Succession Planning and Family Transition *By Bill Boyajian*
- 24 Profit First *By Ann Arnold*
- 26 New and Noteworthy
- 30 Select by Centurion Preview
- 40 Style Page
- 42 The Right Choice for the Tight Budget:
Google AdWords vs. Facebook Ads *By Matthew Perosi*
- 58 Center Stage
- 62 Advertiser's Index



COVER: The cover model is wearing sterling silver, yellow gold-plated moonwalk necklace and earrings; MSRP \$135- \$145 from Frederic Duclos 866-898-3636.

THE RETAIL JEWELER™ 150 River Rd., Ste O-4
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every day at www.TheRetailJeweler.com



Designed, Produced and
Printed in the USA

The Retail Jeweler™ is published eight times per year January/February, March/April, May, June, July/August, September, October and, November/December by TRJ Publishing, LLC. 150 River Road, Ste O-4, Montville, NJ 07045. TRJ Publishing LLC is not responsible for errors, omissions or typographical errors. Advertisers are solely responsible for the content and accuracy of their advertising. © Copyright 20103 TRJ Publishing LLC All Rights Reserved. Subscriptions: \$4 per copy; \$32 per year.





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THE SKY ISN'T FALLING



There was a time in the jewelry business where prominent jewelers hired young men into apprenticeship programs to learn the craft of making fine jewelry. My father's brother was one of those who began in an apprenticeship program at Bailey Banks and Biddle in Philadelphia. This was long before BBB became part of the Zale Corporation. Uncle Gerry was a talented graphic artist and got his start in the 2 dimensional world of jewelry product design and development. Before a piece of jewelry can actually be made, it first has to take form in the mind's eye of an artist, a buyer, an owner or today, a consumer. From the 2D process, the design went to a model maker who created the 3D model of the product and from there to manufacturing.

Today, the world of jewelry design, development and manufacture has undergone radical transformation from the days my uncle rendered designs for consideration thanks to high tech applications to the entire process. In many ways the process is like watching one of the television shows where an artist is brought into a case to draw the likeness of a suspect. The computer offers the artist many different alternatives for the shape of the head, spacing of eyes, the size and shape of the nose, chin and ears. It is virtually the same process for jewelry design today except it is the consumer, the ultimate buyer who can and does provide the design direction. This is exceptionally good news for independent retail jewelers because Millennial consumers make up so much of the economy today. Therefore, learning about Millennials is key.

Today, the consumer-marketing buzz is all about the Millennials. At the JCK Show, there were numerous sessions describing selling to Millennials. Jason Ryan Dorsey gave a most interesting and informative presentation on Millennials at a Plumb Club breakfast. He dissected Millennials by describing the group as follows:

- They are the fastest growing generation in the workplace and marketplace and therefore are of great importance to any retail business.
- They are the most consistent generation globally whether in America, Europe, or Asia. They are so similar in attitudes, likes and dislikes.
- In general, they feel entitled.
- They have experienced delayed adulthood, which impacts everything. It's critical, therefore, for marketers and employers to know and adapt to them.
- They are not tech savvy, but tech dependent. This characteristic dramatically affects communication. Witness the growth and importance of mobile friendly websites today.
- They provide the greatest lifetime value of any consumer, customer, or client you can win today.

- They are most likely to refer friends and colleagues to a company or brand or a jeweler.
- They bring valuable new skills and a willingness to challenge status quo as employees.

Dorsey said in the midst of his presentation the most important words you should use in working with Millennials are "unique," "different," and "unusual" describing products because they believe they are unique and different and unusual and therefore feel entitled. They feel entitled because their parents ingrained in them an entitled attitude. Dorsey, at one point, asked different members of the audience about their first work experience. Millennials did not have paper routes or part-time jobs as the Baby Boomers did. The entitlement feeling led to more education, delayed careers, and delayed marriage on the part of Millennials. Another example of entitlement is the number of 27 year olds still living at home with their parents.

Translating unique, different and unusual into dealing with Millennials offers today's independent jeweler the rich opportunity of developing custom made products where the consumer actually functions as a member of the design team. The ability to sit with a jeweler and provide input into the development of the shank, the orientation of the diamonds and other gemstones in a ring, provides important satisfaction to the Millennial customer.

Independent retail jewelers have a unique opportunity today to provide products for the Millennials by offering custom design services to them. In a world where competition between independent and chain jewelers has become more and more intense, customization is a key differentiating point in favor of the independent jeweler. It isn't any wonder then that the technology section of the show seemed to be extraordinarily busy with jewelers searching for products and services that help them offer the customization the Millennial consumer seeks.

Much has been written about the demise of the independent jeweler. "The sky is falling" mentality seemingly is easy to adopt. However, the nature and character of independents is such that they do adapt to changing circumstances and environments. The Millennial generation is just one more example of how independents have and will continue to adapt.



Frank Dallahan

co-publisher of The Retail Jeweler
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Letter to the Editor

"In reference to The Retail Jeweler, June 2016 issue, Mr. Coyne's "20% Discount" article should come with a caveat. That is to say, a race to the bottom will eventually yield to a field of losers.

Discounting is a knee jerk reaction to poor sales. Poor sales are, among other things (like a stagnant economy), the result of poor selling skills. If a jeweler's benchmark is to be in the company of mass merchandisers and clothing department stores, they will most likely become a casualty of their own choosing. You can counter that Wall Mart is the number 1 or 2 leader in jewelry sales in the world, and that might be true. Once again, is theirs the business model you're pursuing?

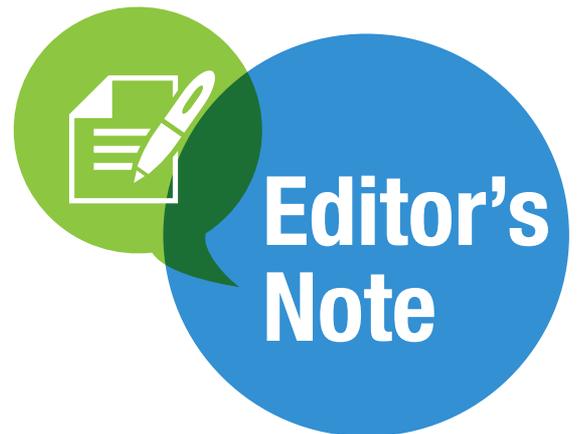
With extraordinarily few exceptions, these businesses do not employ sales professionals. Clerks (labeled, "Sales Associates") with little more than an idea of what aisle the product is in is the norm. Where else can you get paid minimum wage for texting all day?

The point is, we can distinguish ourselves easily by providing our customers with all the qualities that are absent everywhere else. Things like product knowledge, building value and exceptional customer service go a long way toward overcoming the price objection. Combined with effective selling techniques, professionals will make the sale without having to give it away.

Discounting and sales have always been a part of the market landscape. There's nothing wrong with it but the concept has been abused to the extreme. We have programmed our customers to act like Pavlov's dogs and not react (purchase) until the proper stimulus (discount) has been presented. The way to reverse the trend is to make a discounted price a privilege instead of an expectation. Build value by making the product worth at least what it's selling for (beyond it's monetary value). And lastly, exceed the customer's expectations.

Marking up 3 to 4 x and offering a 50% discount to "create the illusion of a great deal for the consumer" is great if you're selling bedding and kitchen appliances. Fine jewelry and the sentiment that comes with it should be left to professionals."

Raymond DiGiovanni
GIA Gemologist/Appraiser
Kristopher Mark Designs



Discounting is a controversial subject, particularly in fine jewelry retail.

We received a number of responses to the recent opinion piece titled "Is 20% A Discount Sufficient To Generate Sales?"

The article was not intended to direct all jewelers to hold sales nor was it meant to advocate temporary or misleading mark-up to offer big markdowns. We, like you, believe that a jeweler's reputation is their most precious commodity.

The premise of the article was to question what with consumers being regularly exposed to sales of 40%, 50%, and greater discounts that 20% may no longer inspire consumers to action.

Hopefully independent jewelry retailers, who opt to have periodic sales, will be motivated to examine whether they have adequate mark-ups to maintain margins and if a 20% sale will draw the response they want.



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IDENTIFYING YOUR PERFECT CUSTOMER

By David Brown

It's very easy to lump customers together when looking to build your business' sales. It can be easy to see them as a standardized homogenous bunch that can be treated the same. The reality however is that your customers are as diverse as the human race and their reasons for buying can be just as diverse too.

The great thing with modern technology and the continuous growth of big data it is becoming easier and easier to use information and automation to individually target and personalize a customer's experience. Despite this however, there is still a need to look at some key categories of customers in order to provide them with as uniform an experience as is possible.

Here are the four key categories we see:



1. The Self-Purchaser

Generally, but not always, is a female. This customer buys for herself and generally won't spend as much as would be spent on a gift from a loved one. Diamonds may not be their first choice but they will often target brands or fashion jewelry and the bead market is a popular choice still. Creating an add-on opportunity is still worthwhile but your best selling up strategy might feature around identifying what they really love their loved one can buy for them. Encouraging this type of customer to set up a wish list or gaining permission to contact their beloved when the birthday rolls around could be a winning strategy.



2. The Gift Giver

This is usually the doting (but frequently confused) partner! They know that jewelry works but they don't know what to buy. This customer needs confidence, persuasion and patience. In many cases they are willing to spend big and their careful cultivation and trust can lead to long-term sales. They are perfect candidates for clienteling as will often appreciate birthday and anniversary reminders and suggestions on what might go with previous purchases they have made. Don't under-estimate the level of contact they are willing to accept – they will truly be grateful in their time of need!



3. Bridal Buyers

Male or female (or together) this is again a big-ticket item but can fall victim to price shopping and competition. Often younger buyers, don't necessarily have a loyalty to any one store, and they will seek information, and products, online. Trust is crucial here. They may outwardly look for the best price but as often, first time bridal buyers' lack of experience will see trust as a hidden factor and they will gravitate to where they feel most comfortable and, above all, acknowledged for their special occasion.



4. Repair customers

These are normally not the most exciting of sales but their bread and butter nature belies the fact that they can provide steady cash-flow and one of the best marketing windows that is available. Few stores really take advantage of the opportunity that repair foot traffic can provide. Not only do they keep your store looking busy but also, they provide the perfect lead-in to sales opportunities. I've lost count of the number of store owners and staff who have seized the chance to show a piece to a repair customer who had no intention of buying, and seen them walk out with the item – often worth four figures or more. Don't neglect what these customers can bring to your business and the potential they have.

Selling is about creating opportunity and recognizing the diversity that your customers bring is an increasingly key part of the process. As diverse as your buyers may be however you will find many of them can be classified into the categories above and each offers a chance to grow your sales still further.



David Brown

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

On How To Connect With Millennials

There are currently **11.8 million millennials** ages 18-30 living in U.S. households with annual incomes exceeding \$100,000. By 2018, millennials will take over the luxury market.*

Is the jewelry industry ready?
More important, is your store ready?



By Trina Woldt, VP, Chief Marketing Officer, Jewelers Mutual Insurance Company And Jeff Fromm, President, FutureCast

Jewelers Mutual teamed up with Jeff Fromm, marketing strategy consultant and President of FutureCast, in a research study to better understand the millennial population and emerging next generation of luxury consumers. What do they think about purchasing jewelry? What matters the most to them when selecting a store or a brand to consider purchasing?

According to Edahn Golan Diamond Research and Data's U.S. Jewelry State of the Market Report, jewelry and watch sales reached \$78 billion in 2014. The report also found that spending on jewelry and watches takes place during two life periods: early twenties to mid-thirties and again during the late fifties to early sixties. The former is due in large part to the tendency to get engaged during this time period.

However, knowing when millennials are buying jewelry is only half the battle. Understanding what trends influence their shopping behaviors are truly what will help key stakeholders in the jewelry industry gain a better understanding of their millennial customers.



We identified five key trends** to help jewelers better connect with their millennial shoppers.

1 Customization is Key

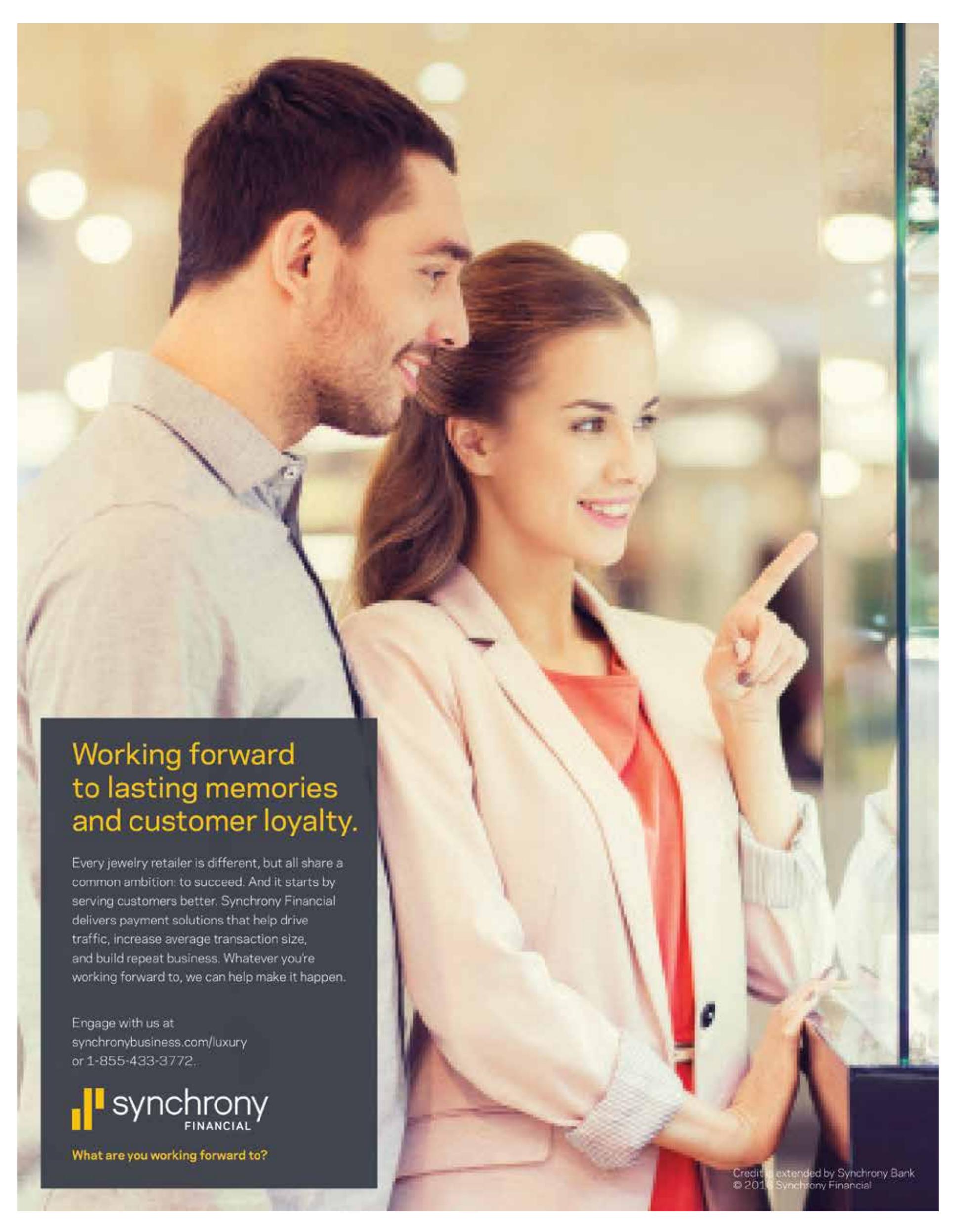
Millennials grew up in an age where everything can be completely customized. Whether it is a pair of sneakers from the Nike customization platform or a morning coffee from Starbucks, millennials have an expectation that the products they use are unique to them. The same trend rings true when it comes to jewelry. Fifty-five percent of millennial women want products they cannot see on everyone.

Millennials are savvy shoppers and many care less about the 4 Cs and more about how they can have a product that is completely customized for them at a cost they can afford.

2 Millennials are Digital and Mobile

It may go without saying, but millennials are digital and mobile natives. They are channeling that digital fluency when making purchase decisions. More than 50 percent of millennials report using their smartphones or tablets to research products and services for shopping purposes. For example, brands like FarFetch, a digital aggregation platform for local luxury fashion designers, has completely embraced digital innovation and created a disruptive brand that makes luxury products accessible to the masses on the Internet. Brands with a strong digital presence that activates across social platforms are more likely to connect with these digitally dependent adults.

Relying on traditional advertising methods to connect with millennials will only get you so far. Consider developing social media strategies, including Instagram, Pinterest and Twitter, to create a stronger digital presence.

A man and a woman are looking at a jewelry display in a store. The woman is pointing at something in the display. The background is blurred, showing other people and lights.

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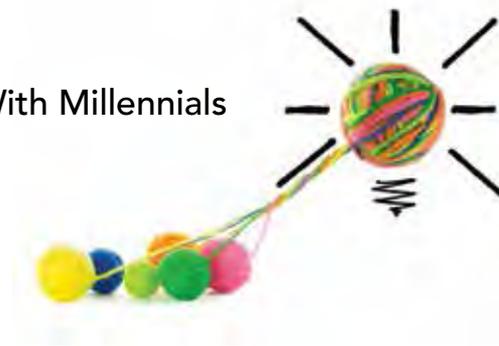
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FIVE INSIGHTS On How To Connect With Millennials



3

Experiences and Storyliving™ Drive Millennial Purchases

A recent study from Eventbrite, an online event-ticketing platform, found that three out of four millennials would rather spend money on a desirable experience than on a product or service. The majority of millennials are not interested in buying the most expensive jewelry item in your traditional jewelry store. Instead they may be looking for something that reminds them of an experience. Additionally, millennials are invested in brands that live their story. They don't just want to be told what a brand stands for, they want to see that brand living its story and offering opportunities to experience that story together.

It is important to emphasize a story behind the jewelry and not rely on just the bling to attract a millennial customer. When working with a millennial customer, ask if they will be celebrating a special event with their purchase, such as an anniversary, birthday, promotion, or birth of a child. This will allow you to have a better connection with your customer and also offer insights to the type of item they may want.

4

Authenticity

The most authentic brands are the ones that stand for more than their bottom lines. One way you can resonate well with millennials is to put a spotlight on the pieces and the brands you carry. As an example, you could highlight the story of conflict-free stones and recycled pieces. Sharing the story behind a piece is a great way to put an extra value on the item you are about to sell.

While certain brands have made a corporate effort to highlight their stories, it is also possible to integrate similar messages into your store. Have options available for a customer who asks for recycled or ethically sourced pieces, and be willing to share the story behind that piece or designer.

Another option to authenticate your store brand would be getting involved in your local community. Sponsor a local event, support a local charity, or have a staff volunteer day. Showing your care for the well being of the community and general population is also a plus among your millennial shoppers.

5

The Definition of Luxury is Changing

When we think about luxury of the past, it was a big bold logo across the chest of your shirt or the bedazzled back pockets of your jeans that identified you as someone who had the means to make a luxury purchase. Now, millennials are not seeking out brands that show off their paycheck.

It is all about how the individual consumer enhances the brand, not about how the brand enhances the consumer. Millennials are unimpressed by luxury, but entranced by subtler ways of conveying a brand's identity. While highlighting designers is important, think about other ways to categorize and feature jewelry that is more customer orientated, rather than label orientated.

One way to embrace this mindset is to reorganize your display cases to offer new perspectives to your merchandise, even if you have no actual inventory change. Consider arranging your main displays with categories to provide the shopper with purchase ideas, such as perfect gifts for: The Eco-Activist, Mother's Day or Father's Day, Spiritual or Meaning, Valentine's Day, or Under \$100.

These organized categories will provide quick suggestions to shoppers who may not know exactly what he/she is looking for and provide you a starting point to find him/her the perfect piece. While some purchase decisions will still be heavily affected by brand preference, many millennial shoppers won't base their purchase on brand alone.



Connect With US

Subscribe to Jewelers Mutual's The Clarity Blog by visiting info.jewelersmutal.com/clarity-blog for more Millennial Insights and other information, tips, tools, and techniques aimed at helping you run a more secure and successful jewelry business.

*IPSOS Mendelsohn Affluent Survey, 2012; Unity Marketing, Marketing Jewelry to Millennials, 2014

**FutureCast, What's the Buzz on Bling? Marketing Luxury Jewelry to a New Generation of Affluent Millennials, 2015.



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THE EVOLUTION OF GOLDSTEIN DIAMONDS

"This year has been a major transition for both Goldstein Diamonds and me personally. My son, Chad, graduated from the University of Arizona and followed that up by graduating from GIA Carlsbad. He has now become an integral part of the Goldstein Diamonds team. His new thinking and team building philosophy is already having a positive effect on how we work together and how we work with our clients.

His vision, which I share enthusiastically, is for us to become even closer to and more important to our customers. We can only do that by having the right product, the right margins, the right attitude all the time and by being very focused on helping make each of our customers have product that is unique in their markets.

A lot of what we're doing today focuses on vintage and antique jewelry. We have a large selection of incredible one-of-a-kind pieces from so many different eras – Victorian, Edwardian, Art Deco, the 50s, 60s and 70s. This type of jewelry is a really hot category for women of all ages. And best of all, consumers can't comparison shop like they do with basic white diamonds, so the retailer is assured a fair margin.

Of course, we still have a huge inventory of every kind of diamond, from melee to 20 cts.; and as the industry knows, we're experts in both fancy cut and fancy color.

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David with wife, Lisa



Chad with sister, Allison, and Lexi and Apollo



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SUCCESSION PLANNING AND FAMILY TRANSITION

By Bill Boyajian



I work with a lot of families who are in transition with their jewelry businesses, particularly those moving from parents to children. The majority of such businesses are family-owned by people over 50, making succession planning and family transition two of the hottest topics for North American jewelers today.

Succession is about trusted leadership, and family transition, in particular, requires a transfer of values, talent, and vision. Financial security is also very important, especially for parents nearing retirement, and requires a generational shift in roles and responsibilities to ensure that financial freedom. This shift from one generation to another is seldom easy because there can be unspoken family friction, a question of core competence in the next generation, an unwillingness of the older generation to let go, or even a consideration of the economics of sharing when one child works in the business and others do not.

I recommend that families retain outside counsel from a trusted friend or confidant, someone who specializes in the field, to assist in this process. Dealing with family issues in business can be very challenging, so independent, objective, and unbiased advice is always helpful. Parents need to walk a fine line between loving their children and doing what is best for their business (and themselves), and this is never easy.

One of the first things an outside professional will do is assess the fundamental goals of the owners and begin to define a successful outcome of those goals. There are many considerations. For example, does the owner want to maintain the name of the business in their community or industry? Has there been an implied promise to the next generation that they will ultimately take over? Is there mutual respect amongst the generations and a willingness to work together in transition? Family dynamics are critical because there may be unresolvable family differences and a lack of risk tolerance for ownership change. There is also a question of the current state of the



market. With so many jewelers going out of business today, is this an advantage or disadvantage for the next generation? Jewelry retailers, in particular, face a number of concerns today. Should they try to sell their business (if they really can)? Is a Going Out of Business or Retirement Sale a preferred method of cashing out? Can an inventory reduction sale generate enough cash to take some chips off the table and provide for a reasonable and smooth transition of either partial or full ownership?

I have also found that many parents hope their children will fall in love with the jewelry industry like they did and carry on the business. Many Millennials watched their parents work six days a week and never have a life during the holiday season, so that isn't particularly appealing to some. Millennials may well have their own vision in life, and good for them. Everyone deserves to seek their own direction.

What is needed in a family transition and succession plan is a proper attitude among all parties, demonstrated competence and values in running the business, the ability to build relationships and transition a team of people, and effectively lead and manage the business. Parents need to be honest with children because children deserve to know if and when they can "get in the game." But children also need to prove that they are capable, and not just taking over a business because their name is on the letterhead or the front door.

A succession plan is a framework for direction with targeted achievements and benchmarks to hit, for both generations. It often covers a period of a few years, but without necessarily a specific end date. That comes when the goals have been met and all the parties are prepared and ready for transition.



Bill Boyajian

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

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PROFIT FIRST

By Ann Arnold

Every year I take Continuing Education Credits to keep my CPA license current. Most of the time, the classes I have to attend discuss the latest changes in GAAP, the newest FASB pronouncements and updates in the tax codes. However, this past week I had the pleasure to attend an event that I really enjoyed!

The presenter was Mike Michalowicz, author of the book, Profit First. He discussed many aspects of growing a business, but he focused on the business diet. We look at the income statement we get from our accountant, and what do we see? Sales – Expenses = PROFIT, and then we all usually ask the same question – So if that is my profit – where is the cash? Many entrepreneurs spend so much time building their businesses, they forget to pay themselves first. The new formula – Sales – PROFIT = Expenses.



In the book, Mike discusses how we need to go on a “Business Diet.” We all pretty much know what we have to do, even when we have to lose weight, we all know what steps we need to take to accomplish our goal. But how do we get the discipline to do it. The key is to implement a new way of life and putting procedures in place to insure that we don’t fall off the wagon. Here are four key elements:

EAT SMALLER PLATES

Research shows that the average plate size has increased over 23% since the early 1900’s. By using small plates, you consume fewer calories, thus better control of your weight. In business, apply the small plate concept. Open multiple bank accounts and distribute the money you receive immediately and automatically, in predetermined percentages, into different accounts. Each account has a different objective: profit, owner pay, taxes and operating expenses. These are the four basic accounts. In the book, Mike goes over in depth how to determine these percentages. One example would be: 15% - Profit, 20% - Owner Pay, 15% - Taxes, 50%- Operating Expenses.

SERVE SEQUENTIALLY

If we start with our vegetables and fill up, by the time we get to the meat and potatoes, we won’t eat as much! So, always pay



into profit first, then yourself, then taxes and whatever you have left over is for your expenses. If you don’t have enough money to cover an expense, guess what? No – you don’t “borrow” from another account! It means is you can’t afford that expense and have to get rid of it! Having less money triggers frugality and innovation – do you really need that expense, and is there a more efficient way to accomplish the same thing?

REMOVE TEMPTATION

If the Oreo’s are not in the house you won’t eat them! So make it very difficult and painful to access your other accounts. Keep your profit account in another bank, with no online banking privileges, so you have to actually go there and get the money. Maybe have two people required to withdraw funds so there is some accountability.

ENFORCE A RHYTHM

Don’t eat when you are hungry, it’s too late and we tend to eat way too much! Eat throughout the day. In the same vein, create a rhythm in your business. Pay your accounts payable twice a month, or each week on a certain designated day, not only when your money piles up in the bank. Stay controlled and see what is happening to your cash flow and where your money is actually going.

Dieting is not easy, and without control and discipline it is doomed. However, we need to look at dieting not as a short-term fix, but rather as a change in our lifestyle. Start thinking about your business from the perspective of Profit First, and see how you can transform what you are doing into a healthier and more profitable lifestyle. (<http://profitfirstbook.com/>)



Ann Arnold

Ann Arnold is an expert in manufacturing and finance. She earned her CPA working for Deloitte, and was the VP and later CEO of Lieberfarb, a US based manufacturer of wedding and engagement rings. This 27 year veteran is currently the Chief Strategy Officer of BIG (Buyers Intelligence Group), which provides comprehensive, scalable, industry solutions that deliver dramatically

improved performance to jewelry retailers and manufacturers. To learn more, email ann@bigjewelers.com. www.bigjewelers.com



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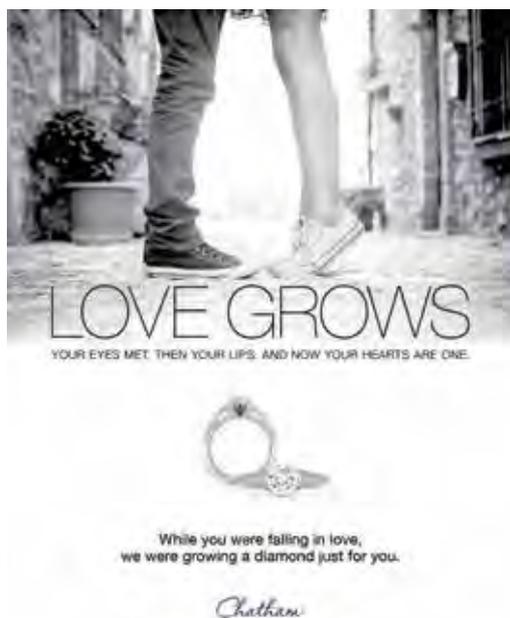
Angelica gives back \$.25 of each bracelet sold.

Manufactured from recycled metals. All designs are copyrighted. Patent #D716175

Chatham's New Engagement Ring Line

Chatham unveiled a new and unique concept to the bridal category at this year's Las Vegas show. The program consists of carrying a 15-piece collection of engagement rings in various styles ranging from classic halo designs to some with the signature Chatham flair. The customer will select the center stone among six Chatham Created gemstone varieties: alexandrite, sapphire, emerald, pink sapphire, ruby and its highly anticipated colorless diamonds.

Chatham's colorless diamond production has increased significantly with stones ranging from 0.50ct up to 4cts, and clarity grades ranging from SI2 to IF. But the stars of the show were the intriguing colorless diamonds with a touch of blue, a faint blue brilliance that catches the eye. Stunning with exceptional cutting, the diamonds are all the rage. The intent of the collection is to offer the customer options; each gemstone is presented with its meaning as it relates to love. In the event he can't afford a diamond, the collection provides the option to present her with a gemstone that is personal to him and has true sentimental value. It will give him the confidence he needs to buy her a colored gemstone engagement ring that is special and meaningful to both of them.



Additionally, the bridal collection comes with a comprehensive media kit containing three marketing campaigns geared towards the millennial generation of buyers. The central theme is Love Grows; only Chatham offers you a diamond that grew while your love for one another was growing. Each campaign touches on one of the three main factors that millennials consider before making a luxury purchase: value, social & environmental responsibility and personalization. For more information call 800-222-2002.

Sterling Reputation Adjustable Lariat Bracelets

Sterling Reputation's new collection of adjustable lariat bracelets are designed by their resident stylist, Pearl Woei. They are available in 30 unique and detailed styles and have a triple key retail price range of \$99-\$199.

Unlike other lariat bracelets that use a traditional ring and silicon clasp, Sterling Reputation's bracelets have a one-of-a-kind movable clasp. Made in Italy, they are patented, and are exclusive to this collection. Like all Sterling Reputation products, these bracelets are designed using .925 silver with a genuine rhodium finish, which prevents tarnishing.

Sterling Reputation celebrates its 17th year of outstanding service to independent retail jewelers with lines of fashion-forward, sterling silver jewelry from around the world. Staying true to its name, Sterling Reputation offers high quality sterling silver earrings, pendants, bracelets, and rings in thousands of styles that range from elegant classics to the latest runway trends. Every design is created using .925 sterling silver with genuine rhodium finish. This guarantees that Sterling Reputation's sterling silver, cubic zirconia, genuine diamond, and natural gemstone jewelry won't tarnish. For more information call 954-578-1880.



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212-937-9727

Mother-of-Pearl asymmetrical flower earrings in 18K white gold on French wire with diamonds.
MSRP: \$7,900.

LAGUNA NIGUEL #212



Frederic Duclos

866-898-3636

Sterling Silver gold-plated Melinda cuff bracelet.
MSRP: \$472.

FOXWOODS #103



Color Merchants

888-252-7388

Modern black zirconium ring trimmed with elegant rose gold edges featuring a row of black diamonds.
MSRP: \$1,300.

DALLAS # 24, FOXWOODS #207



William Levine

312-236-3700

8.12ct cushion cut fancy yellow diamond with 73 full cut diamonds, 1.06ctw, in a platinum mounting with 18K gold prongs.
MSRP: \$200,000.

DALLAS #21



Lashbrook

888-252-7388

Modern black zirconium ring trimmed with elegant rose gold edges featuring a row of black diamonds.
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LAGUNA NIGUEL #136, FOXWOODS #400
FOUR SEASONS CHICAGO #07



PE Jay Creations

201-863-0006

Superbly crafted 14K white gold locket adorned with 0.50ctw of brilliant diamonds.
MSRP: \$3,000.

LAGUNA NIGUEL #412
FOXWOODS #308,
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DALLAS #106

FOXWOODS #108

FOUR SEASONS CHICAGO #03



KC Designs

212-921-9270

From the Mosaic Collection. Round and baguette diamond twist ring in 14K gold. MSRP \$1,675.

LAGUNA NIGUEL #306

DALLAS #308

FOXWOODS #101

FOUR SEASONS CHICAGO #201



Bassali Jewelry

516-466-2045 x10

Bold and Beautiful are just two of the words to describe this Lapis Ring set in 14 Karat Gold with .22 ctw of colorless diamonds from our Everyday Diamonds Collection. MSRP \$999.

DALLAS #201

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Apollo Manufacturing

212-869-4200

Classic women's diamond ring diamond total weight 5.08cts. MSRP \$3,798.

FOXWOODS #402



The Touch

781-894-8133

Elephant hair bracelet in 14K gold, shown with sapphires, MSRP: \$700.

Also available in diamond (MSRP: \$800) and customizable in other precious stones.

FOXWOODS #16

FOUR SEASONS CHICAGO #16



Qayten

+1 3109269774

The Qayten collection features a profusion of pearls, colored gemstones and diamonds, set in gold and ethically sourced rare woods. MSRP: from \$800 to \$300,00.

FOXWOODS #305

FOUR SEASONS CHICAGO #402



H.J. Namdar

212-398-9564

From the Marquise Princess Collection. Diamond total weight: 1.33cts in 14K white gold. MSRP: \$5,890.

DALLAS #400

FOXWOODS #205



Steven Royce Designs

516-466-0700

18k white gold pendant featuring a 4.25ct pear shaped ceylon sapphire and 1.64cts of diamonds.

LAGUNA NIGUEL #124
DALLAS #18
FOUR SEASONS CHICAGO #06



Breuning

678-377-1673

Modern and innovative sterling silver bangle. MSRP \$571.

LAGUNA NIGUEL #126
FOXWOODS #33



Artistry, Ltd.

888-674-3250

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LAGUNA NIGUEL #312
DALLAS #206
FOXWOODS #109
FOUR SEASONS CHICAGO #101



KGM Industries

212-944-7068

Stunning ring features a remarkable 3.53ctw Emerald surrounded by 3ctw of Diamonds. Set in 14k gold, this ring is timeless yet unique and will be sure to turn all heads! MSRP: \$10,827

FOXWOODS #405



Sal Praschnik Jewelers

305-379-5267

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DALLAS #302
FOUR SEASONS
CHICAGO #209



Timeless Designs

800-657-9270

Stackable and sentimental bands from the My Story Collection, by Timeless Fine Jewelry. Available in yellow, white, rose 14kt and 18kt and platinum. MSRP start at \$950.

LAGUNA NIGUEL #314, DALLAS #300, FOXWOODS #206
FOUR SEASONS CHICAGO #202R



Magnum Creations

212-869-2600

Elegant 18K white gold sapphire and diamond necklace. Diamonds 9.07ctw, sapphires 15.42ctw MSRP \$15,000.

LAGUNA NIGUEL #300



Alisa Design

888-253-6600

From the new Traversa Gold Collection, 18K yellow gold and sterling silver with 0.14ctw. oval center. Coordinating earrings available. Made in Italy. MSRP \$1,490.

FOXWOODS #309
FOUR SEASONS
CHICAGO #15



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Stud Earrings

New Leslie's Premium Gold & Silver Catalog

The new 2016 Leslie's Premiere Gold & Silver Collection catalog introduces more than 1,100 styles to its already impressive collection. Featuring the finest designs and craftsmanship, Leslie's delivers basic and traditional 14K, 10K and sterling silver styles, as well as, the addition of latest trends and fashion forward precious metal pieces people want to wear.



Pinny Rubin, Director of the Leslie's Brand, said "The love, sweat and tears that goes into preparing a new catalog is here for all to see. With these new additions, not only does Leslie's have fresh styles for the marketplace, the collection also now offers one of the largest assortments of 18K, 14K and 10K pendant chain, 14K and 10K link chain, as well as 14K, 10K and sterling silver adjustable chain in sizes 22" and 30" under one comprehensive brand. Premium Gold and Silver retailers will always want to shop Leslie's first."

Leslie's Gold is supported by a Lifetime Gold Guarantee. Seasonal dating, stock balancing, marketing support, displays and sales kits are available for the full Leslie's collection. Call 800-221-2628 to order your copy.

Rings of Strength Support Jewelers for Children

Jewelers for Children held the 4rd Annual Rings of Strength Tour on Thursday, June 2, 2016, at Mandalay Bay Resort Casino in Las Vegas, NV. More than 160 participants assembled at 5:30 a.m. to either walk or run 5K, or bike one of two courses, a leisurely 15K route or a challenging 50K route. An option for yoga was also available. Participants who signed up built their own fundraising websites and collected more than \$ 50,000 to support Jewelers for Children.



"It's truly overwhelming to see so many willing, happy folks turn out at 5:30 a.m. to help support the JFC mission!" said Debra Puzio, JFC's Vice President for Special Programs. Every year we welcome new people and new companies to this fabulous event and with the success of this year's event, we have surpassed \$225,000 in fundraising for JFC!"

The event attracted individuals, as well as teams, of industry supporters. Teams were organized by Quality Gold, Blue Nile, HL Manufacturing, Women's Jewelry Association, Stuller, Starluxe, JCK, Signet Jewelers, Canada, Bahama Gem, Assurant, Ben Bridge Jeweler, Vicenzaoro, Dean's Jewelry, BIG, Radiance JD, JCK-JIS-Luxury, Greens Jewelry, BASCH, Nishi Pearls and Bailey, Banks & Biddle.

Sponsors for the event included: JCK Events, JIS Exchange, Blue Nile, Brinks, Assurant, Rio Tinto Diamonds, Freeman Expo Service, CMAC Transportation, and Ashi Diamonds.

Kwiat and William Goldberg Announce An Alliance To Market the Ashoka Diamond

Kwiat and William Goldberg have joined in a strategic alliance surrounding the distribution of Goldberg's proprietary diamond brand, the Ashoka®. Kwiat will now be the exclusive US distributor of Ashoka, and will design and produce a collection for the US market sold exclusively through Kwiat and select luxury jewelers that carry Kwiat nationwide.

For the past 109 years, the Kwiat family has passed their expertise from father to son to grandchild. They select the finest diamonds and cut them to their exclusive standards to make each one look bigger and brighter. Kwiat's promise to their clients is to continually re-imagine all that can be done with diamonds. This year, they are excited to present a rare and compelling diamond cut to their clients. The Ashoka diamond features a unique faceting pattern combining the elegance of an emerald cut diamond with the brilliance of a cushion cut. It's signature elongated antique cushion cut and rounded corners are unmistakably unique.

The Kwiat and Goldberg families are renowned for their extraordinary diamonds. Their shared principle of cutting diamonds for maximum brilliance and beauty is the cornerstone of this collaboration. The Ashoka® collection designed by Kwiat will be comprised of diamond engagement rings, weddings bands, necklaces, earrings and bracelets. The collection will debuted in June at the Couture jewelry show in Las Vegas. For more information call Kwiat at 800-927-4367.



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Jewelry Innovations Industry's First Contemporary Metal Bridal Sets

Jewelry Innovations LLC, distributor of fine jewelry and developer of high-tech jewelry alloys, released a jewelry industry first – contemporary metal bridal sets made from Serinium®, The Precious Contemporary Metal™. This cutting edge collection of 12 engagement rings, each paired with several options of men's and women's wedding bands, has been specifically designed to appeal to millennial consumers.

"Research proves that women, particularly women in their 20s and 30s, respond very positively to jewelry made from Serinium", said Harry Rosenthal, CEO of Jewelry Innovations, "which makes Serinium jewelry unique among all contemporary metals. Other contemporary metals have little or no appeal to women. Serinium diamond engagement rings are particularly valued because of the beauty, hardness and virtual indestructibility of the metal."

Serinium is a patented jewelry metal available only from Jewelry Innovations. Known as "The Precious Contemporary Metal"™, Serinium is a beautiful, bright silver-white metal that is ultra-hard, will never tarnish or oxidize, and can be easily and safely removed in an emergency. Combined with Jewelry Innovations's exclusive Odenite™ setting, Serinium is the perfect choice for millennial consumers looking for new, high-tech fine jewelry alternatives to fit their lifestyles. For more information call 800 872 -6840.



AGS Laboratories Introduces Natural Diamond Verification Services

The AGS Laboratories has launched a new Natural Diamond Verification Service to distinguish if a diamond is natural or synthetic, and to discern if the diamond has been HPHT treated.

The new Natural Diamond Verification Service is available from AGS Laboratories via standard diamond testing protocol. Similar services for melee from 0.1 to 0.18cts will be available in the future.

Richline Acquires Viawear Bolsters Wearable Product Offerings

The Richline Group, a wholly owned subsidiary of Berkshire Hathaway, and Viawear, an innovative wearables provider for jewelry brands, announced the companies have completed an agreement for Richline to acquire the Viawear business.

"The world has embraced wearables, and we intend to provide our customers with the right jewelry products that blend seamlessly with the latest technology. Viawear's technology and designs compliment everything we've set out to achieve in the smart jewelry space," said Joel Schechter of the Richline Group.

Viawear has developed a unique approach to filtering mobile notifications and delivering the most contextual wearable alerts. With Viawear, wearers can stay connected to their most important alerts, and eliminate the need to constantly checking to see if they missed something important.

"Our objective has always been to develop smart accessories that truly complement our wearer's lifestyle. Blending Richline's tremendous jewelry acumen with Viawear's technology platform allows us to make this vision into a reality that can help drive the world of fine jewelry into the world of wearable technology," said Ben Isaacson, Founder and CEO of Viawear.



You Don't Need To Be Huge To Be Successful!

Before we joined IJO, we found ourselves figuring things out by trial and error and often feeling alone in the jewelry industry. After joining in 1999, we found ourselves in a group of more than 800 independent jewelers who shared the same problems yet offered solutions to help!

The IJO conferences are always at beautiful resorts and in exciting destinations and quickly became the highlight of our year. We began making friends, sharing ideas and overcoming challenges. At the seminars we learn from top experts in marketing, accounting and of course, sales. We always return home feeling invigorated by the support of more than 800 noncompeting jeweler members and the partnership of close to 200 vendors.

And, as much as IJO conferences are fun, the side trips are even better. We've visited gold chain factories in Italy, sapphire mines in Thailand, and frequent the diamond district in Antwerp, Belgium. The trips are top-notch and if we're not already traveling with friends, we've made new ones by the end of the trip.

Showing our client a sapphire and telling them we personally chose it in Thailand, or selected this particular diamond out of hundreds directly from the cutters, sets us apart. Our clients love that they can shop locally with a jeweler who travels the world in search of the best!

Our store is less than 800 square feet in size. We have learned from IJO that you don't have to have a mega store to be successful. You do need a family of jewelers, a team of experts, and an amazing group of designers. You need IJO!

Monteca Confer Beisel and Brenda Confer, Confer's Jewelers, Bellefonte, PA



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Mercury Ring
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THE RIGHT CHOICE FOR THE TIGHT BUDGET: Google AdWords vs. Facebook Ads

By Matthew Perosi



Because the online paid advertising playing field changes monthly, my clients constantly ask for my current recommendation for where to spend their limited marketing budget. Although there are many online advertising possibilities, I prefer that jewelers use Google AdWords and Facebook Advertising because the ads can be changed frequently to highlight current offers.



Google AdWords is a complicated system that can be learned, and then relearned monthly. Google is notorious for changing features which drastically impact your spending. In fact, as I prepared this article, they announced a change in how mobile ad bidding will work. That change will throw off many existing AdWords campaigns and either plummet the click through rate or spike the spending without notice. This is why the monthly relearning is important, and it's also why I do not recommend AdWords without hiring an agency.

Even though my company is an agency and a Google Partner, I don't recommend AdWords as the main method of online advertising because the monthly media buy must be high to make it effective. What makes AdWords a good online advertising platform is the many targeting options to help you reach the right potential customer. You could choose loose targeting of keywords in a specific area or you can choose accurate targeting by device type, exact keywords, time of day, location, and a lot more.

Loose targeting is best used when you want the largest number of clicks and respondents to your ads. In most cases, the cost per click with loose targeting is lower than \$4. Loose targeting always seems to produce faster results because you get more phone calls and website visitors. Although you might feel like the ads are working, you usually waste a lot of your time trying to close those low quality sales leads.

Facebook Advertising is also easy to set up and can be much less expensive than AdWords.

On the other hand, you'll see fewer clicks and website visitors when you use a more accurate targeting method. The agency you hire can set up the targeting to filter out the lower quality leads and produces better potential customers with shorter sales cycles. As an example, the cost per click when using more accurate targeting while bidding on "engagement rings" in your local area can easily be more than \$8 with the cost per sales lead higher than \$22. This might seem high, but you'll be happier with the sales results.

When your monthly online media buy budget is less than \$500, you'll be forced to set your AdWords keyword bidding limits to a low price, but that also reduces the likelihood that your ads will be seen. When media buy budgets are that low I recommend using Google AdWords Express and Facebook Advertising instead of the regular AdWords system. AdWords Express is a very easy to use system built into the same control panel you see when logged into your Google My Business account. Drop me an email if you're interested in how to set up AdWords Express and I'll send you my easy to follow directions.

Facebook Advertising is also easy to set up and can be much less expensive than AdWords. Facebook's advertising feature is built right into their network now and it's commonly referred to as boosting a post. They make it very tempting to click the boost post link to convert your shared status update into a paid ad. I do not recommend the default options for boosted posts because they are more expensive and yield lower results than if you use the Facebook marketing tool called Ads Manager. Within Facebook Ads Manager, you'll find many options to help zero in on your target customers. Ads Manager allows for targeting of locations, gender, relationship status, financial income, and many more personal demographic details than what AdWords offers. The targeting parameters you choose in Ads Manager can be saved for future use, even applying them

to a boosted post. Drop me another email and I'll send you the directions to set up this Facebook targeting too.

Whereas the accurate targeting method on AdWords creates more expensive results, the highly honed targeting of Facebook ads will probably cost less than \$1 per click. Similar to AdWords, the response rate on a highly targeted ad will be lower than more generic targeting, but it should also yield the same quality sales leads.



Facebook and AdWords have many similarities in their features, and an equal number of differences. If your monthly budget is more than \$1000 then I suggest Facebook and AdWords; when less than \$1000 use Facebook and AdWords Express.

Keep in mind that more accurate targeting always yields higher per click rates. No matter how good your targeting is, the sales you generate will ultimately have a lot to do with the follow through once those ads are clicked. You don't need e-commerce on your website to generate sales from paid ads; it just needs to be user-friendly and invite people into your store where your great sales team can provide a fantastic buying experience.



Matthew A Perosi

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

James Breski

Mighty Minty Tourmalines



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

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




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NEW YORK



Since its introduction in 2010, Phillip Gavriel has grown to become the go-to collection for smart retailers looking for high-quality designer jewelry at fashion price points. His iconic Woven Collection is crafted in sterling silver and precious sapphires. The new collection, introduced at JCK Las Vegas, is completely handmade from the highest quality materials. Average retail price for this collection is \$500, making it a sweet spot for the self-purchasing female or for gift giving. Retailers are seeing sell through at amazing rates across the country.

In addition, the Phillip Gavriel brand is supported by an aggressive national advertising campaign in *Vogue* and *Elle*, as well as through Facebook and other social media platforms. Backed by the integrity of its parent company, the Royal Chain Group, Phillip Gavriel offers exciting product and great value, along with excellent service and customer support.



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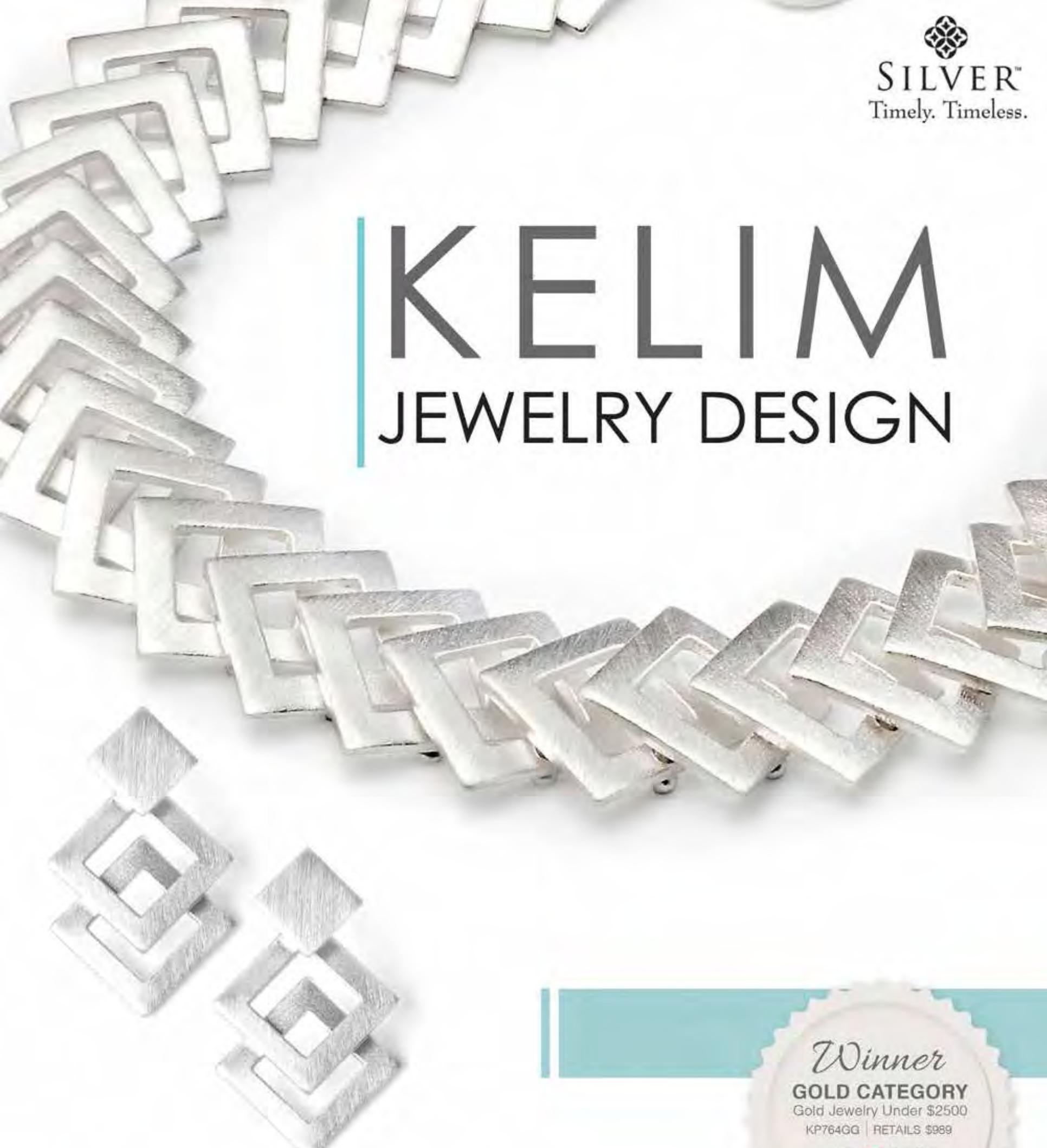
Clean lines and brilliant design characterize Kelim jewelry. There is a rich diversity in the collection that includes over 700 organic and geometric designs that are both feminine and timeless. From observing the patterns in the kelims, Meral and Halil have developed a keen eye for elemental and architectural form in every corner of their environment. Their inspiration simply comes from being aware of the intricate beauty that surrounds us in our daily lives. Kelim's timeless matte sterling silver styles are influenced by the natural beauty of both Turkish and Swiss cultures. Each piece is hand crafted and finished. It is modern, wearable jewelry that can literally be worn with jeans and a t-shirt or with a cocktail dress. The designs are fresh and classic, and never trendy.




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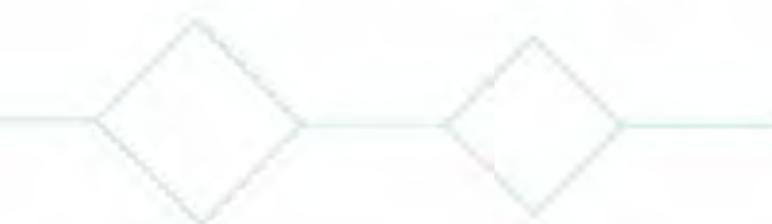
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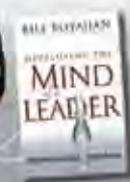


"I've known Bill for over 35 years so when we needed some outside counsel, he was the natural choice. I brought him in to meet with me and with my family members to provide advice and counsel for the next generation. Bill's trusted insight, experience, and outstanding people skills were what we needed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

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

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



IJO Announces Extended Travel Rewards Benefits

The Independent Jewelers Organization (IJO) recently announced a change to its Travel Reward Program. The program, similar to a "buy-one-get-one free" concept, was first created in 1998 to make it easier for members to attend both IJO semi-annual conferences. Eligibility was based on each member's total amount purchased within a 12-month period through the IJO buying group, enabling them to earn up to two airline tickets, five hotel nights and a check for \$500-\$3,000.

In 2013, a "Gold" Travel Reward level was implemented whereas qualifying purchases of \$75,000 would earn a store two tickets, four hotel nights and \$500. In 2015, in an effort to help smaller volume stores consistently supporting IJO with a sizeable portion of their store's purchases, yet falling short of the "Gold" Travel Reward level, IJO created the "Silver" level to include one airline ticket, plus three hotel nights for purchases of \$50,000.

In spring 2016, IJO added yet another level, the "Bronze" level for members with purchases under \$50,000. Bronze level members will receive three free hotel nights at their next conference, after having covered their own expenses at the previous one. In today's economy, IJO feels it is imperative that independent jewelers are provided with the tools and guidance to afford them the opportunity to not just survive, but grow. "Education is critical, and we offer the best seminars and



networking opportunities in the industry," says IJO Director of Member Services Penny Palmer. "This is what has enabled our members to grow from smaller volume stores to multi-million dollar businesses. Our job is to help our members work smarter, and attendance at our conferences is paramount in helping them achieve that."

According to Jeff Roberts, President and CEO of IJO, "There are currently record numbers of jewelry stores closing, and it's becoming more and more difficult for retailers to keep ahead of the competition. Even just one good idea makes the trip worthwhile, and by making it easier for our members to attend our conferences we're helping to give them a much-needed edge. We want our smaller volume stores to have the same growth opportunities as the larger ones, so we felt this new Bronze level would be a welcome addition!"

IJO will be at the Gaylord National Resort in National Harbor, MD, right outside of Washington, DC, July 29-August 3. For information on membership and to see if you are eligible to attend the National Harbor Conference, please call Penny Palmer at 800-624-9252.

Drukker Designs for Men

As men are becoming more style conscious, particularly the millennials, Drukker Designs has seized the opportunity to create a new men's collection named Talisman. Designed to be jewelry for every day or special occasions some with colored gems which could be birthstone or any favorite colored stone.

Talisman Collection pieces are made of white gold some yellow or rose gold details. The same models could be made of sterling silver instead of white gold. Some of the Talisman designs featured are - model 090 - The Jaguar: white and yellow 14K gold, onyx, \$375; model 644 - white and yellow 14K gold, white topaz; model 2048 - white and yellow 14K gold with blue sapphire; model 2082 - white and yellow 14K gold with onyx.

For more information contact Drukker Designs 571-535-6300.



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Paid2Post E-Commerce Platform

When it comes to online sales, the jewelry industry is losing ground. With ecommerce growing at an exponential rate, jewelers are being left behind, as only an estimated 15% are selling online, eclipsed by mega-sellers like Amazon and Blue Nile.

Enter Paid2Post (www.Paid2Post.com), a new patent-pending ecommerce platform for the jewelry industry that offers a free, customizable web store at the click of a mouse. Developed by Chi Huynh, owner of Galatea: Jewelry by Artist, Paid2Post is designed to take back online sales for both suppliers and retailers.

Paid2Post simplifies the process of creating an online store by linking suppliers and their products directly with retailers. Retailers can select product from a community of wholesalers by a simple request (think: "friending" on Facebook).

A wholesaler is free to select its own regulations for what constitutes an authorized retailer, such as requiring a certain amount of in-store product. But as soon as the wholesaler hits "accept," the retailer's selected inventory immediately populates the store. Retailers are protected by zip code (one store per), and all consumer sales are commissionable for the area. A key social media component also allows consumers to reap a commission from posting products, incentivizing the promotion process and creating avid jewelry fans in the process.

"Jewelers are in dire need of a solution," says Huynh, who has spent countless hours researching the state of the online industry over the past year. "Things are changing more quickly than anyone expected, which is why I believe Paid2Post is the solution for today's jewelers who want to have an online presence but either don't know how to go about doing it, or can't spend the money needed to create a store from scratch."

Membership is always free for retailers and suppliers. The retailer's customizable page can be promoted as its own URL, by a badge on the jeweler's home page, or through the Paid2Post site. Jewelers can track orders, answer questions and check on customer deliveries, which are either shipped directly by Paid2Post to the customer or delivered to the store for personal pick-up.

Getting "Paid2Post"

There are four ways for consumers to enter into the Paid2Post system:

- Through the retailer's store

- Through the wholesaler or supplier's business
- Through the Paid2Post website
- Through an individual's social media site.

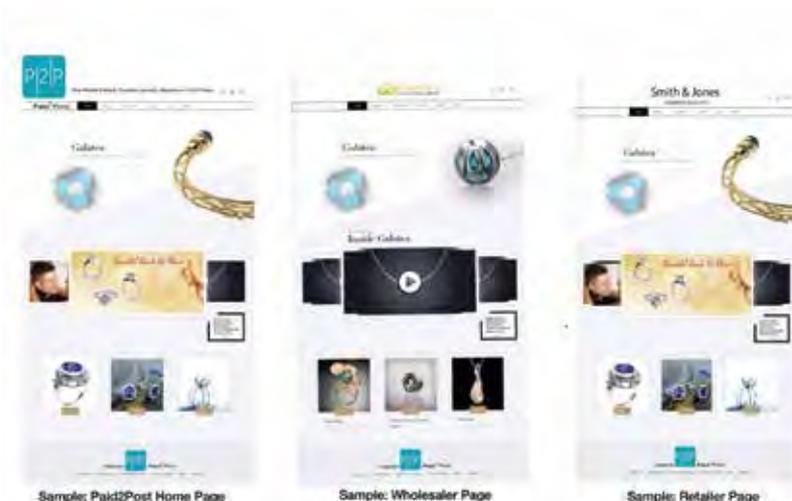
Payments are split between the jewelry manufacturer, retailer and Paid2Post. Full wholesale value of the jewelry is paid to the supplier. A 20% commission is paid to Paid2Post. The remaining profit goes to the retailer. If a jeweler is not assigned to customer's zip code, the supplier may assign a retailer to access the commission or may keep the commission for themselves.

Paid2Post manages all orders and online payments. Returns are accepted within 30 days of shipment receipt.

One of Paid2Post's most unique features actually allows consumers to reap a commission should their online image post result in a sale. Special embedded product images, available for download from the Paid2Post website, can be shared and tracked on Facebook, Instagram, Pinterest and Tumblr. This unique photo-sharing system gives an incentive to anyone who wants to earn extra money from the sale of a piece of jewelry. Commissions to individuals will be 10% of the selling price.

Paid2Post is designed to raise online and offline visibility for retailers, since so much of the true value of a bricks-and-mortar store is in its service and relationships with its customers. "The world is changing and the jewelry industry must change along with it," says Huynh. "We can't sit by and see sales slip away, hoping that it will stop. It won't. Consumers are buying online now more than ever. This is a way for the industry to join together to have a piece of the online 'pie' for ourselves."

For more information visit www.Paid2Post.com




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Michou Adds Midnight Sky Group to the Constellation Collection

Inspired by the interplay of blues and purples as the horizon dissolves into twilight, Michou created the striking Midnight Sky group to enhance its classic Constellation Collection. As one of Michou's most enduring collections, Constellation remains a customer favorite that we add to seasonally.

The center stone of each piece is blue rainbow moonstone which play host to glittering orbs of African amethyst, blue topaz, blue agate (cuff), iolite, rhodolite garnet, and freshwater pearls. Each stone is set in sterling silver and accented with 22K vermeil. Handmade by Michou's Balinese artisans, Midnight Sky is elegant and ethereal. MSRP range from \$120-\$625

For more information call 800-642-4681.



Natasha Bendingfield Performed at Simon G. Jewelry Summer Soiree

Natasha was sparkling in Simon G. Jewelry earrings and two statement cocktail rings during her performance at Trump International Friday night in Las Vegas.

Devon and Asha Still made their first appearance as a married couple. The couple showed off personalized Simon G. Jewelry wedding bands made specifically for them for their big day. Simon Ghanimian hosted the evening along side his wife Sylvia and sons Zaven & Hratch.



Natasha Bedingfield sparkled in Simon G. Jewelry while performing at the Simon G. Summer Soiree at Trump International Hotel Las Vegas

PHOTO CREDIT: Brenton Ho

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