

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 9, Issue 5 • July/August 2018



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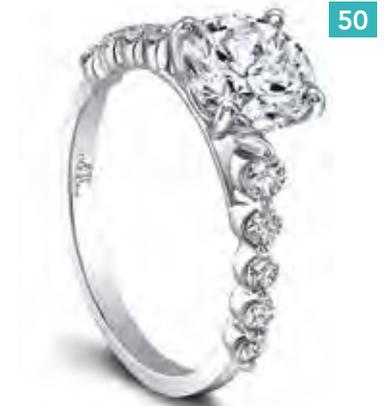
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COVER: The cover model is wearing jewelry in 18K white gold in platinum showcasing emerald cut diamonds. MSRP of the featured pieces range between \$50,000-2,000,000. For more information contact Rahaminov Diamonds Inc. 213-622-9866

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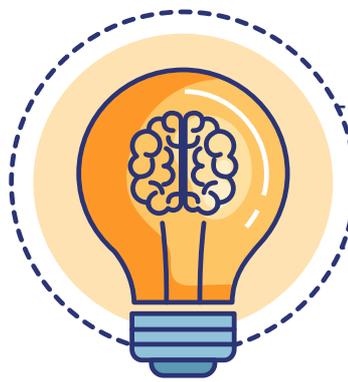


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GENIUS MARKETING

By Frank Dallahan

An old friend and colleague at ArtCarved, diamond buyer Al Tepper, used to refer to the younger management staff members at the company as “marketing geniuses”. It was a bit caustic and derisive but it was used mostly with humor and a twinkle in his eye to shoot holes in an idea or a program that “the college boys” dreamed up and went off the tracks.

During show week in Las Vegas, the jewelry industry learned of a landmark decision by DeBeers to launch their own lab-created diamond product. More importantly, the decision positioned lab created diamonds as part of the fashion jewelry segment of the jewelry business. Tepper would have been proud of the “marketing genius” college boys who developed this one!

How often in your life, have you seen a business make a strategic move to simultaneously and successfully position a competitive industry into a negative position? DeBeers did it by defining the market segment where their lab created will compete. Simultaneously, DeBeers established the price points at which they will compete. In my experience this has never been done before! In the real world, more often than not, businesses put themselves into a negative space through their own bad decision making. The examples of such bad decision making are numerous. For example, Volkswagen’s decision to fake the mileage data reported to various government agencies. Another was the decision of Coke to attempt to change the formula of Coke Classic. These are two classic examples of needless self-inflicted wounds and more important, failures of common sense and good marketing principles.

DeBeers, in a truly brilliant strategic move, positioned all lab created diamonds as appropriate for fashion jewelry. The DeBeers announcement described the role of Lightbox, their trade name for their lab created diamond product, to be one for the fashion/fun jewelry segment of the market. Further, DeBeers then announced a truly shocking price positioning of \$800 per carat for the product for 1.0 carat stones.

In effect, DeBeers declared lab created diamonds were ok for fashion/fun jewelry, but natural diamonds were for the “real,” “rare,” jewelry intended for the special moments in life such as engagements, weddings, anniversaries and other noteworthy emotional moments in life when only the “real thing” will do. Simultaneously, they positioned lab created diamonds as inappropriate for “real jewelry.”

The pricing announcement presumably offers DeBeers a satisfactory profit opportunity for Lightbox at the \$800 per

carat level for 1.0 carat stones. A key question is: How does this affect the profitability of those already marketing lab created diamonds at much higher price points and positioned primarily to the wedding related product segments? It certainly seems as though this is a win/win decision for DeBeers and a lose/lose position for the other lab created diamond producers.

In speaking with Jeff Fischer president of Fischer Diamonds and a leader in the international diamond business, Fischer stated, “DeBeers exhibited leadership and smarts not shown in a while. Their decision was brilliant.” He continued, “It’s a smart move if it’s successful and even if it’s not.” It is hard to imagine this decision being anything other than smart.

Anish Shah, president of Alter Created Diamonds, expressed the opinion to me at the JCK Show[that], “His firm will continue to focus on the consumer and is not concerned with the DeBeers action.”

The lab created segment frequently uses the logic point that its product is kinder to the environment because it does not tear up the earth in mining operations. The natural diamond producers point out that natural diamonds provide work, education and income to many in Africa. They also state lab created diamonds use an enormous amount of energy and are not as environmentally pure as producers contend.

It is likely these two different perspectives reflect where these two diamond points of view will focus their attention and compete accordingly. Fischer is focused on the more traditional channel of distribution, retail jewelers, and Shah, on the other hand, is likely focused on the direct to consumer via the Internet business.

The DeBeers decision was one of those “head-slap” moments when you stop and reflect on the decision, its timing, and its positioning. The timing of the announcement couldn’t have been better, coming immediately before the major trade shows taking place in Las Vegas. Whoever coined the phrase, “Timing is everything” certainly had it right. It’s almost as good as “A diamond is forever.”



Frank Dallahan

co-publisher of The Retail Jeweler
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UNDERSTANDING SITE TRAFFIC CRITICAL TO BUSINESS DEVELOPMENT

By Anne Drummond



You've spent so much time over the years getting the right product mix in your store, setting up displays to produce an effective flow, having Sales Associates there to greet and comfort your customers. Are you thinking about the same things for your website? Well, you should. New/potential customers are introduced to your brand first through your website, and many existing customers will check-in on you over time through your site as well – take as much pride and time with it as you do your brick-and-mortar and you will see increased success!

The best way to build a strong website is through tracking, testing and measuring - which means you need a solid Digital Analytics Strategy.



Understanding the path to Conversion

From awareness to advocacy, you know that your customers learn of your brand, research or engage with it, and decide to buy or not to buy. But what can your site analytics tell you about all this?



Watch entry and exit points.

Watch what's happening carefully. Does the traffic enter your site on the home page every time? Do they all take the same path through your content to the point of purchase? If they do, you have an extremely linear experience—which is rare (if not unheard of). Sites should have enough content to educate and inform, but from each of these pieces a clear call to action. Where your visitors exit will also be telling. Do they “get lost” in an area of your site, and leave before taking action? What steps can be taken to prevent this from happening, and shorten the number of clicks from the first to the “last” page?



Top Visited Pages

Like a magician that invites you to “pick a card,” you should know what selections your viewers will choose most frequently. Pieces of content that introduce a new program or product, or offer a “featured” feel will likely draw more attention than a blog posted 10 months ago. The more prominent the placement, the more relevant it should be to the user. Think about both frequency and recency.

How often does your client transact on your site? If monthly, perhaps you change content features once each month. More or less frequently? Match the frequency and recency of your average (not the most valuable) client, and you'll capture their attention with the content you provide.



Organic versus Paid Traffic

A certain percentage of your traffic will know and visit you because they are already aligned with your brand. But we know that while more affordable to maintain a current customer, it's important to foster new business consistently. Are your efforts in search generating a healthy percentage of your site traffic? How about display? Measuring how your customers are reaching you, and then taking steps to amplify or modify that traffic purposefully is among the best ways to use your knowledge of site traffic to benefit your business.



Geography, Demography

Where your traffic originates as well as the age or characteristics of your traffic can tell you so much. Knowing that your average site visitor is 50 means the messages that will influence him or her should be very different. Perhaps you are looking to diversify the age ranges of the clientele you serve. Measuring the mix of these individuals will help you identify when your marketing activities are successful.

Regardless of the goal, understanding who is on your site, how they convert, and what they consume while in your digital footprint will make tomorrow's marketing activities smarter than today's. Consider analytics as the foundation of a marketing strategy, rather than the way to measure it, and you'll be more successful at launch.



Anne Drummond

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

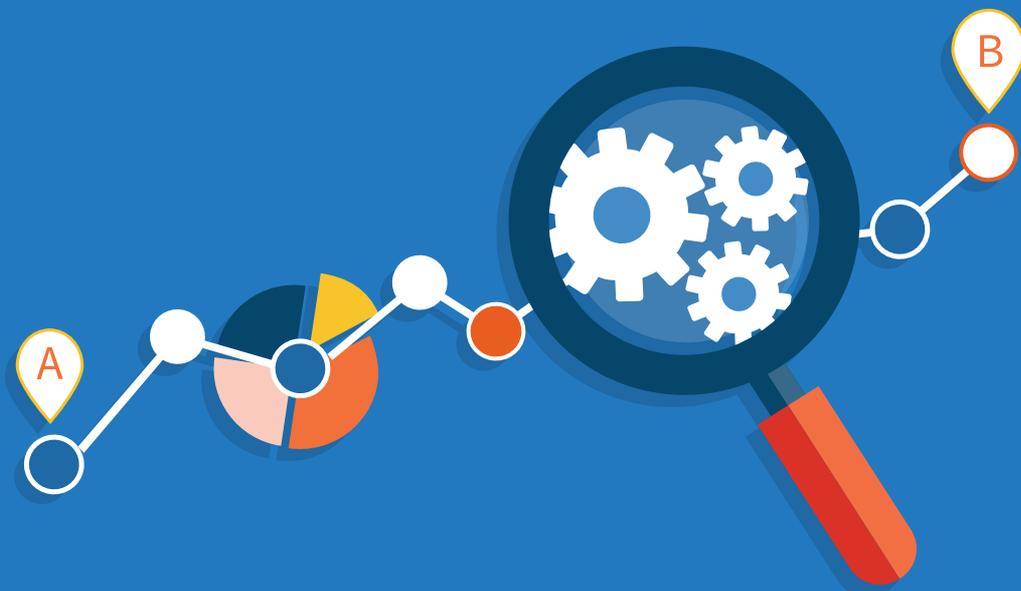
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HOW TO INVEST WISELY IN INVENTORY



By David Brown

Back at the turn of the 19th century Napoleon referred to Britain as ‘a nation of shopkeepers’. It was intended as an insult but clearly Napoleon had spent no time behind a counter himself!

The number of hats worn by the typical store owner is extensive – part manager, part negotiator, part guidance counselor and psychologist, part trainer, part seller, part financier...the roles are many and varied and having expertise across all of them can be something of a challenge.

When it comes to determining where to focus your time and energy one of the most important areas is inventory. It will often represent the stores biggest investment and one of the biggest make or break areas of running your business. Regardless of how good you are at buying the reality is less than 50% of everything you choose will ever be a fast seller – after all if you could be certain of being right more often than not you could take down the house at the MGM Grand!

Inventory choosing is a delicate art – here are a few key factors you need to consider before next making a sizeable investment in your product lines



David Brown

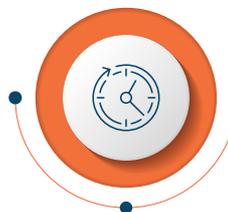
David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact inquiries@edgeretailacademy.com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



Understand the Opportunity Cost.

Buying inventory is a choice. If you invest \$1,000 in one area that's \$1,000 less to spend on another (or should be!). Realizing this can make you far more selective about your purchasing decisions when an opportunity presents itself.

Too often we make choices based on what's in front of us right now (a vendor who has visited today) rather than what would be the best choice if a smorgasbord were presented. Understanding that you close another door when you make a choice will help you be much more selective in the choices you make.



Know there is a Diminishing Returns.

Another favorite of economists, the law of diminishing returns shows that increasing your investment in an area has diminishing benefits beyond a certain point. A thirsty man savors the first drink, he enjoys the second, but by the fourth the incremental benefits have possibly been reduced to zero.

The same applies to your investment in inventory. Too often buying decisions are based on personal preferences but widening your selection of hoop earrings beyond a certain point will offer you no additional sales – only additional cost and additional cleaning. There is a point with all product lines where extra investment in that area will yield no greater benefit. Your sales reports will show you the specific areas these are.



Have an Exit Strategy.

Knowing that more than 50% of your buying will be wrong means you need to know a course of action when it happens. If you go out every day, you'll eventually get wet. Packing a raincoat or umbrella prepares you for the inevitable. What is your raincoat policy when it comes to aged inventory? Do you have a contingency plan or are you happy just to get wet?

Good inventory buying is about managing the risk – the risk that there is a better alternative, the risk that you will have too much and the risk that you will be stuck with it at the end. You can't avoid these risks but planning for them will go a long way towards minimizing their impact on your cash flow and investment risk and keep your business healthier in the long run.



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8 REASONS

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BETTER PRODUCTS



Retail is not just about supporting your community. At the end of the day, I also appreciate a superior product. We should avoid relying on the emotional pull of shop local and focus on our finer quality jewelry. - *Matthew Johnson, Brune Jewelers*

UNIQUE PRODUCT



You can tell your customer there is only one ring like this in the world - *Dwaine Ferguson, The Goldsmith Company*

CARING RELATIONSHIPS



I care that your Dad now has Alzheimer's and you have to sell Mom's ring to pay for your Dad's care. I loved hearing the story of him refurbishing cars and winning 'Best In Show'. The sentimental stories are why we care. The "corporate and big box" stores usually don't allow for those types of relationships to develop. - *Yhtac Kciwner, Yhtac Kciwner*

HELP LOCAL ECONOMY



Buying from a small store, you are supporting someone's dream of being part of a community an independent. When people want a donation for their fundraiser they always hit the small stores. Why? because they see the owner is invested in the community. Small stores are paying their fair share of taxes that help pay for education in their community (school). The money stays in the local economy. - *Joseph Shiver, Joseph's Jewelers*

1



FLEXIBILITY

Independent jewelers can go outside of corporate policies and be flexible with clients as needed. That is a huge selling point. We can offer in house financing, discount to match if needed, waive fees for repairs etc. - *Sicily Von, Diamond Banc*

2

3



KNOWLEDGE

An independent jeweler is passionate and incredibly knowledgeable. Independent jewelers are a wealth of resources and experiences at your fingertips. Much more than a novice can accumulate through web surfing even with weeks of scrolling. - *Jody Darlene Kahlich, The Jewelry Doctor*

4

5



SERVICE

I legitimately care if the customer is happy. I'm not just trying to hit a number or get that credit app. Worked at a major chain for way too many years before I made the switch. I'm genuinely embarrassed about how I was trained to treat customers there. - *Kaitlynn Coffey, Field's Jewelry*

6

7



EXCELLENT EXPERIENCE

Because jewelry is personal and intimate. What is intimate at a big box store? Passion for excellence and detail and service to blow them away giving them an excellent experience of buying something they will use to create a happy memory, possibly for many generations. - *Stacey Horcher, Reiss & Co.*

8



Aleah Arundale

Aleah has never gained one customer by being professional. She is the most fun you can have selling diamonds. She is a third generation GIA Gemologist and a fifth generation jeweler, turned loose diamond wholesaler. Selling diamonds on the road lets her share great

ideas with hundreds of different jewelers from all over the country. Sign up for her fun newsletter by emailing her at Aleah@olympiandiamonds.com

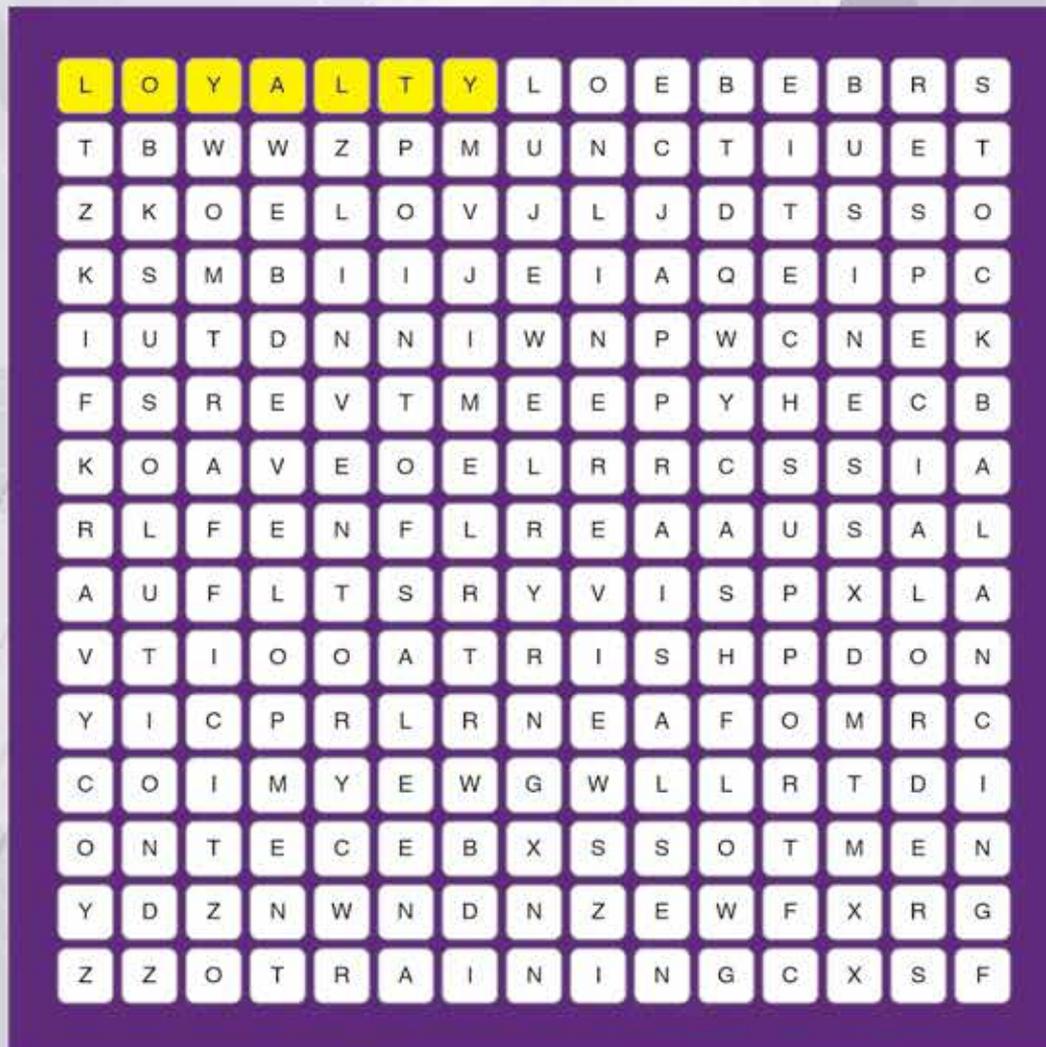
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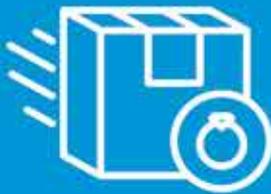
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For 2018 Select is returning to Foxwoods Resort and Casino - convenient to the Northeast - and the Ritz-Carlton Hotel in Dallas, Texas. A third show has been added to the lineup - Select DC. This new show will be held at the Gaylord National Resort - the cornerstone of the prestigious National Harbor complex in Oxon Hill, Maryland - just minutes from Washington, DC and close to Ronald Reagan Airport.

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By Bill Boyajian

ADVICE

for Business Owners

Dramatic changes are taking place in the jewelry retail space, and business owners may be considering one of two main scenarios: sell out while you can, or take advantage of the dynamics of the trade and attempt to grow. Here are some suggestions for both:



IF YOU WANT TO SELL OR RETIRE:

- Get some outside professional counsel. Most owners are simply too close emotionally to their business and cannot or will not make the best decisions on their own. It's usually best to seek a neutral, unbiased third party to provide wise and experienced counsel.
- What are the alternatives? There aren't many. Some owners can't stand the idea of losing the name and reputation they have built over a lifetime of work in their community. But very few people have the money to buy a business, and even fewer are willing to pay what the jeweler thinks his business is worth.
- Why retirement sales? Many jewelers are doing retirement or going out of business sales because they don't have family or staff ready, capable, or willing to take the business on. Millennials watched their parents work six days a week and have no life in December each year. Often they want a more balanced lifestyle and have no interest in being "married" to what is often a mediocre business to begin with.
- A Family or Business Transition is often best. If it's possible to transition the business to family by taking a more modest involvement in the business over time, and eventually retiring completely, this is a good alternative. The biggest problem most jewelers have is that most of their precious capital investment or retirement monies are tied up in merchandise, much of which is dated and underperforming inventory.



IF YOU WANT TO GROW:

- Take advantage of others vacating your local or regional market. Jewelry sales increase most every year, but independent jewelers have been taking a lower percentage of the overall market for at three decades. When someone closes down in your market or in a nearby market, it's an opportunity for you to capture market share.
- You have to be aggressive and up-to-date on marketing and promotion. Too many jewelers do what they've always done. The speed with which technology and people move today makes continuous adaptation essential for any business. You have to get with it if you want to survive and thrive.
- Growth can come organically or with acquisition. In either case, you must have the financial and management structures in place to capture market share, and you must be committed to do whatever it takes to succeed. Willpower and persistence are often as important as opportunity.
- You must have the right people in place to succeed. People are the most important asset you have, and the best people are worth their weight in gold. Having the right people in place is the key to your growth and prosperity.



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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Sisma LM-DT

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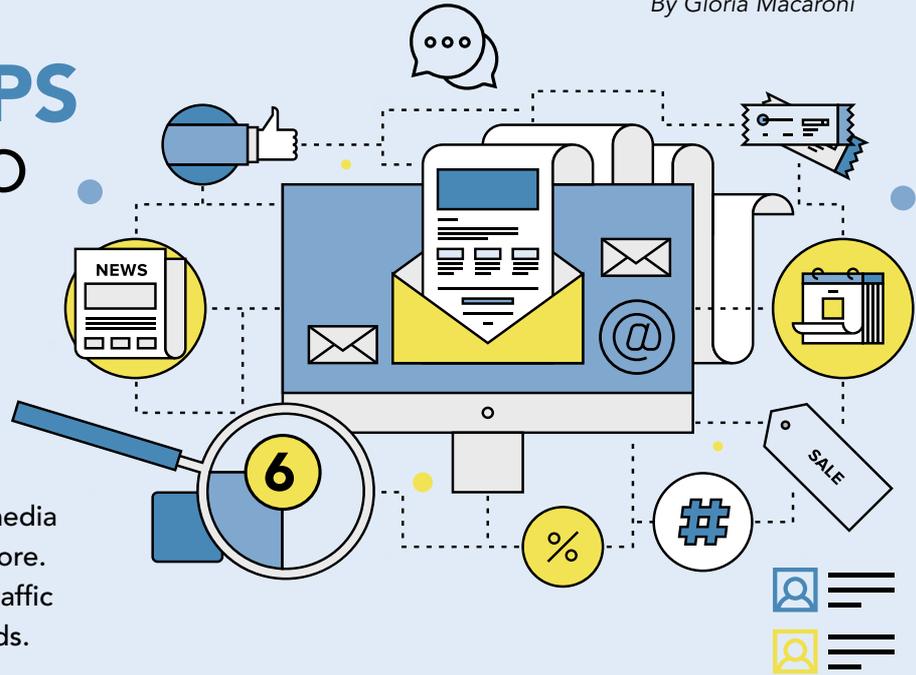
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6 SIMPLE SOCIAL SEO TIPS TO DRIVE TRAFFIC TO YOUR WEB SITE & STORE

By Gloria Macaroni



Let's face it, attracting customers today is not just about advertising it's a combination of many marketing elements including social media and driving traffic to your web site and your store. SEO is as important in attracting and driving traffic as is your ad copy and where you place your ads.

What does Social SEO mean?

SEO is an abbreviation for the term Search Engine Optimization. SEO is what you do to increase the traffic to your website. Social SEO refers to the idea that social media links and interaction play an important part in your website's search rankings. Basically, SEO is all about optimizing content, whether it's on your website or on a social media platform—to appear higher in search rankings.

Here are six simple and uncomplicated Social SEO tips you can start implementing today:



Optimize your social media profiles



Optimize your social media content/updates



Build links by making your content shareable



Use Pinterest



Sign up for Google+ and spend 10-minutes a day on it



Create a Google+ Local listing



Optimize your social media profiles

The key to an SEO friendly social media profile is to be as descriptive as possible. Always fill out the 'About' or 'Information' sections of any social media platform. Use words or phrases that describe your business and are also terms individuals would use to search for your business. For example, to optimize your Facebook Page for local searches, it is very important to include your address, city, state, and zip. Always include links from your social channels back to your business's website (and links from your website to your social channels). The "Category" field is often overlooked on Facebook Pages but is important for Facebook mobile searches. Check to make sure your business is listed as the correct category while editing your basic information.



INSIDER TIP: Millennials are looking for what's in – always include "silver jewelry" in your key search words to attract this important target consumer. Kelim offers the perfect silver for the millennials and social media support and customized email blasts.



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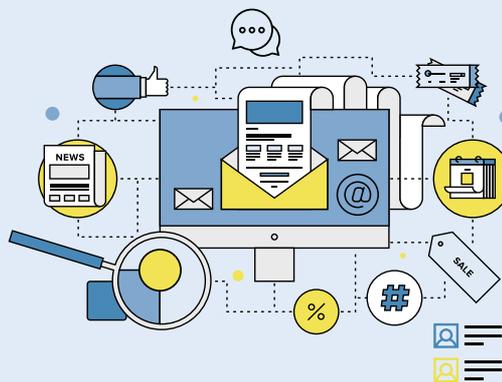


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6 SIMPLE SOCIAL SEO TIPS TO DRIVE TRAFFIC TO YOUR WEB SITE & STORE



Optimize your social media content/updates

To optimize your social content, always include some of the relevant search keywords you determined for your business in your Facebook updates, tweets, and pin descriptions. It's important to remember to share content from your website or blog socially to give it an SEO boost. Use your business's name in your social posts. This helps Google associate the keywords you use to describe your business with your business's name.

INSIDER TIP: Look to your brands for support: At Phillip Gavriel, they partner with their retailers to offer special advertising rates in regional magazines and set-up targeted personalized digital & social marketing campaigns.



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Build links by making your content shareable

A key factor in SEO is link building. Simply put, this means having good website to website relationships through links. When you have more quality sites linking to your website (inbound) and you link to other quality websites (outbound) the more authoritative Google determines your website to be.

"Likes", comments, repins, retweets, etc., all play into the weight given to your links. If you create content people want to share, you can create more inbound links. Content doesn't always have to be a new blog post, content can refer to tweets or Facebook posts as well. By posting engaging social content, you're improving your SEO value. Another way to increase shares is to add social share buttons to individual pieces of content on your website or blog.

INSIDER TIP: E. L. Designs recently expanded their advertising co-op program to include social and other digital media efforts and have added digital ad templates and videos to their online Media Library for their partners' use.



E. L Designs
MSRP \$ 264
www.ELDesigns.com
800-828-1122



Use Pinterest

An easy way to create shareable content is by using Pinterest. Pinterest is great for link building and improving your keyword strategy. You can increase your content's visibility by adding keywords within the title of a Pinterest board, the board's description, and you even have up to 500 characters to describe an individual pin, so you'll want to include keywords there as well.

You can also customize the pin's link and point people back to your website or blog. From an SEO perspective, Pinterest allows you to do a few things that other networks don't, so take advantage of it. Google prefers high-resolution images, so use high-quality images on Pinterest whenever possible.

INSIDER TIP: KIR shares stories, details on jewelry and recent press on the KIR blogs. KIR also regularly interacts with retailers on social media commenting, liking and sharing content, always keeping an authentic voice. Check out: <https://www.kircollection.com/blogs/inside-kir>



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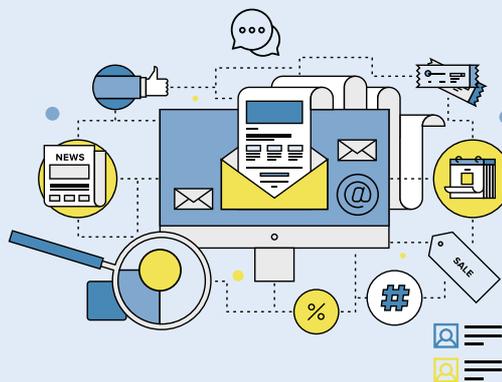


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6 SIMPLE SOCIAL SEO TIPS TO DRIVE TRAFFIC TO YOUR WEB SITE & STORE



Sign up for Google+ and spend 10-minutes a day on it

Sign up for a Google+ Business Page and complete as many fields as you can in the "About" section using keywords that describe your business. Google also allows you to add several customized links within your profile. You can use this as an opportunity to link back to your website, blog, and additional social channels. By spending 10-minutes a day sharing your content to your Google+ page, you'll be more likely to appear higher in Google's rankings.

INSIDER TIP: Bastian Inverun offers hi res images and high fashion model shots, advertising and logos. Images are simple to download and don't require permission to use.



Bastian Inverun
MSRP \$139
www.bastian-inverun.com
401-667-7279

Create a Google+ Local listing

According to Google, 97% of consumers search for local businesses online. In order to perform well in local search results, it's critical that you optimize your Google+ Local listing. A Local Google+ page is different from a Google+ Business Page because it allows customers to easily connect with that business's physical location. Be sure to keep the details about your business: address, phone number, hours, etc. up to date on Google+ Local and Facebook.

INSIDER TIP: Martha Seely says: "I promote the retailer on my website on my Retailers page (with a live link to the retailer's website and directions to their physical store.) and if they will provide me with information about their store, I will post it as many places as possible."



Martha Seely Design
MSRP \$615
www.marthaseely.com

Keep in mind that Improving your SEO takes time and changes don't happen overnight. Always be as descriptive as you can and keep your information up to date. Ultimately, as a small business owner you shouldn't obsess over SEO, instead, focus on providing a WOW! experience for your customers and your business will benefit through natural word-of-mouth.

INSIDER TIP: In today's retail environment, it is vital for all jewelry stores to have a web presence and Belle Étoile makes everything easy and ready-to-go for their customers. Ranging from high-resolution graphics to multi-channel social media calendars, Belle Étoile provides a variety of marketing support through an organized and user-friendly portal to help retailers market the brand online successfully. Additionally, Belle Étoile goes a step further by offering creative e-commerce solutions and Google advertising assistance to help stores gain traffic and sales in the digital marketplace.



Belle Etoile
MSRP \$225
belleetoilejewelry.com
877-838-6728

INSIDER TIP: PIYARO says that they "like to tag our clients on our social media posts to let the public know where they can find our authorized dealers. We also like to provide our clients with in-store material in the form of flyers, posters, window, and store displays."



PiYaRo
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Gloria Maccaroni

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



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10 TIPS FOR A SAFE AND SECURE JEWELRY BUSINESS

By David Sexton

Robbery, burglary and distraction theft pose very real threats to your business and can result in significant losses throughout the year. Make sure your jewelry store's physical, electronic and procedural security remain sound and an integral part of your everyday awareness and operation.

Neglecting to consistently follow sound security procedures, makes you more vulnerable to loss. Inconsistent practices are observable and translate as weaknesses to would-be criminals 'casing' your operation. Get in the habit of following established sound security practices to help make a safer workplace for everyone working in and visiting your store.

HERE ARE 10 QUICK TIPS FOR YOU TO USE, TO CHECK YOUR OVERALL SECURITY.



1) PREVENT GRAB-AND-RUN THEFTS BY ONLY SHOWING ONE ITEM OF JEWELRY AT A TIME.

Thieves posing as customers, will challenge sales associates to let them see or try on multiple items to increase their chances of successfully executing either a distraction or a grab and run theft. When asked to do so, a sales associate should be on their guard to display merchandise in a way that will minimize a potential theft.

For those customers that are exceptionally persistent in wanting to compare multiple items simultaneously, Jewelers Mutual has created signs that can be placed in your showcase and window displays to make customers aware that showing only one item at a time is a security measure required by your insurance company. Visit info.jewelersmutual.com/order-security-materials to get yours.

2) DOCUMENT SUSPICIOUS INCIDENTS IN A LOGBOOK.

Associates must remain aware of any/all suspicious incidents which could indicate someone could be 'casing' the store. This criminal intelligence is invaluable and should be documented and shared via the store suspicious incident log. These documented and dated entries can be later tied with corresponding images captured simultaneously on your store surveillance that can be shared with local law enforcement and/or mall security when you report these incidents.

3) SHARE SUSPICIOUS INCIDENTS WITH YOUR STAFF, YOUR LOCAL CRIME PREVENTION NETWORK, AND LOCAL LAW ENFORCEMENT.

Educate your associates to immediately report any suspicious incidents to your local law enforcement or mall security. You



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ENJOY WORKING WITH STAR GEMS

“ Our store has found a great partner in Star Gems. We bring the ideas, and Star Gems contributes the technological expertise. Star Gems does good work, and we're glad to have the relationship. ”

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10 TIPS FOR A SAFE AND SECURE JEWELRY BUSINESS

can also share this criminal intelligence with the Jewelers Security Alliance, an organization that can quickly assist local law enforcement in determining whether similar reported incidents have occurred in your area. This assistance can help law enforcement identify thieves before anything else happens.

Alerting members of your sales team to a suspicious incident unfolding by use of a code word or phrase is a good idea. When used, the sales associates should immediately be attentive to something occurring that they need to react to with awareness to their physical presence in the jewelry showroom.

4) OPEN AND CLOSE YOUR BUSINESS WITH TWO OR MORE PEOPLE.

On opening, one associate should enter the premises while a second associate, equipped with a cell phone ready to call for assistance if necessary, observes from a safe distance. The first associate will open the door, lock the door behind them, turn off the alarm system and conduct a thorough search of the protected premises. When this search is completed, the first associate will give a prearranged 'all clear' signal to the second associate. The first associate can observe the second associate approach the store without being followed, and allow the second associate entrance to the store, locking the door behind them.

5) MEET AND GREET EVERY CUSTOMER THAT ENTERS YOUR BUSINESS.

Greet every customer who enters your store and make direct eye contact with them. Even if you're busy with another customer, you should immediately acknowledge each visitor. This is good customer service and a sound security procedure. Would-be thieves do not want to be noticed and legitimate customers will enjoy your immediate attention.

Educate your team to especially be on their guard whenever groups of individuals enter your store. People rarely shop for jewelry in large groups and these individuals could be casing your store for a return attack or working together to commit a distraction theft.

6) MAKE SURE YOUR SHOWCASES DISPLAYING VALUABLE MERCHANDISE ARE STRONG ENOUGH TO WITHSTAND A SMASH-AND-GRAB ROBBERY.

Some more sophisticated criminals will case jewelry operations to determine the easiest way to steal your merchandise. They become familiar with the layout of your store, determine where your most valuable merchandise is located and assess

the relative impact resistance your merchandise display showcases offer. By having appropriately constructed show window displays and merchandise display showcases featuring UL Listed Burglary Resistant Glazing Material (BRGM) on the front, top and all sides of your merchandise display showcases, you can significantly reduce or even prevent the loss of merchandise during a smash-and-grab robbery attack.

7) VERIFY EVERY ALARM SIGNAL WITH YOUR ALARM MONITORING FACILITY.

Burglar alarm systems do not stop burglars. Individuals responding to alarm system signals to investigate the source of the signal stop burglaries. This is why every burglar alarm signal must be investigated. When alarm companies do not have keys to the store, the jeweler needs to make arrangements to meet the alarm company and/or law enforcement responder to allow them to conduct an investigation of the source of the alarm signal. Contact your burglar alarm system provider to ensure your burglar alarm system has line security and is providing the appropriate extent of protection your business needs.

8) REQUIRE MULTIPLE FORMS OF ID WITH CHECK TRANSACTIONS, AT LEAST ONE FORM MUST BE A PHOTO ID.

Compare signatures on all forms of identification carefully, to ensure they match and make a copy of the ID for your records.

9) DON'T POST PHOTOS ONLINE THAT REVEAL THE LAYOUT OF YOUR STORE OR MERCHANDISE DISPLAYS.

This includes sites that your customers may use to find you such as Google My Business, Google 360 or Yelp.

10) KEEP YOUR ENTIRE STAFF UP-TO-DATE ON ALL THINGS SECURITY RELATED BY HAVING THEM ENROLL IN JM UNIVERSITY®.

Jewelers Mutual policyholders receive free access to the online learning platform and can register for an account at JMUniversity.com.



David Sexton

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

Why Join IJO? Why Not Join IJO?

Why? Joining IJO was the best business decision I made in 1996. It helped me double my sales and I can reach out 24/7 to hundreds of my peers for assistance, information, and inspiration.

It offers proven profit events including seven fun-filled Antwerp trips per year to fit your schedule – I've had 40 profitable trips so far. Trunk shows and promotions that do not involve a "sale" help to build traffic. Exclusive merchandise that is available only to IJO members adds to the benefits of membership.

It offers family-friendly shows at great destinations with top-notch informative educational seminars. If you go to one show your next show is free. You also receive cash back on your purchases in addition to discounts right off your invoices.



Why not? The information above is just a small part of what IJO offers. You can get ideas to help you compete in your market area as well as ideas to beat the internet. You learn how to work smarter to increase your sales and profits, and also lower your costs of doing business. Members freely share and learn from their non-competing peers. Top quality vendors are also part of the family who are dedicated to the independent retailers, and at shows you meet and work with the owners.

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SEO Has Changed Since 2012; Are You Up to Date?

For the first 14 years of the internet we were all conditioned to think about the best ways to manipulate search engine optimization (SEO) that would build our businesses online popularity.

In the early days of SEO it was easy for SEO agencies to exploit the algorithms used by the search engines. Those exploitations worked for all the search engines from the late 90s until 2012 and included things like keyword density, bold tags, article spinning, and link building schemes. SEO agencies charged a lot of money to apply more exploitations every month, and some were so good that they could even guarantee top ranking.

Even though the internet, as we know it, is about 25 years old now, 14 years of heavy conditioning is a long time, which is why I believe it's so hard to convince website owners that those old exploitation schemes no longer work.



By Matthew Perosi



KEYWORDS

Search engines started out as very simple software programs that gave a ranking weight to everything you put on your web page. Many books were written to explain how to take best advantage of the mathematical rank weighting tactics. For example, prior to 2012, it was easy to rank for a keyword simply by repeating it on a page about 5 times for every 100 words. Achieving a 5% to 7% "keyword density" was the typical goal for ranking success.

Search engines are a lot smarter today and use analysis methods that understand more casual conversation and rely less on mathematical matching. In a casual conversation, you would never repeat the same word 5 times in every 100 because you'd sound very unnatural pretty robotic. When talking to someone in-person about engagement rings, you probably will say the phrase "engagement ring," but you also might say "halo ring," or "solitaire diamond ring," or something else to better describe the ring they see in front of them. It's this casual conversation that search engines are now analyzing. Instead of building web pages for single keywords, your website should have pages on whole topics with a variety of related keywords in a natural voice.



SEO Elements That Still Work

Some of the original SEO techniques are still being used, but you need to use them smarter than in the past. My SEO expert colleagues and I agree that "Page Titles" are the most important element in your SEO ranking. Every page of your website should have a unique title that describes the page. Prior to 2012, you could

repeat keywords in the page title to help with ranking, but that type of "keyword stuffing" isn't allowed anymore. Instead, the page titles need to be as short as possible while accurately describing what someone will find on the page.

Headers and subheaders are the next consistently used element in SEO ranking. While many SEO experts have different points of view with header tags, Google publishes an SEO Starter Guide (<http://jwag.biz/seo>) which talks about the importance of using headers and subheaders to break up your web page into appropriate sections of content similar to how you see magazine editorials organized into sections. When Google takes the time to recommend something, it's a good policy to follow it.

Another Google recommendation and good SEO technique is to use descriptive file names for all the images on your website. Avoid using the default file names that come from your camera, like 'image1.jpg' or 'PIC001.jpg.' Instead, use names like 'sapphire-diamond-engagement-ring.jpg.' The file names should be descriptive while avoiding keyword stuffing. Before investing in any new website management software, find out if the software will change the file names of uploaded images. Some systems will turn file names into long strings of numbers for better database management; but that works against your SEO and that type of software should be avoided. Ask your web developer how your images work.

In association with correctly naming your images, you should also pay attention to the hidden "alt" and "title" attributes of your images. These invisible attributes have been important for many years because they are used by the screen reading

programs for the visually impaired. When a screen reader comes across the sapphire-diamond-engagement-ring.jpg image it will read the alt attribute aloud. Therefore it's a good idea to have the description "photo of a sapphire diamond engagement ring" as the alt and title attributes. This SEO technique has produced good results for every site I've worked on.

At the start of that 14-year time span of SEO exploitations, it was common practice to overuse keywords in each of these four areas of a web page. The better practice now is to keep things as short as possible while accurately describing what people are seeing.



Update Your Own Knowledge

Every time a jeweler asks me to redesign their website, they inevitably ask me about "meta keywords" and "keyword research;" I also still get asked how they can rank in first place for words like "bridal" or "engagement ring." These questions alert me that the jeweler has knowledge of previous SEO tactics but doesn't know that those tactics don't work anymore.

Many small business owners, not just jewelers, fell prey to unscrupulous SEO agencies who continued to sell those keyword stuffing, link building, and article spinning services

long after 2012 without considering that those services suddenly had a negative effect on SEO. Today, many SEO agencies are met with suspicion when offering their legitimate services because so many small businesses wasted money without seeing any results.

Optimizing your website for today's search engines requires technical knowledge of the latest programming code, understanding how to decipher the Google recommended guidelines, and realizing that many of the old techniques from pre-2012 shouldn't be used anymore. When evaluating a new website or SEO agency, you need to examine what they do and what software they do it with.

Give me a call if you need help evaluating one of these agencies, and I'll freely help you out.



Matthew A Perosi

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

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Belle Étoile

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Jodie Sweetin (Full House, Fuller House, and Hollywood Darlings) as seen in Isis, Melody, Sirena, and Vista by Belle Étoile while filming Hollywood Darlings Season 2!



Carrie Ann Inaba (Dancing with the Stars) wore Fontaine and Heiress by Belle Étoile as she arrives to Dancing With The Stars at CBS Television City.



Jessie J as seen in Duet by Belle Étoile at her Seoul Korea Concert Tour!



Jenna Ortega (Jane the Virgin and Stuck in the Middle) as seen in Heiress and Pyramid by Belle Étoile while attending the premiere of Disney and Pixar's 'Incredibles 2'!

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



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KELIM

JEWELRY DESIGN

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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The entire collection is handcrafted in Italy, an important point for the designer who spent time there as a student and continues to foster the artisan jewelry traditions there.



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B. Earrings in Sterling Silver & 18K Gold: SILR6929 (Amethyst) and SILR6930 (Blue Topaz) \$285. SILR6928 (Diamond) \$350.

C. Cuff Bracelets in Sterling Silver with Diamonds or 18K Gold, left to right: PGBG2386 \$595, PGBG2385 \$395, SILBG2191 \$450, SILBG2383 \$850.

D. Rings & Hoops in Sterling Silver with Diamonds or 18K Gold, left to right: PGR6927 \$395, PGER7979 \$595, SILERS106 \$395, SILER7994, \$675, SILR6926 \$395.

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Jeff Cooper

From the Arielle Collection. Designed with a thin and slightly graduated diamond accented shank, to show off any shaped center diamond. Hand-crafted in either platinum, 18K or 14K gold. MSRP: starting at \$1,250.

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Alisa

From the Linea Collection, featuring its thin ridged pattern design theme in sterling silver, this bangle bracelet features two classic diamond and 18K yellow gold rondel stations. Total diamond weight 0.58ct. Made in Italy. MSRP: \$2,175.

888-253-6600



Maurice Goldman & Sons

Unique one-of-a-kind cross featuring a fancy shaped colored citrine diamond 1.24cts, two baguette diamonds 0.32cts, and two sapphire baguettes 0.56cts. MSRP: \$6,000.

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Bellarri

From the Capri Collection. Beautiful London blue and Swiss blue topaz accented with diamonds, set in 14K rose gold. MSRP: \$2,450.

800-255-0192





D'Amico Mfg

4mm sterling silver hook bangle bracelet with a 14K yellow wrap and a 14K yellow ball. This bangle opens and closes. Two-tone, MSRP: \$220. All sterling, MSRP: \$89. Free display with the purchase of any 11 bangles.

800-989-5520



Costar

Twist design stackable rings with 0.15ctw of diamonds. Available in yellow, rose, or white gold. MSRP: \$1,050.

650-389-6969



Belle Étoile

Cheval white bangle. Hand-painted white Italian enamel on pavé-set, rhodium-plated, nickel allergy-free sterling silver with rich Italian rubber. MSRP: \$450.

415-626-9223

Yael Designs

18K rose gold ring with emerald 6.08ct and diamonds 0.46ct. MSRP: \$11,510.

415-989-9235



Artistry Ltd

14K white gold pendant, featured on an adjustable 16-18" inch chain, has .23ctw diamonds surrounding a 3.76ct oval cabochon Moonstone. MSRP: \$1,482.

847-674-3250



PARAMETRICS MEANS PROFITS FOR RETAILERS

By Jenine Lepera Izzi

As a retailer, ring customization is a popular request. Whereas some clients know exactly what they want, others stop by with a desire to create something unique and personal for a loved one. In the realm of engagement ring buying, having someone on hand that can spec a ring on-site is a tremendous asset. Why not have the option available? In part 3 of our 4-part series, we will learn how to create a halo for a ring in a bezel setting, in under 5 minutes.

STEP 1

BACK TO BASICS

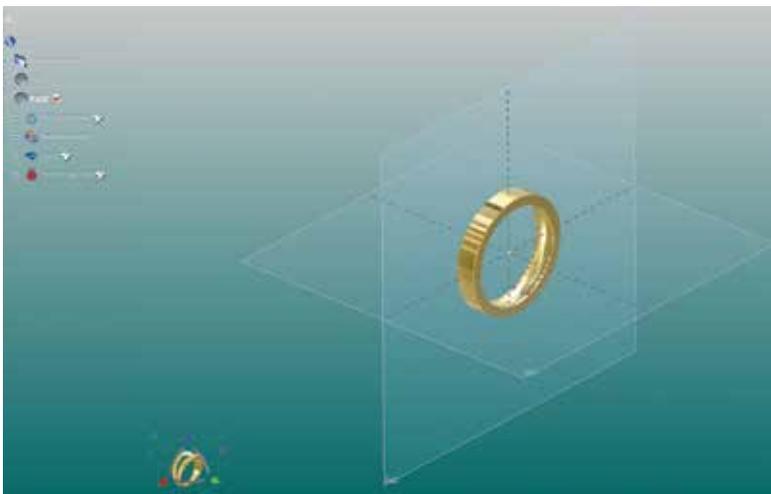
Start by creating a basic ring with a bezel setting, as you have already seen in both Part 1 and Part 2 of this series.



STEP 2

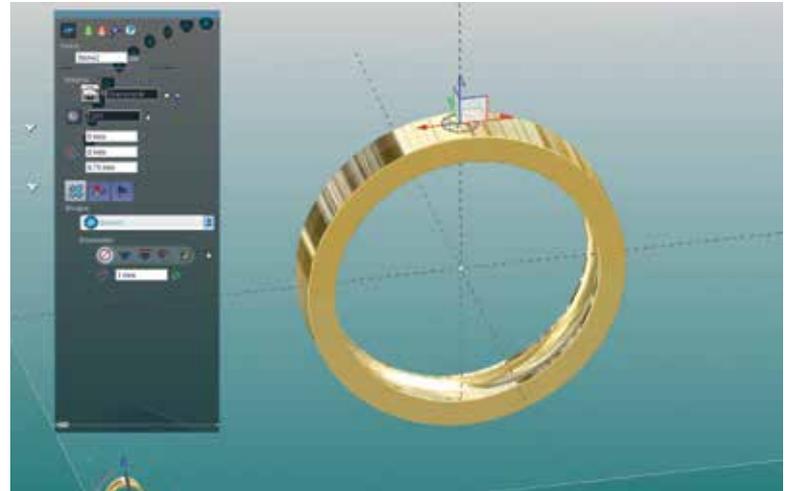
TIME TO HIDE

Once you have created the stone and bezel, hide them (see below, marked by a ghost icon). This way, you can add stones to the shank and adjust the bezel after, using the power of parametric history.



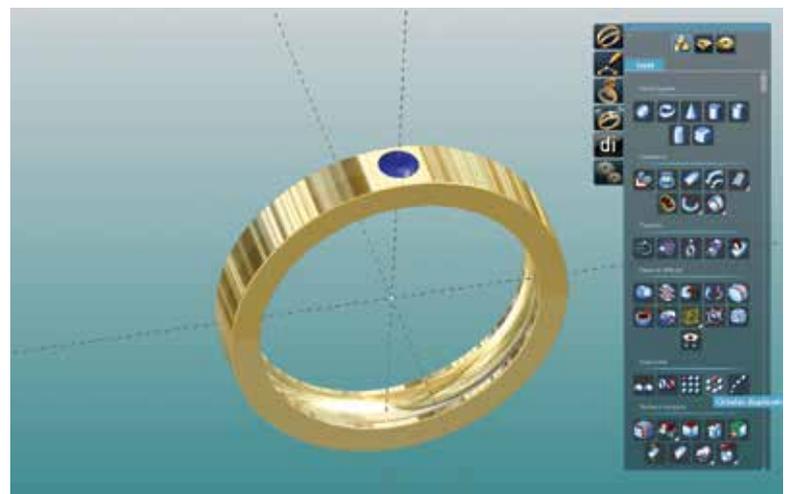
STEP 3 ADD STONES AROUND THE SHANK

Adjust the size of your stone and set it perfectly centered on the top of the shank. This will allow for the duplication of the stone around the Y axis.



STEP 4 CIRCULATOR DUPLICATION

Once the stone is in position, select the circular duplication icon, this will duplicate the selected stone (shown in blue below) around the shank to the exact number of stones you would like to have on the ring.



STEP 5 ADJUST THE STONE ANGLE

Since there is a "hidden" stone and bezel, adjustments need to be made so the bezel will fit between the stones that have been circulator duplicated around the shank. This is done by changing the starting angle of the stones duplicated around the shank. Because we are working with parametric history, adjustments are easy.

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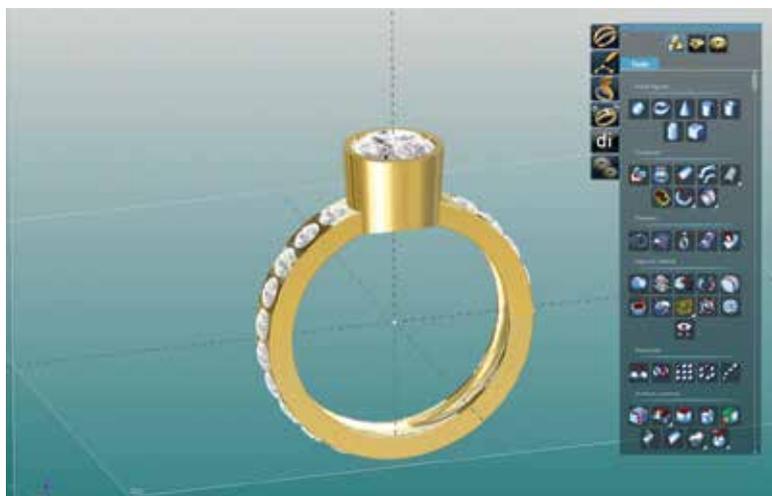
PARAMETRICS MEANS PROFITS FOR RETAILERS



STEP 6

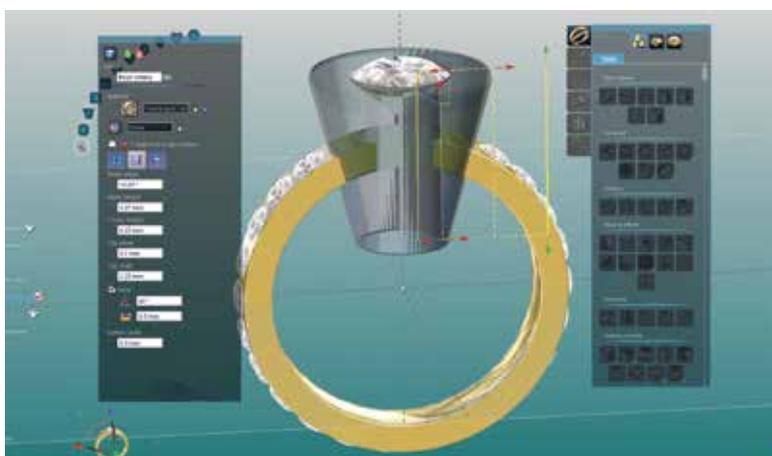
UNHIDE THE CENTER STONE AND BEZEL

At any time, adjust the circular duplicated stones around the shank, as needed.



STEP 7 CHANGING THE TOP BEZEL

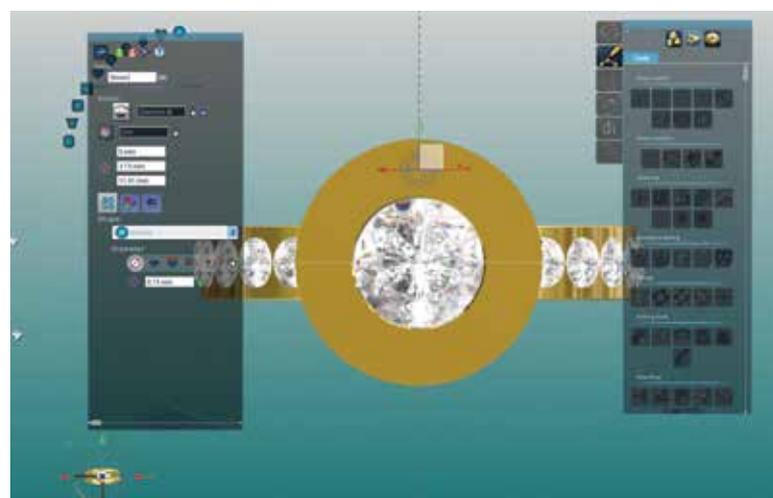
Here again we see the power of parametric history. By clicking back onto the original bezel, the size of the setting can be adjusted according to specifications.



STEP 8

SETTING THE HALO

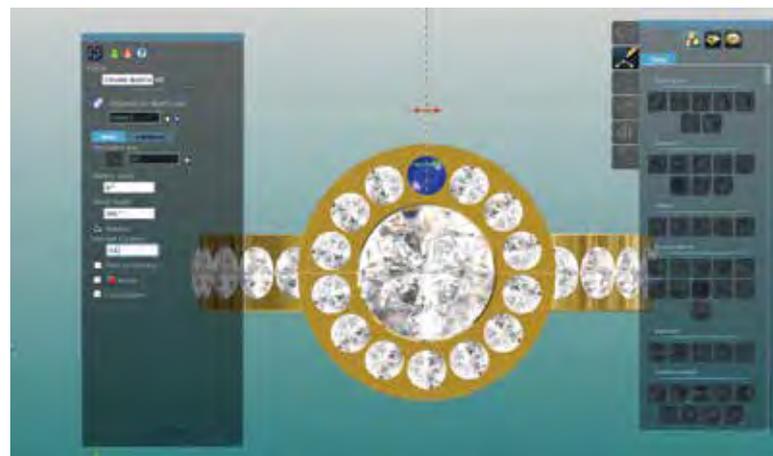
Once the bezel is sized, and stones are adjusted, the halo setting can be added. This is done by positioning the stone at the top of the bezel (as shown in the diagram below) and using the circular duplication tool. Revolve this stone around the center stone.



STEP 9

MAKE THE HALO

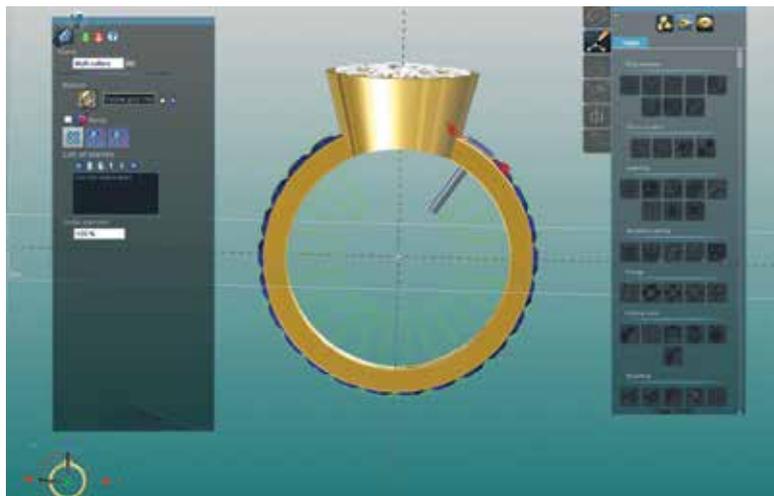
Circular duplication of the stone creates the halo setting.



STEP 10

CUTTING STONE SEATS

Once all the stones are in one place, we use the multi-cutter tool. This tool wraps around each stone. When subtracting the multi-cutter from the shank, it creates stones seats simultaneously for each stone.



STEP 11 VOILA

Realistically render a basic halo ring, done with parametric history, for easy adjusting.



Now, a basic diamond bezel has been created. Alongside a customer, it is easy to make them a part of the process, while efficiently saving design time. This step-by-step was created to demonstrate how simple it can be to make a new design in minutes...the possibilities are endless.

Part 4 of our series will cover how use parametric history to add side stones to this setting. It will give us a basic 3 stone ring as our fourth ring design, again in under 5 minutes. Stay tuned!



Jenine Lepera Izzi

Jenine Lepera Izzi founded the New York Jewelry Design Institute (NYJDI), an educational haven for budding designers and jewelry pros looking to enhance their skills.



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APPRAISING GEM-CARVING

Appraisers Must Strive for Objectivity While Recognizing **ARTISTIC MERIT**

By Faith Resnick-Foyil



The art of gemstone carving, or glyptic art, has been popular throughout history, from the elaborate, yet practical, sealstones of ancient civilizations to the beautiful, sometimes abstract and intricate jewelry and miniature sculptures carved by contemporary artists. While the art form has evolved through the centuries, with today's skilled artisans often employing electronic equipment to assist in their labor-intensive craft, one aspect of gem carving will never change—the fact that someone ultimately has to be able to establish a value for this work in the marketplace.

As a certified gemologist and AGS emeritus certified gemologist appraiser, David Craig Rotenberg likes to compare his task of gem-carving appraisal to trying to put a value on a famous painting.

“Even though the paint, canvas and frame may contribute to the identification of a Picasso, you don't appraise the value of a Picasso based on these aspects,” says Rotenberg. “And the same holds true in the world of gem carving where the cost of the gem itself is just one factor, often dwarfed by the degree of creativity and amount of time invested by a skilled craftsman in creating a work of art.”

Appraising gem carvings requires a vast knowledge of the market, which Rotenberg, with more than 50 years in the industry, a fully accredited AGS gem lab on premises and a pedigree that includes the elite CAPP certification (Certified Appraiser of Personal Property) in gemstones, numerous awards and recognitions, prides himself on having.

He lectured on his personal gem carving appraisal methodology at AGTA Gemfair™ Tucson and is scheduled to speak at other venues throughout 2018.

“It's not an exact science, but there is much objectivity involved,” says Rotenberg. “You have to take yourself totally

“ Carving requires vision and a true responsiveness to the gem itself – I am told, for instance, carvers look for dispersion rather than refraction. ”

out of the arena emotionally and ask: What is the market? How does it trade? What is the condition? What is the level of craftsmanship? The appeal of the craftsman? The luster?”

According to Rotenberg, gem-carving artists may spend hundreds of hours carving an exceptional piece followed by another 50-100 hours of polishing.

“And, carving is a very different process than faceting which is more mathematical,” he says. “Carving requires vision and a true responsiveness to the gem itself – I am told, for instance, carvers look for dispersion rather than refraction.”

The source stone is another contributing factor to the value appraisal, with a degree of difficulty varying between stones. Nephrite, he explains as an example, is very fibrous.

“A carver might use a 180-200 diamond bit and actually wear it out carving nephrite. And kunzite, as another example, (it rates 6.5 to 7 on the Mohs scale) can be very difficult to cut and polish.”

To assist him in establishing value, Rotenberg draws from a large network of internationally acclaimed “rock star” resources

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to authenticate and explain the particular gem carvings that come his way. He mentions gem carving experts like Darryl Alexander, Helen Serras-Herman, Dalan Hargrave, Glenn Lehrer, Victor Tuzlukov, Larry Woods, Bernd Munsteiner and his son, Tom, Naomi Sarna and Sherris Cottier Shank.

Signed pieces from artisans like these establish instant provenance. Often, gem-carving experts like these can help Rotenberg discover origin or at least provide the insight into what was required to create a particular type of piece.

"In many ways, it's not unlike real estate – if homes range from \$500,000 to \$1m in a neighborhood, you're not going to inflate the value of a comparable home to \$3m. Trying to put a value on gem carvings is much the same."



More About David Craig Rotenberg, ECGA (AGS), CAPP (ISA), GG (GIA), SCM (NAJA)

Recognized by the Technical Advisory Service for Attorneys (TASA) as an expert in gems and all jewelry-related matters, David Craig Rotenberg was trained by the American Arbitration Association as a qualified mediator in gems and all jewelry-related matters. He has participated as an expert witness and has conducted hundreds of appraisals for estate liquidations, insurance claims, estate fair market value settlements, as well as money laundering and theft cases.

In addition to operating David Craig Jewelers in Langhorne, PA, Rotenberg speaks at seminars across the county on topics such as professional gem appraisal, approaching complex appraisals and developing expert witnesses.



Faith Resnick-Foyil

Faith R. Foyil is a copywriter and freelance journalist who contributes to various magazines and newspapers.



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DeBeers Launches Fashion Jewelry Line with Lab Grown Diamonds

'Lightbox' will move lab-grown diamonds forward - offering consumers new colors and unparalleled sparkle at transparent and accessible prices

De Beers Group announced the launch of a new company called Lightbox Jewelry that will begin marketing a new brand of laboratory-grown diamond jewelry under the Lightbox name in September, offering consumers high-quality, fashion jewelry designs at lower prices than existing lab-grown diamond offerings. Lightbox lab-grown diamonds will retail from US\$200 for a quarter-carat stone to US\$800 for a one-carat stone. The line will bring something new and innovative to the jewelry sector, featuring pink, blue and white lab-grown diamonds in a selection of accessibly-priced earring and necklace designs.

"Lightbox will transform the lab-grown diamond sector by offering consumers a lab-grown product they have told us they want but aren't getting: affordable fashion jewelry that may not be forever, but is perfect for right now," said Bruce Cleaver, CEO, De Beers Group. "Our extensive research tells us this is how consumers regard lab-grown diamonds – as a fun, pretty product that shouldn't cost that much – so we see an opportunity here that's been missed by lab-grown diamond producers. Lab-grown diamonds are a product of technology, and as we've seen with synthetic sapphires, rubies and emeralds, as the technology advances, products become more affordable. After decades of R&D investment, we're able to offer consumers a better price today. While it will be a small business compared with our core diamond business, we think the Lightbox brand will resonate with consumers and provide a new, complementary commercial opportunity for De Beers Group."

"Lightbox Jewelry offers consumers something new: sparkle and colors, at a very accessible price. In addition to a deep understanding of what consumers want, Lightbox brings innovation and a commitment to transparency to the lab-grown diamond sector," added Steve Coe, General Manager, Lightbox Jewelry. "We've learned from our research that there is a lot of confusion about lab-grown diamonds – what they are, how they differ from diamonds, and how they are valued. Lightbox will be clear with consumers about what lab-grown diamonds are and will offer straightforward pricing that is consistent with the true cost of production." "We will introduce more designs and colors as the range evolves, and the technological efficiency of our proprietary production process means we will always offer Lightbox at accessible prices," Mr. Coe noted. Lightbox will launch in the US and will initially be available to US-

based consumers through the Lightbox e-commerce website, with retail partnerships to be announced in due course.

A subsidiary of De Beers Group, Lightbox will be the only jewelry brand to source lab-grown diamonds from De Beers Group's Element Six business, a world leader in lab-grown diamond technology for more than 50 years. Any Lightbox lab-grown diamonds of 0.2 carats or above will carry a permanent Lightbox logo inside the stone. Invisible to the naked eye but easily identified under magnification, the logo will clearly identify the stone as lab-grown and also serve as a mark of quality and assurance that it was produced by Element Six.

To support Lightbox, De Beers Group is investing a total of US\$94 million over four years in a new Element Six production facility near Portland, Oregon, adding to Element Six's existing UK-based facilities. Once fully operational, the plant will be capable of producing upwards of 500,000 rough carats of lab-grown diamonds a year.

For more information, visit www.lightboxjewelry.com.

Las Vegas Convention Center is the New Home for 2019 AGTA GemFair™ Las Vegas!

Hot on the heels of a successful 2018 show in Las Vegas, the AGTA begins plans for the AGTA GemFair™ Las Vegas move to the Las Vegas Convention Center. AGTA embarks on their new partnership with Emerald Expositions, as they will be co-exhibiting alongside the Las Vegas Antique Jewelry and Watch Show and the newly announced PREMIER Show.

"It's time for the next step for the AGTA GemFair™ Las Vegas show. The show floor was literally abuzz with news of the move. The collaboration with Emerald Expositions is an exciting partnership; not only is the move mutually beneficial to both of our exhibitors and attendees, but there is also a commonality in the perspectives and goals of each of our organizations," said Douglas K. Hucker, CEO of the AGTA. "The synergy of our colored gemstone and cultured pearl show, with the always popular antique show and the newly formed PREMIER Show will certainly make the Las Vegas Convention Center a highly attractive destination."

"We are thrilled to join forces with the AGTA during Las Vegas Market Week," said Gannon Brousseau, Senior Vice President of Emerald Expositions' Jewelry Group. "We firmly believe that AGTA's vendors and buyers are crucial to the success of our industry, and our Las Vegas Antique Jewelry and Watch Show vendors cater to a unique and varied group of qualified buyers."

New and Noteworthy

Plans for co-registration, transportation and special events are underway, and will be announced soon. Make your plans now to join us at the Las Vegas Convention Center, Friday, May 31st - Tuesday, June 4th, 2019 for this exciting new collaboration that will take the jewelry industry by storm.

Italian Exhibition Group To Join New Premier Las Vegas Jewelry Show

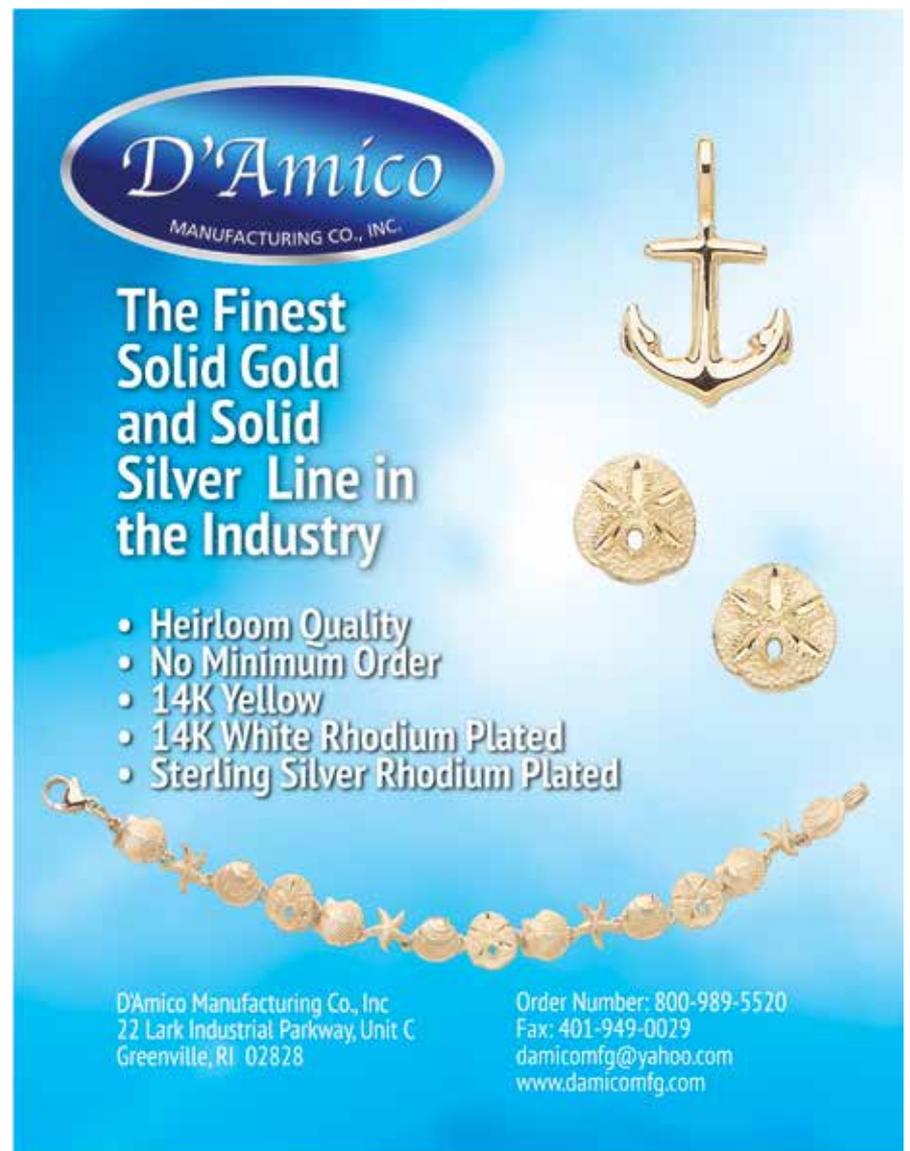
Italian Exhibition Group announced they will join Emerald Expositions at The Las Vegas Convention Center for the launch of Premier in 2019. IEG is the organizer of approximately 60 events, including the Vicenzoro shows, as well as pavilions at other US-based trade events, and they will showcase a significant pavilion of Italian made jewelry from some of the most highly regarded Italian brands and manufacturers in the world. The addition of these mainstay exhibitors to Premier, along with the show's co-location with AGTA GemFair™ Las Vegas and the Las Vegas Antique Jewelry and Watch Show, further distinguishes the Las Vegas Convention Center as a destination venue during Las Vegas Jewelry Market Week in 2019.

"We are delighted that the Italian Exhibition Group is joining us for the launch of PREMIER," said Drew Lawskey, Group Show Director, Emerald Expositions. "The landscape has changed in Las Vegas and based on the enthusiastic feedback we've received from our manufacturers and brands, we're confident that Premier will provide the market with the alternative environment it is seeking. IEG's commitment to our event will serve to augment our already robust presence at The Las Vegas Convention Center and will have substantial draw among the type of qualified, motivated buyers that all three shows seek."

GIA Launches Proprietary Cut Program for Diamond Grading Reports

Branded cut names may now be included on select reports. GIA laboratory clients can now participate in GIA's Proprietary Cut Program for diamonds with branded cut names. GIA grading reports for diamonds submitted as part of this program will include the branded name of the proprietary diamond cut with the diamond shape and cutting style description.

Clients that would like to participate in this program will be required to provide supporting documentation, including diamond facet arrangement. Only clients who have completed the documentation will be able to submit diamonds as part of this program. For more information or to apply for this program, clients should contact their client services representative. This enhancement to diamond grading report services is offered at no additional charge.



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Jewelers for Children Celebrates 20 Years

Honors Bill Luth and Jeffrey Cohen

Jewelers for Children held their 20th annual Facets of Hope event on June 3, in Las Vegas at the Mandalay Bay Resort and Casino. The charity announced \$ 1.95 million had been raised to support their charity partners in the year ahead bringing the cumulative total since 1999 to \$ 55.5 million has been donated on behalf of the industry to help children in need. "What an amazing milestone for the charity, and particularly for our industry. said Pam Mortensen, JFC board chair. I don't think any of us could have imagined 20 years ago that we would be marking this occasion and to be announcing such an amazing number."

The evening began with a cocktail reception, followed by dinner and the program. During the program, the organization recognized Bill Luth, Executive General Manager/Executive Vice President, Kay Jewelers and Signet Jewelers. Jeffrey Cohen, President and CEO of Citizen Watch America was also recognized. Guests were also treated to hearing updates from some of the children who appeared at previous Facets of Hope event including Abby, representing St. Jude Children's Research Hospital, who was present in 2004; Paige, representing Make-A-Wish America, who appeared and performed in 2005; and Pamela, representing the National CASA Association, who

appeared in 2006. They shared amazing stories of their happy, healthy lives today and how the support of JFC helped them, and others like them.

The evening also included a watch give-away as well as a silent and live auction. Attendees bid on original paintings by talented artist Reena Ahluwalia and Shreya Mehta. A gold and diamond replica of the Star Wars droid BB-8 was also auctioned. For the third year in a row, Hallmark Jewelry sponsored an after-party featuring dessert, coffee and after-dinner cocktails and a tequila tasting. They were joined this year by Bulova who sponsored a performance by Calum Scott, British recording artist and contestant on Britain's Got Talent.

During the program, Mortensen announced that Jewelers for Children was pledging \$1.95 to their charity partners in the year ahead with commitments to St. Jude Children's Research Hospital of \$ 425,000, Make-A-Wish America \$ 525,000, the Elizabeth Glaser Pediatric AIDS Foundation \$ 425,000 and \$ 375,000 to the National CASA Association. Also announced was a commitment of \$ 75,000 to Make-A-Wish International for wish granting in India, and \$ 25,000 to the Santa-America Fund. The organization is also setting aside \$ 50,000 to reward in local grants, social media voting campaign to be held later this year. In addition, the charity will make a donation to the Organization for Autism Research in the amount of \$ 50,000. This is a new charity for JFC and start of a new relationship.



Photo: Back row, left to right, Joe Thompson, Hodinkee, Jeffrey Cohen, Citizen Watch America, Bill Luth, Signet Jewelers, Ltd., Seb Hobbs, Signet Jewelers, Ltd. Front row, left to right, Pam Mortensen, JFC Board chair, Pamela Heisler, Abby Richins.

Christopher Designs L'Amour Crisct Classic Wins 1st Place in Platinum Jewelry Category

Christopher Designs, known for luxury bridal jewelry and its patented diamond cuts that provide superior light performance and a larger silhouette size, won 1st place in the Platinum Jewelry category at the 3rd annual Instore Design Awards.

New and Noteworthy

The winning ring consists of a platinum setting with a 10.05 ct L'Amour Crisscut Classic diamond. Because of the patented cut, the center appears visually closer in size to a 15-carat stone. The center is flanked by two fancy cut diamonds of approximately 1.4 carats total and the pave setting contains another .55 cttw of round diamonds. The ring has a suggested retail price of approximately \$950,000.

Judges for the contest were top US retailers and jewelry influencers who selected the stunning Christopher Designs ring among hundreds of entries. Winners were revealed in April. Christopher Slowinski, President and CEO of Christopher Designs shares, "we are honored that our ring was chosen by both retailers and influencers and that they recognized the unique diamond cutting, meticulously crafted setting and our use of platinum. Platinum's durability makes it the perfect metal for bridal jewelry and to hold a diamond of this size and value. And, while this ring is one of our bigger pieces, our engagement rings start at approximately \$2700.00 retail, so we have options for all budgets."

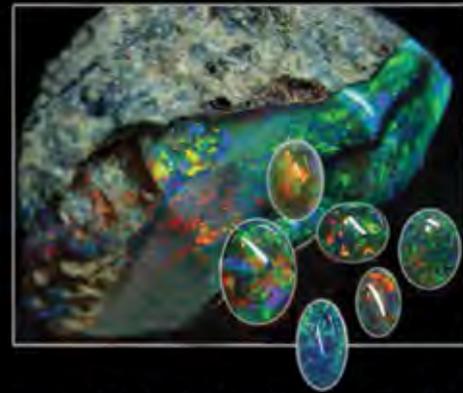
"We're thrilled that Christopher Designs won in the Platinum category", says Jenny Luker, President of Platinum Guild International USA. "Christopher Designs has been a long-time partner and we value his commitment to producing fine quality jewelry pieces in platinum. With his unique diamond cut, a platinum crown holds the center stone most securely and enhances the sparkle, size and value that couples look for when purchasing bridal jewelry."



A New Collection Inspired by Italy

Phillip Gavriel kicks off the show season with a new collection. The pieces will be new additions to his best-selling Italian Cable Collection, where the brand was founded almost 10 years ago. Inspired by Italy's classic architecture and breathtaking landscape, the collection has always had a timeless appeal. What's new is the debut of a full-scale gold collection. Previously the majority of the collection was available in sterling silver. With the resurgence of yellow gold, and retailers willing to experiment with higher price points, the brand felt it was timely to introduce a bigger selection in the metal.

Retails will begin at just \$220 in 14K gold, something Phillip pushed to achieve as he continues to build the brand's philosophy of "democratizing" fine jewelry to the masses.



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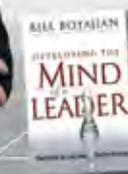
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— Joy Krasner,
Harold Stevens Diamond and Jewelry Studio



BILL BOYAJIAN
Past President, GIA

310.691.9562
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Author of *Developing the Mind of a Leader, Your Path to Lead & Inspire People.*



The teaser line in the brochure featuring the collection states "From Italy with love." The collection still remains 100% made in Italy, an important point of difference for the designer who spent time there as a student in Florence and continues to foster the country's artisan jewelry traditions.

Tiara for Today's Princess

Weddings and celebrations are becoming more festive and elaborate – a perfect setting for a diamond tiara. Grunberger Diamond Company has created this beautiful tiara set with approximately 1,000 diamonds. Set in 18K gold the diamonds range from 0.70mm to 2.90mm in G+/VVS in 14 sizes.

For more information call Grunberger at 516-482-6212



Brookland USA

Brooklyn has an essence. Individuality, passion, artisanship, and style are signature. Iconic landmarks are the borough's canvas, and everyday New Yorkers come to the city to innovate, remake, and build from the ground up. From the spirit of craftsmanship comes Brookland, a jewelry line made in Brooklyn, for the world, from the world's finest materials.

Meticulously formed with reclaimed precious metals and responsibly sourced gemstones, the modern heirloom is elevated. Crafted by skilled American workers, Brookland collectibles have Brooklyn soul.

The four new collections are expressively detailed. Barbara Brownstein and Jennifer Sholtis Garfall are the designers behind the line. Urban influenced, they fuse local aesthetic with an eye for edgy, elegant construction. Barbara Brownstein says, "Jenn and I were inspired by the landscape, rich history, and unique character of Brooklyn. We hoped to create a collection of casually elegant jewelry that reflects Brookland attitude."

Brownstein explains, "The launch is comprised of four collections: Catena, Rivette, Landmark, and Token. Each has its own personality, and is inspired by an aspect of our surroundings or Brooklyn history. All pieces are designed with a cohesively

modern aesthetic, and are best when worn mixed, matched, and layered to express one's own individual jewelry style."

Inspired by the streets, industry, and artisanship of Brooklyn, NY, Brookland Jewelry brings the charm of the borough to the world. Four distinguishable collections: Token, Catena (chain in Latin), Landmark, and Rivette, fuse local aesthetic with luxury.

To view the collections online, visit the Brookland Jewelry website at www.brooklandjewelry.com. To contact the company directly, email sales@brooklandjewelry.com



Star Band in 18K yellow gold, 18K rose gold, and sterling silver. Each features black enamel

Small Rose Token pendant in 18K rose gold with black enamel "Unity Makes Strength" token on 20" bead chain, MSRP \$1,155

Large Black Brookland Token pendant sterling silver and black enamel/ruthenium token on 20" bead chain. MSRP \$165.

Blue Token Star pendant in 18K yellow gold "Good For One Wish" navy blue enamel token on 20" bead chain MSRP \$1,145



From Top to Bottom:

18K Rose Gold Rivette Ring with Burnished Diamonds MSRP \$970

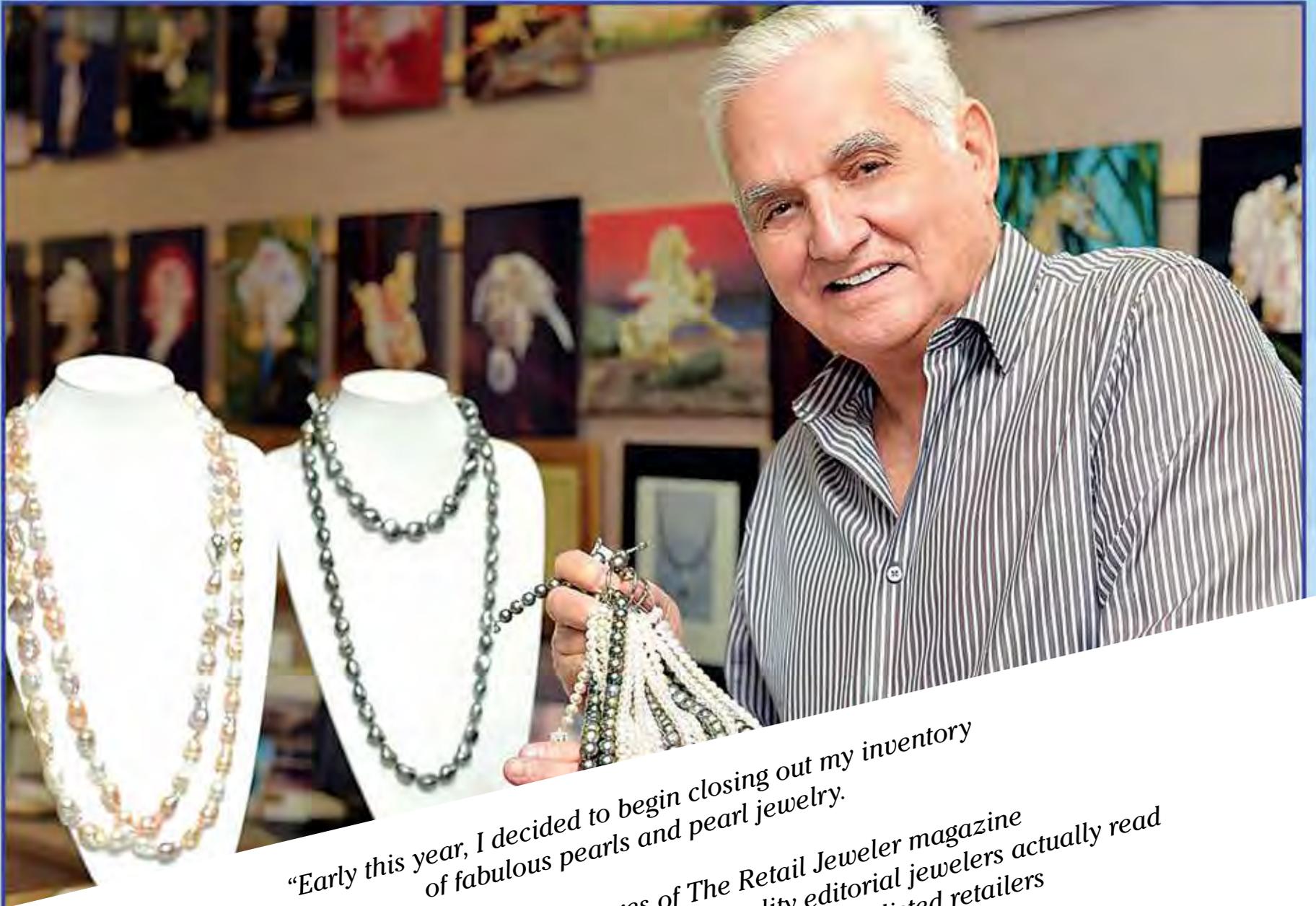
Sterling Silver Rivette Ring with Black Enamel MSRP \$165

18K White Gold Rivette Full Pave Ring MSRP \$2,045

Sterling Silver Rivette Ring with 18K Yellow Gold Rivers MSRP \$175

18K White Gold Rivette Ring with Alternating Pave Diamonds MSRP \$1,320

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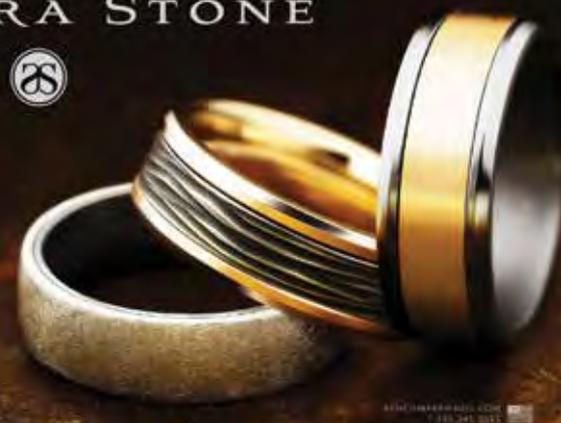
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May	03/23/18	04/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	04/23/18	05/28/18	JCK, JIS
July/Aug	06/11/18	07/17/18	JANY, SJTA*, Select*
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*Pre-show issue **Delivery date is approximate & is for planning purposes only & is not guaranteed.

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Centurion Freecom and Gemfind® Jewelcloud Announce Collaboration

Effective immediately, Centurion and its Centurion Freecom e-Commerce platform and Gemfind Jewelcloud e-Commerce platform will collaborate to make more product images and related data from jewelry designers and manufacturers available to the retail jewelers using their systems.

Centurion has recently launched its Centurion Freecom platform to support the hundreds of exhibitors and retailers who attend its highly regarded Centurion Scottsdale and Centurion Southbeach trade shows. Active exhibitors are each able to place 100 top-selling items on the Freecom platform at no charge, and active retail attendees can display the merchandise for sale on a Magento 2 online store on their website, also at no charge.

Gemfind, established in 1999 services hundreds of retailer and manufacturer websites on multiple platforms, and has a robust library of regularly updated designer and manufacturer digital images and data with seamless feeds to those websites for presentation and e-Commerce purposes.

Images and Data to be Shared

The collaboration will employ a connection between Centurion Freecom and Gemfind's Jewelcloud, such that all Centurion exhibitor images and data on either platform will become conveniently available on both platforms, subject to individual exhibitor approval. For security purposes, the systems are both "double permission based." The retailer requests images/data within the platform and the manufacturer approves each request.

"This collaboration signals our mutual intention to make it easier and more convenient to stream mission critical, quality product data from manufacturer to retailer, which has proven to be the core of building on-line success," said Alex Fetanat, president of Gemfind.

"Our team shares Gemfind's quality vision and will be counseling our exhibitors and assisting them in providing quality product materials that will truly enhance the retailer's online shopping experience," said Howard Hauben, president of Centurion. "This means more of a quality versus quantity approach, focused on better images on white backgrounds, better descriptions, and data than can easily be found by the consumer in the right product category on the retailer's website," Hauben added.

"We also want help retailers to display more merchandise on their sites that leverages the live inventory they have invested in in their stores, thus driving overall turn."

"Centurion Freecom is a solution agnostic system," explained Hauben. "We built tools to make it easy and inexpensive for better jewelry stores to capitalize on digital business opportunities, including our Magento® 2 Platform and a Diamond Search system with thousands of stones, among other things. We are thrilled to collaborate with Gemfind who is among the industry leaders in building compelling tools helping retailers and exhibitors succeed with digital collaboration," he said, adding, "and we are also very open to additional collaboration with Gemfind and other industry solution providers."

For further information contact

Alex Fetanat at alex@gemfind.com, 800-373-4373 or

Howard Hauben at hh@centurionjewelry.com, 888-427-4697.

Nancy Robey and Holly Granofsky Launch of JewelPoint and GoldPoint

Nancy Robey of The Nancy Robey Partnership, and Holly Granofsky of The Social Sparkle, are pleased to join forces with Connecting Point Marketing Group for the development and execution of JewelPoint and GoldPoint. These niche, needs-based, fine jewelry buyer/seller matching events will serve the unique needs of the fine jewelry industry by matching vetted, trustworthy resources with US-based buyers.

JewelPoint, which is slated to take place in October of 2018, will match hard to source gold, loose gemstone, unbranded finished gemstone jewelry and estate suppliers with top executives, while GoldPoint, taking place in February of 2019, will continue its successful precedent of matching buyers with unbranded overseas gold suppliers.

The original concept of GoldPoint was introduced in San Diego in 2017 and was based on market research conducted by Robey and Granofsky to uncover needs in the fine jewelry industry. The duo went on to source and vet private label gold manufacturers from Peru, Turkey, Italy, India, Israel and France and then matched them with buyers, merchandizing executives and CEOs of over 30 regional chain and volume jewelry companies.

The partnership with Connecting Point Marketing Group (CPMG), who has been successfully hosting similarly designed

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events in other industries since 2004, provides Robey and Granofsky with the infrastructure necessary to expand upon their initiative.

“We are confident that we are providing both suppliers and buyers with exceptional value in the creation of these events,” explain Robey and Granofsky. “Many traditional and regional chain stores simply don’t have the time or resources necessary to travel overseas to attend trade shows or meet with manufacturers and suppliers, and even if they are able to carve out the time, they face another obstacle in knowing how to work with these markets and who they can trust.

We remove all of that guess work by doing the vetting for them, and then curating their appointment schedules during our hosted events with suppliers that can meet their specific needs. CPMG’s sophisticated model is a catalyst for the future success of these events.”

“CPMG events are not intended to take the place of traditional trade shows, but rather to augment them by stimulating future productive interactions,” notes Nancy Splaine, co-founder of CPMG. “Our intimate, face-to-face forums, with highly curated personalized agendas, are well-suited to serve the needs in the jewelry marketplace and facilitate a dialogue for these groups that Nancy and Holly have researched. CPMG is excited to leverage their relationships and product sourcing expertise to enhance our offerings and complement Emerald Exposition’s jewelry trade shows.”

CPMG’s proprietary technologies and their superior “hosted meeting matching model” will customize the event experience for both buyers and suppliers, while also creating significant efficiencies and well-conceived user experience and industry insight. The intimacy and personalization of these exceptionally executed events provide ample opportunities for expansion into other buyer groups, such as US-based designers and manufacturers seeking design inspiration and hard-to-find overseas resources for unusual gemstones.

JewelPoint will take place October 9-11, 2018 at the Hyatt Regency La Jolla in San Diego, CA and GoldPoint will take place in February of 2019.

For more information about JewelPoint, GoldPoint or CPMG, or to schedule an interview with Nancy Robey, Holly Granofsky or Nancy Splaine, please contact Michelle Orman at (646) 302-5521 or via email at Michelle@LastWordComm.com.

Survey Shows Ninth Consecutive Year of Silver Jewelry Sales Growth

Silver Jewelry Maintains Highest Margins and Turnover Rate
Silver jewelry sales in the United States were strong in 2017 with 59% of jewelry retailers reporting increased sales according to a survey conducted on behalf of the Silver Institute’s Silver Promotion Service (SPS). The results also confirmed that silver jewelry continues to be a leading merchandise category for retailers, both in driving sales and providing margin.

Highlights from the 2017 survey include:

- The average store growth in 2017 for silver jewelry sales was 17%.
- Retailers said their silver jewelry sales, as a percentage of their overall jewelry sales, were on average 36% of their unit volume and 29% of their dollar volume.
- 57% said silver experienced the best inventory turnover rate in 2017; 19% said diamond; 12% said both bridal and gold.

The best maintained margins during the Holiday Season were:

- Silver Jewelry 51%
- Bridal Jewelry 18%
- Diamond Jewelry 15%
- Gold Jewelry 13%
- Platinum Jewelry 3%

93% of retailers say they are optimistic that silver jewelry sales will continue to grow.

SPS Director Michael Barlerin commented, “The Silver Promotion Service is obviously gratified by what the survey demonstrated. We are also grateful that the optimism for silver’s ongoing performance remains so strong.” The survey was fielded in February this year. This was the ninth consecutive year that SPS has commissioned such a survey.

The Silver Promotion Service was introduced in 2008 by the Washington DC based Silver Institute. The objective of the SPS is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit www.savorsilver.com

Michou New Director of Sales & Marketing

Michou New Director of Sales & Marketing Michou Jewelry is excited to welcome Dinorah Hampton to the Michou team. Dinorah grew up in small-town Texas and attended Texas A&M University and over the course of the years spent 5 years in

Montana and 20 years in Central Florida. She has two sons, 24 & 22, a beautiful daughter-in-law, and an 18-year-old daughter, who also travels and works shows with Michou. In addition, she is a very proud “Mishka” to her two-year-old grandson. Dinorah is an at-home yogi and lover of food and wine, enjoys being in nature, and says cooking is her therapy. She is excited about her new traveling adventures with Michou and misses her Florida family and friends, but is embracing the Tahoe life!

Dinorah spent 20 years as a homeschooling mom while working during that time with children and families as a youth director. Feeling the need for a change, Dinorah found that her knowledge of presenting a good package was well-suited for sales and marketing and she found herself starting part-time in the jewelry industry as a consultant. During the last few years, she was number one in sales nationwide for several jewelry lines. Combined with her knowledge of sales and customer service experience, she is able to understand retailers’ needs. Dinorah is the right fit for this next step for Michou and looks forward to presenting all the opportunities Michou has to offer customers.



Dinaorah Hampton

Advanced Synthetic Diamond Seminar to be Presented in Carlsbad

GIA will offer its new Advanced Synthetic Diamond Seminars in August in October at its world headquarters in Carlsbad, California. Participants will have the opportunity to gain in-depth knowledge of advanced diamond identification techniques and to have hands-on experience with current production synthetic diamonds and the latest detection technology. While there are no pre-requisites, previous gemological training or experience is recommended.

Taught by GIA research scientists and experienced classroom instructors, the seminars will combine lectures with practical lab instruction, including the latest GIA instrumentation for differentiating natural diamonds from CVD and HPHT synthetic diamonds and diamond simulants. Instruments include the GIA iD100™, GIA DiamondCheck™ and GIA UV Lamp with Viewing Cabinet. The GIA research scientist presenting the seminar will have expert knowledge of synthetic diamond as a material, its identification and gemological characteristics, along with the processes used by GIA’s laboratories to separate synthetic from natural diamonds. To provide the most effective instruction, registrations are limited to 20 or fewer, depending on location.

The seminar is scheduled around the GIA International Gemological Symposium in Carlsbad, California. Discounted pricing is available for GIA Alumni who have completed a certificate course or diploma program. Those interested in the seminars should contact GIA Carlsbad. Details of future seminars will be posted on GIA.edu. Dates, course content and participating researcher are subject to change.

Carlsbad

October 10 – 11 (2-day extended seminar)

GIA Researcher: Dr. Sally Magaña, senior research scientist at GIA in Carlsbad; expert in diamond physics, treatments and synthetics.

Registration: Tel 760-603-4400 or 800-421-7250 ext. 4400 / Email admissions@gia.edu

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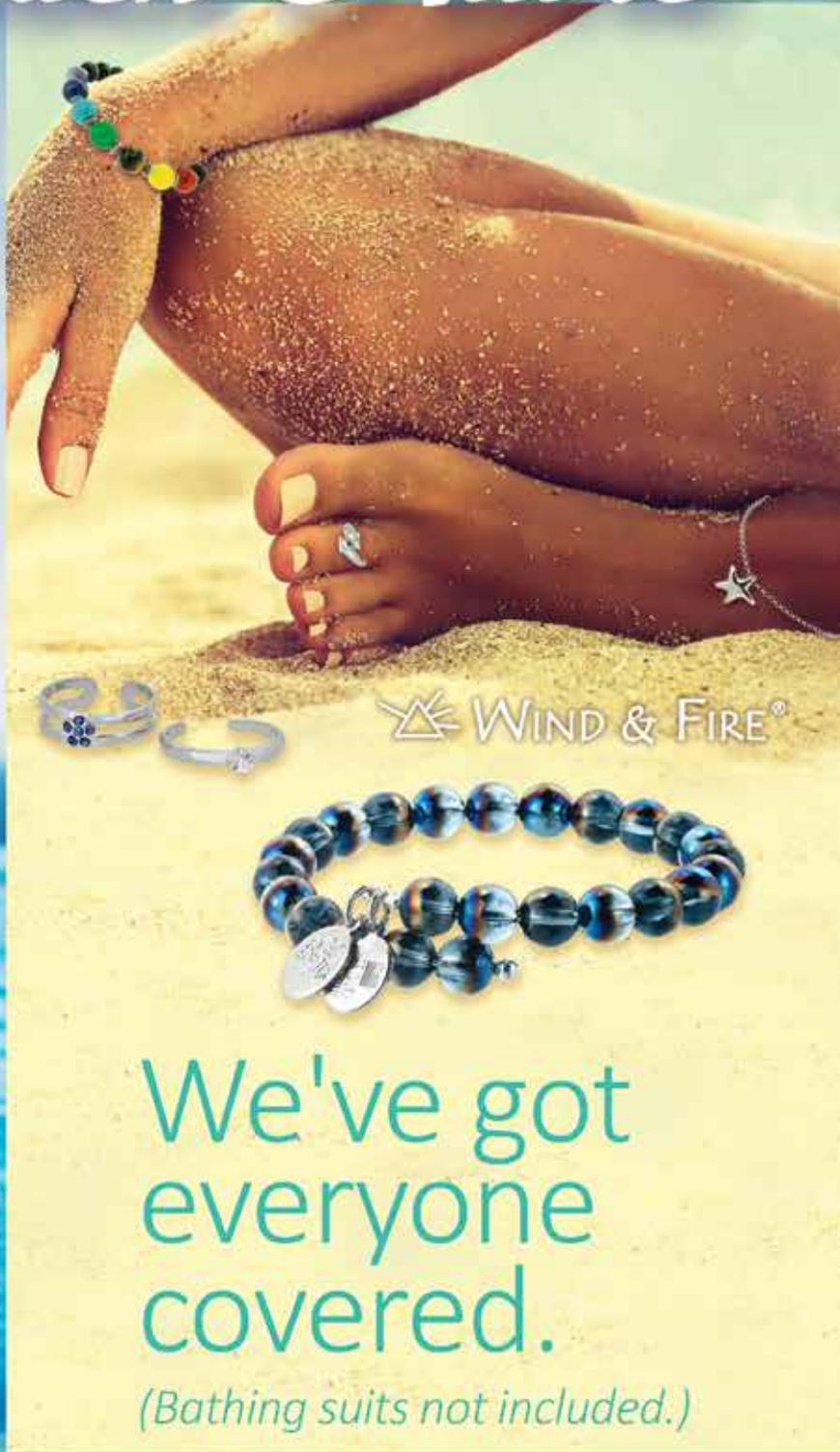
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