

# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 10, Issue 5 • July/August 2019



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**Tichina Arnold**



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**Tichina Arnold**

**Image courtesy of the AGTA**

**Necklace:** Susan Helmich, Somewhere In The Rainbow – 18K white and yellow gold “Le Dauphin” necklace featuring a 101.85 ct. Aquamarine accented with Diamonds (1.34 ctw.).

**Earrings:** Oscar Heyman, Oscar Heyman – Platinum earrings featuring Aquamarines (36.98 ctw.) accented with Sapphires (10.27 ctw.) and Diamonds (1.84 ctw.).

**Bracelet:** Deirdre Featherstone, Featherstone Design – Platinum “Wonder Woman” cuff featuring Aquamarines (4.54 ctw.), Tanzanites (2.44 ctw.), blue Zircons (1.60 ctw.), lavender Spinel (.46 ctw.), Tourmalines (68 ctw.) and set Diamonds (2.64 ctw.).

**Ring:** Benjamin Javaheri, Uneek Jewelry, Inc. – Platinum ring featuring a 6.53 ct. oval blue Sapphire accented with Diamonds (1.39 ctw.).

**Clothing:** Navy Strapless Evening Gown by Watters.

## THE RETAIL JEWELER™

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It's hard to believe that ten years have passed so quickly since The Retail Jeweler launched its new trade publication in 2009.

Those ten years have been filled with all the work needed to build a successful business. It began with a new business model focused on the independent retail jeweler to provide them with useful information.

Useful information it seemed to us to be a principal element to differentiate our product from what existed at the time and has continued to this day.

Useful information has to be usable for the 18,000 retailers reading the publication, so we enlisted prominent, knowledgeable experts from the industry as editorial contributors to write for us. People like Dave Sexton from Jewelers Mutual, David Brown from The Edge, Bill Boyajian from GIA, Ruth Møllergaard from Grid/3 International and many others as well.

Whether it is security, business management concerns, or the latest in store design, The Retail Jeweler has positioned itself very well as the independent retail jewelers' idea book for growing revenues and profits.

We take this opportunity to thank our readers and advertisers who have helped us reach a high level of acceptance. It is your support that enables us to reach our mutual market-place.

We look forward to serving you for many years to come.

Sincerely,

Ed Coyne

Andy Kohler

Frank Dallahan

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# IT'S NEVER BEEN MORE IMPORTANT TO REINVENT YOURSELF



By David Brown

Financially things have been pretty good for the economy lately, the Dow Jones has been at record levels and interest rates are low. Things are looking pretty solid across the country. Many stores are achieving their best ever results. Why fix what isn't broken?

But for those of us who have been in this industry a while we know that things always move in cycles. Like a farmer who harvests in summer for the winter feed we need to prepare ourselves for a change in the economy that will happen at some point or another. The natural response is to keep doing what works when things are working, however, counter-intuitively, this is the best time to make changes in your business when you have the fat to handle it.

Despite the mostly positive results many shopping habits are beginning to change. Online has had an impact on consumer behavior as has social media, which often sees people keen to share their experiences rather than their possessions. The highly publicized problems of companies like Toys R Us and Payless have shown the problems that even big companies have in the bricks and mortar space, and even successful retailers like Gap and Victoria Secrets are culling more stores than usual. More store closures have been announced so far in 2019 than all of 2018 yet many agree, including the companies who manage the liquidations such as Great American Group, that the closures are more a reflection of how retail is changing than a sign that it is in any sort of decline.

The time to ask questions and make changes is now. The most successful companies have always changed ahead of the need, not after it. You should be asking yourself the following questions in terms of where your business is.



**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](mailto:inquiries@edgeretailacademy.com) or Phone toll free (877) 5698657

## WHO IS MY CUSTOMER?

It seems the simplest of questions and yet it's one that leaves so many store owners stumped. We can all be guilty of trying to cater to everyone and this doesn't widen the market as much as it increases the competition.

## WHAT DO THEY WANT?

Yes, sometimes the best questions are the shortest. Have you asked your customers what they want and more to the point, do you believe them? Surveys can be a valuable source of information, but they are notorious for their bias. People will say what they think you want to hear or sometimes not even truly know what it is they want. Getting past this surface response can be the trick but if you can delve in further the payback can be gold

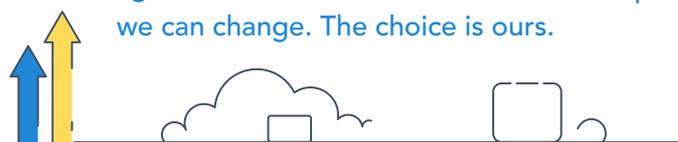
## HOW DO THEY WANT IT?

This may seem a strange question but these days it's more about the experience. Customers have no earthly use for a diamond ring from a practical point of view, it's more about why they get it and the experience of how they receive it, and this is a key component where the jeweler can play a part. What are you doing to make the moment memorable?

## WHEN DO THEY WANT IT?

Now more than ever we live in an era of instant gratification. Turnaround times must be yesterday; a tough ask on a make that's for sure! But you don't have to be yesterday just quicker than everyone else. Zara re-invented clothing retail on the back of its turnaround time from design to storefront. Can you do the same?

One thing we can agree on is that retail will never again be what it used to be. We can complain or we can change. The choice is ours.





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# RETAILERS CONTINUE TO STOCK UP

By Bethany Aronhalt

## INVENTORY TO GET AHEAD OF MORE TARIFFS

Imports at the nation's major retail container ports are expected to continue to grow this summer as retailers stock up inventory to get ahead of higher tariffs, according to the monthly Global Port Tracker report released today by the National Retail Federation and Hackett Associates.

"With a major tariff increase already announced and the possibility that tariffs could be imposed on nearly all goods and inputs from China, retailers are continuing to stock up while they can to protect their customers as much as possible against the price increases that will follow," NRF Vice President for Supply Chain and Customs Policy Jonathan Gold said. "Tariffs are taxes paid by American businesses and consumers, not foreign governments. Retailers will continue to do everything they possibly can to mitigate the impact of tariffs on consumers, but if we see further escalation in the trade war, it will be much more difficult to avoid higher price tags on a wide range of products. It's time to stop using American families as pawns in negotiations for better trade deals."

The Trump administration increased tariffs from 10 percent to 25 percent on \$200 billion worth of Chinese goods in May. The increase applies to imports that arrive in the United States after June 15. The administration has also proposed to implement new 25 percent tariffs on \$300 billion worth of Chinese goods and recently removed India and Turkey from the Generalized System of Preferences program, which allows certain items to be imported duty-free. In addition, the administration announced a 5 percent escalating tariff on all imports from Mexico, but those goods travel by truck or train and do not affect cargo numbers at U.S. seaports.

"One must wonder who the Trump administration is trying to punish with its growing enthusiasm for tariffs," Hackett Associates Founder Ben Hackett said. "The tariffs are offset much of the savings from tax cuts, and if this continues there could be tough months ahead."

U.S. ports covered by Global Port Tracker handled 1.75 million Twenty-Foot Equivalent Units in April, the latest month for



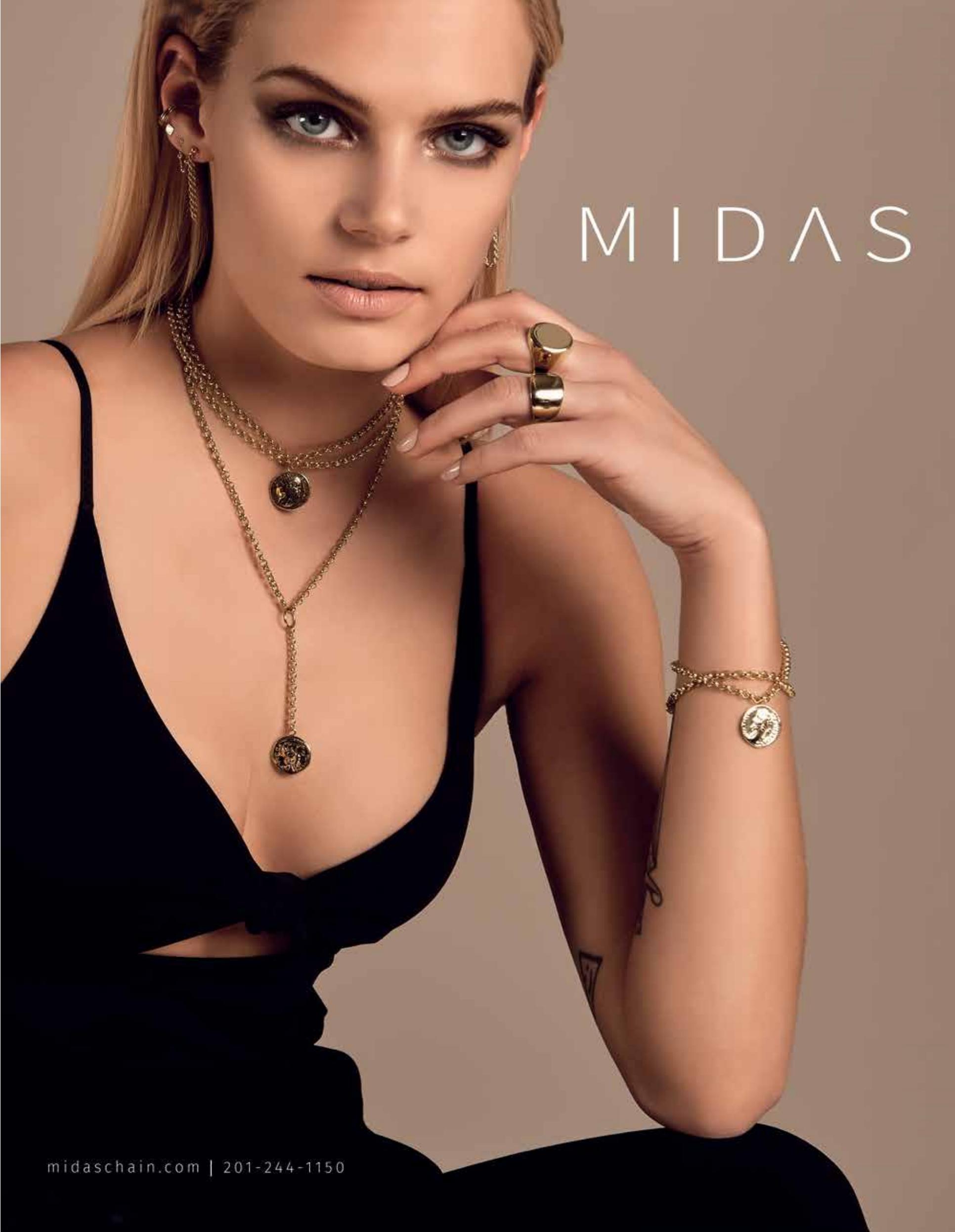
which after-the-fact numbers are available. That was up 8.4 percent from March and up 6.9 percent year-over-year. A TEU is one 20-foot-long cargo container or its equivalent.

May was estimated at 1.88 million TEU, up 3 percent year-over-year. June is forecast at 1.86 million TEU, up 0.3 percent; July at 1.93 million TEU, up 1.1 percent; August at 1.95 million TEU, up 3.3 percent; September at 1.89 million, up 0.9 percent, and October at 1.95 million TEU, down 4.4 percent. The August and October numbers would be the highest monthly totals since the 2 million TEU record set last October as retailers rushed to bring merchandise into the country ahead of expected tariff increases.

Imports during 2018 set a record of 21.8 million TEU, an increase of 6.2 percent over 2017's previous record of 20.5 million TEU. The first half of 2019 is expected to total 10.6 million TEU, up 3 percent over the first half of 2018.

Global Port Tracker, which is produced for NRF by the consulting firm Hackett Associates, covers the U.S. ports of Los Angeles/Long Beach, Oakland, Seattle and Tacoma on the West Coast; New York/New Jersey, Port of Virginia, Charleston, Savannah, Port Everglades, Miami and Jacksonville on the East Coast, and Houston on the Gulf Coast. The report is free to NRF retail members, and subscription information is available at [NRF.com/PortTracker](http://NRF.com/PortTracker) or by calling (202) 783-7971. Subscription information for non-members can be found at [www.globalporttracker.com](http://www.globalporttracker.com).

TRJ

A woman with blonde hair and blue eyes is wearing a black top and gold jewelry. She has a necklace with a coin pendant, a ring, and a bracelet with a coin pendant. The word 'MIDAS' is written in white capital letters in the background.

MIDAS

# LOOK BOOK

By Jackie LeBental

## {Texture & Technique}

There are many interesting techniques designers use to create different exterior finishes and textured elements. Developing character into jewelry creates depth, unique design expression and cosmetic artistry. We see from ancient gold masters that textured elements have been a part of jewelry design for thousands of years. I style shopped some modern designs that showoff creative and unique facades.

### 01

#### 925SUNEERA

Handmade in LA, designer Ana Swarup joined her mother in fine jewelry design and launched .925Suneera in 2017. I've been drawn to the brands ability to create urbane collections for both woman and men. The brands signature texture which is a unique process of wax castings is iconic for the brand. I love the causal elegance of this everyday sterling silver cuff with champagne diamond.

Retail \$1,280.  
310.598.5010



### 02

#### K Kane

It all started in 2010 when Katherine Kane designer behind the celebrity adorned brand, K. Kane developed her own line. After working at one of the world's beloved diamond houses and finishing her MBA at Duke, Katherine developed her personal style into wearable and personalized jewelry. What makes this diamond pave stud set in 14K white gold modernly chic, is the hand painted vibrant enamel finish over the gold prong. The enamel prong element is available in various bright colored finishes.

Retail for single \$690 and  
the pair \$1,380.  
646.559.4935



### 03

#### Alex Sepkus

A legend in artistry and attention to detail, master jeweler Alex Sepkus brings us beauty and depth to each handcrafted piece. The intensive design process starts with the immediate carving and hammering into either wax or silver using custom tools. Intimate elements can be seen at any angle and you will stare at them over and over. This 18K yellow gold multi color sapphire and diamond ring, named Summer Flowers is embodied with detail after detail.

Retail \$4,570.  
212.391.8466



### 04

#### Elisabeth Bell Jewelry

Inspired by the beauty of nature and its connection through jewelry, fine arts metal smith Elisabeth Yorn creates simple but powerful motifs through out her collections. I've been a personal admirer of her work and when I came across her custom silhouette pendant hand made in Los Angeles in 14K gold with a unique French enamel finish, I knew I had to share it. You start by choosing one of 200 colors for the French enamel finish (shown here in pink), email your profile picture and the production begins. Small and large sizes available.

Retail \$2,785- \$3,725.  
628.777.3603



#### Jackie LeBental

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

# 05

## Odell Design Studio

This energetic mother-daughter design duo brings color and organic pattern to life through their collections. Marilyn and Haley handcraft each piece in their studio which goes through a step by step layering process to achieve their bold and abstract look. These copper hand-dyed hot pink drop earrings with brass chain and leverbacks, are the perfect pop of color.

Retail \$169.  
917.470.9959



# 07

## LALAOUNIS

When discussing a legend in ancient gold-work technique, one must refer to the famous fourth generation Greek jeweler, late Ilias Lalaounis. The brand's current business run by his savvy four daughters preserves their father's incredible attention to detail and love of ancient motifs. I would stack multiples of this 22K yellow gold granulation and diamond bangle on my wrist everyday.

Retail \$17,200.  
212.439.9400



# 09

## Ray Griffiths Fine Jewelry

If you don't own a piece of Ray Griffiths jewelry you should. Once you do, you celebrate the lush feeling of design excellence that is brought into each stunning creation. His signature Crownwork™ which is a grid like pattern weaved into the collections stems from Ray's early training restoring vintage European suites of jewelry. How can you not swoon over these 18K yellow gold Crownwork™ triple drop and diamond earrings?

Retail \$4,950.  
212.689.7209



# 06

## Sylva & Cie

To see design through Sylva Yepremian eyes would be a dream. This incredible creator of luxury fine jewelry always seems to surprise her adoring fans with new and exciting pieces. Recently at this year's Couture Las Vegas show I had the ultimate pleasure to view the brand's newest collection, shining a light on carved cameos. This carved lava cameo with single cut diamond border set in 18K yellow gold, takes your breath away.

Retail \$11,750.  
213.488.1444



# 08

## Penny Preville

Award winning and devoted jewelry designer, Penny Preville exudes class and elegance. From a refined bridal line to multiple modern collections, the brand continues its legacy through heirloom design. I fell in love with the newly launched Medallion Collection. This diamond star pendant with beautiful fan pleated texture is a must have neck piece.

Retail \$1,995.  
516.466.8680 x105



# 10

## Natalie McMillan

Handmade in Los Angeles emerging designer Natalie McMillan shows off her laid back lifestyle through her jewelry. Simplistic and organic, Natalie adds texture etching into her work creating unique patterns. After meeting Natalie at a Metal & Smith wholesale event, I was hooked on her design development and can't wait to see more. This super sweet 14K rose gold Samantha pendant is available on various chain lengths.

Retail \$500.  
707.815.1749



# IS A LACK OF CONFIDENCE HOLDING YOU BACK?

Successful owners, leaders, and managers come in all shapes and sizes and have differing temperaments and personalities, but one thing they all have is personal confidence. They believe in themselves and in what they're doing, but without the stigma of being over-confident or arrogant. Their success is not what makes them confident. It's their confidence that makes them successful.



The challenge of running a successful retail jewelry business today can be daunting if not placed in the proper context. Times are changing and the pace of change is more rapid than ever before. That's why your confidence in the future and ability to cope with change is vital for success today. Those who doubt their abilities will fall prey to failing results because a lack of confidence will lead to self-doubt and fear.

**Here are some traits that confident leaders possess. Check to see how many of them describe you:**

**1.** Confident leaders don't have to defend themselves. Their actions speak louder than words, and the results of their efforts become self-evident successes. You just don't see confident people defending their position on almost any issue. 

**2.** Confident leaders aren't afraid to get out of their comfort zone. Insecure people rarely challenge themselves in ways that make them uncomfortable. Instead, they tend to stick with what they know, and that seldom takes them where they really want or need to go. 

**3.** Confident leaders are assertive, but never overly aggressive. For one thing, they don't have to be because they operate with a coolness that is the envy, and the admiration, of those around them. They never have to bully anyone to get their way because insecurity is not an issue for them. 

**4.** Confident leaders know how to cope with differing personalities and temperaments. Troubled relationships seldom creep into existence because they understand people and how to deal with a variety of styles. Their main strength is emotional intelligence in leading and managing people. 

**5.** Confident leaders are continuous learners. They haven't reached their ultimate goal just because they lead. They know that their leadership must continue to grow in order to prosper. Learning for them is as natural as a bird taking flight. It's just who they are as a person. 

**6.** Confident leaders don't waffle or procrastinate on 

issues. They speak with certainty about what they know without acting like they know everything. Nor do they delay unwittingly on decisions that really must be made.

**7.** Confident leaders don't seek attention for what goes right. In fact, when attention comes their way, they deflect the attention and shift it to those who worked hard to help contribute to the success. They simply don't crave approval for themselves because their self-worth comes from within. 

**8.** Confident leaders don't dodge the responsibility for things that go wrong. They own up to mistakes – theirs and those of their associates – without casting blame or making excuses. It's their responsibility-mindedness that gains favor with colleagues. 

**9.** Confident leaders maintain a proper attitude and healthy optimism even in the face of challenging circumstances. People are attracted to those who exude a positive attitude and see opportunity, not problems, in the face of challenge and change. 

Developing confidence as a leader is yours to create or undermine. It's not about hoping for the best. It's about initiating a strategy and an action plan that will help you get to where you want to go, and see quality people follow you there in the process.

So how do you stack up? Is confidence holding you back? If so, take the necessary steps to build your confidence and realize the success you are destined to have.



**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](mailto:bill@billboyajianassociates.com).



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*Bilinda Benton, Store Manager of Fort Thomas Jewelers in Highland Heights, KY*



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By David Sexton

# HOW SAFE IS YOUR SAFE?

## WHAT YOU NEED TO KNOW ABOUT BURGLARY RESISTANT SAFES

Effective security for any retail jewelry operation entails layers of appropriate physical security, including safes and vaults, reliable electronic protection and consistently observed procedural precautions.

The physical security is intended to keep the would-be-burglar out. The electronic security will detect unauthorized access when the burglar alarm is armed in the event the physical protection is compromised. The safe and/or vault will buy time for the police or UL Central Station guard to respond to the alarm signal to prevent or minimize a loss in progress. Procedural recommendations, which may be the most important and most cost effective, require the least amount of effort for the jeweler and associates.



Each layer of protection works in harmony and wholly interdependent on the active operation of the other two to achieve the necessary balance an exposure to jewelry loss may require. When any one layer of protection is diminished there is a need to compensate the other two layers to assure the efficacy of the intended overall protection strategy. For example, when a jeweler cannot get the reliable electronic protection they need, they can compensate for this by enhancing their physical protection instead.

Recent attacks conducted on safes during burglaries of jewelry operations have raised concerns in the industry with jewelers asking themselves "How safe is my safe?"

A burglary-resistant safe is designed to provide protection that incorporates steel and composite materials (metal alloys) in the body and door of the safe container. The nature of the composite materials employed will vary between safe manufacturers. These composite materials will help protect the safe from attacks by tools, torches and, in some instances, even explosives.

Underwriters Laboratories LLC conducts a safe, modular vault panel and vault door attack testing program to determine how long a safe, modular vault panel or door will withstand a burglary attack under laboratory conditions using specified attack tools.



The requirements for burglary-resistant safes can be found in UL 687, Standard for Burglary-Resistant Safes.

Safes that have been submitted and successfully evaluated by UL are given a UL Listing in the category of "Burglar-Resistant Safes" and can be identified by a UL Label that is typically affixed to the safe door.

UL Listed safes must have a combination lock complying with UL 768 Standard for Combination Locks, of Group 1 or 1R as well as a relocking device. Group 1 locks provide better protection than Group 2 locks. Group 1R locks are like Group 1 locks and have tumblers that are radiologically (X-ray) secure, thus the R designation.

A relock device is a device located within a safe or vault door that is activated if someone attempts to drill, punch, or burn through the locking mechanism. It will set the relock bars into the jambs of the safe or vault in a locked position, not allowing the handle to open the door.

UL Listed safes must weigh, at a minimum, 750 lbs. or be provided with a means to anchor the safe within a larger safe, concrete block, or to the actual protected property.

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2013 - 2017

# HOW SAFE IS YOUR SAFE?

## WHAT YOU NEED TO KNOW ABOUT BURGLARY RESISTANT SAFES

The following definitions apply to UL safe ratings:

- TL - tool-resistant
- TRTL - torch and tool-resistant
- TXTL - explosive, torch and tool-resistant
- X6 - provides equivalent protection on all six sides of the container
- 15, 30, 60 - the time frames, or networking time UL test engineers spend in attacking the safe

These tests are performed under ideal laboratory conditions and unlike the conditions under which a burglar might have to operate. It's estimated that under field conditions, the UL test would probably take three to four times longer to duplicate.

The following are UL ratings for burglary-resistant safes listed in order of the relative burglary protection they offer.

These UL burglar classifications signify only the door and front of the combination locked chest or safe has been performance tested. The body of the safe is not tested, therefore, limiting use to low value items is recommended.

**TL 15 (Plate steel)** - Designed to offer protection against entry by common mechanical tools. The body of these safes is constructed on 1-inch-thick, solid open-hearth steel or of materials providing equivalent burglary protection as steel. Encasing a steel plate safe in reinforced concrete will significantly improve its resistance to a burglary attack.

**TL 15 (Composite)** - These safes incorporate composite materials in the construction of the safe. The type and amount of composite materials determine the degree of burglary protection afforded by the container.

**TL 30 (Plate steel)** - Offers protection against entry by common mechanical tools. Encasing a steel plate safe in reinforced concrete will significantly improve its resistance to a burglary attack.

**TL 30 (Composite)** - Incorporates composite materials in the construction of the safe. The type and amount of composite materials determine the degree of protection afforded by the container.

**TRTL 30** - Designed to offer protection against entry by common mechanical tools and cutting torches. UL requires the body of this safe be encased in 3 inches of concrete (to enhance its burglary resistance), or to be constructed of a material equivalent in burglary resistance to 1 inch of steel or 3 inches of reinforced concrete.



The following UL burglar classification ratings signify the combination locked chest or safe has had performance testing conducted against the entire unit and are recommended for high-value items.

- TL 15 X 6 - Designed to offer protection against entry by common mechanical tools.
- TL 30 X 6 - Offers protection against entry by common mechanical tools.
- TRTL 15 X 6 - Designed to offer protection against entry by common mechanical tools and cutting torches.
- TRTL 30 X 6 - Offers protection against entry by common mechanical tools and cutting torches.
- TRTL 60 X 6 - Designed to offer protection against entry by common mechanical tool and cutting torches.
- TXTL 60 X 6 - Offers protection against entry by common mechanical tools, cutting torches and high explosives.

In the absence of a timely and reliable response to investigate any burglar alarm notification, a jeweler's safe or vault provides the last defense of physical protection. This makes it critical to understand which burglary-resistant safe is needed as jewelers are common targets of would-be burglars.



**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.

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CMF-300	3"	6	50	No	Analog	5-1/2" x 5-1/2" x 9"	852-0270*	<del>\$225.00</del>	<b>\$205.00</b>
CMF-410	4"	12	100	Yes	Programmable	7" x 7" x 11"	852-0358*	<del>695.00</del>	<b>625.00</b>
CMF-610	6"	30	200	Yes	Programmable	10" x 10" x 14"	852-0304*	<del>1195.00</del>	<b>1,095.00</b>
CMF-900	9"	100	500	Yes	Programmable	13" x 13" x 18"	852-0309	<del>1,835.00</del>	<b>1,665.00</b>
CMF-1200	12"	225	1,000	Yes	Programmable	16" x 16" x 20"	852-0348	<del>2,275.00</del>	<b>2,095.00</b>

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**Westin La Paloma Resort**  
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Fall Trade Show Destinations

# Great Brands. Great Locations. Great Timing.

Select Jewelry Shows, which began in 2010, are smaller, more personal events featuring 55-65 of the most popular lines and prestigious brands. The Select Shows provide comfort and convenience for the retail jeweler. The unique format enables jewelry retailers to network and create lasting relationships with nationally recognized fine jewelry designers and manufacturers in the important categories a retail jeweler needs to achieve sales success.

For 2019 Select will be returning to the Ritz-Carlton Hotel in Dallas, Texas and the Foxwoods Resort & Casino - convenient to the Northeast. This year Select DC will be held at the Ritz-Carlton Downtown in the heart of Washington DC.

Qualified retailers at Select Dallas, DC, and Foxwoods shows receive -

- 2 complimentary nights at the host hotel.
- \$500 travel voucher if they fly into the show (to be spent on the buying floor).
- Complimentary breakfast, lunch, and wine & hors d'œuvres both days.
- \$10,000 total give away raffle both days (to be spent on the buying floor).
- Cocktail party Sunday evening.

**New for 2020** - Select Tucson at the Westin La Paloma Resort is the perfect starting point for the Tucson gem week.



To register to attend a Select Jewelry Show visit [SelectJewelryShow.com](http://SelectJewelryShow.com)  
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# 10<sup>th</sup>

## Ten Years Already?

Ten years ago when there were more jewelry magazines failing than succeeding and the existing ones were struggling, we set out to reinvent the jewelry trade magazine. Why? Because in spite of what you've heard print is not dead - in fact, it is thriving in a variety of categories.

We looked at what worked and what didn't. With an impressive collective expertise in marketing, publishing, and the jewelry business we had a good idea of where to begin.

It is said that marketing is finding a need and filling it, and that's what we did. Not being owned by a big corporation with demands on profits above all else gave us the flexibility to create what the market needed. A trade magazine that delivers just enough of the information jewelers want and need.

The Retail Jeweler magazine provides smart, useful information, written by experts who know the jewelry business, to help retail jewelers operate more effectively and profitably. We leave out all the stuff used to make a magazine thicker.

We threw out all the crazy graphics and opted for a simple, clean layout that draws the reader in.

Edit-to-Ad-Ratio: This is where the big corporation profit directive comes in. Cram in as many ads as possible. We don't think that makes for a good read and is certainly not fair to the advertisers, so we maintain a much higher edit-to-ad ratio than a corporate CFO would accept.

It became apparent years ago that there is not a need for 10 or 12 monthly issues per year. We believe that timing of the issue is more important, which is why we strategically time all 8 issues around key times when the jewelers are most likely to read.



The Retail Jeweler has the biggest circulation of qualified jewelers. It is distributed to 22,000+ jewelers including every JBT listed retailer in the USA, Puerto Rico and the US Virgin Islands. It is the largest circulation of professional jewelers of the leading trade magazines.

The simple fact is the other publications became outlandishly expensive – preventing manufacturers and designers from reaching their customers, the retail jeweler. Without big overhead we are able to

offer outstanding value for significantly less than the other leading trade magazines.

*It turns out we were right.*

We are immensely proud of the kudos we receive from the multitude of jewelers who tell us how the magazine hits the mark. And we are just as proud of the service and results we provide to our advertisers. We smile every time one tells us, "I know the magazine is out when my phone starts ringing."

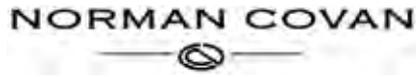
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# PREVIEW



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# PREVIEW



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## The Many Styles of Qayten

Renowned Italian jewelry design house finds inspiration from many directions. The one constant is their attention to detail and exemplary quality.

Qayten Lets creativity unfold with the Origami collection. Intricate paper folding techniques reveal sculpted and crafted three-dimensional forms captured in yellow and white gold rings with diamond pavé, creating a happy play of light.

The exquisite pieces in the collection reflect the passion the brand feels for craft and artistry, and its vast palette of inspiration.

In Pompidou Qayten pays tribute to one of the symbols of 20th century architecture: the Center George Pompidou, the landmark building in Paris, designed by Richard Rogers and Renzo Piano. Inspired by the extravagant and dynamic design of the pipes of Center George Pompidou, Qayten transforms the shapes into daring pieces of jewelry and reveals Qayten's reverence for classical forms.

Crafted in yellow or white 18K gold set with diamonds, the necklace and the bracelets exploit a series of technical characteristics that make them unique. The use of an innovative flexible golden tube, easily wearable thanks to the elastic properties of raw materials, combines the exclusive and contemporary design with perfect fit.

The Q collection is a tribute to Qayten's logo.

Exquisitely designed by their craftsmen, this iconic motif embraces the pleasure of contemporary elegance. Characterized by soft curves and bold dimensions, The Q collection is a perfect alliance between the Maison's logo and Qayten's love for design that highlight the allure of a woman.

Design and flexibility meld in pendant and necklace that encircle the neck, in earrings that embrace the ear, in rings that adorn the fingers. Crafted in 18K yellow, pink or white gold, the alluring navette motif, accented by a brilliant carpet of pavé diamonds, expresses femininity and glamour with its perpetually flowing motion. Qayten will be exhibiting at Centurion in Miami and at Select Jewelry Shows in Dallas and Washington, DC.

For more information contact Maddalena Allegretti at 310-926-9774 or visit [www.qayten.net](http://www.qayten.net).



## JCK Presents the 2019 State of the Jewelry Industry Report

### Optimism Abounds with Consistent High Jewelry Industry Confidence Index.

JCK unveiled the 2019 State of the Jewelry Industry Report during the JCK Las Vegas Show. The Survey results show consistent and continuous optimism with the Jewelry Industry Confidence Index falling only two percentage points to 86%.

“This year, as we mark the 150th anniversary of JCK magazine, we are also proud to present our second annual State of the Jewelry Industry Report. The consistency of positivity in the industry is exciting, with an 86% JCK Jewelry Industry Confidence Index” says Reed Jewelry Group Senior Vice President Yancy Weinrich. “The report also indicates that our industry is strategically shifting its priorities based on market dynamics. With such robust optimism and strategic continuous improvement, the industry is looking forward to a bright future ahead.”

Presented by Yancy Weinrich, the report revealed key trends and important priorities in the U.S. jewelry industry based on an in-depth survey conducted by MRI-Simmons. Over 500 respondents participated in the research, comprised primarily of retailers and including a sample of manufacturers, designers and wholesalers. 81% of survey respondents have been in the jewelry business for 11+ years.

In terms of trends, stacked rings now join alternate engagement rings and layering as the top three trends being reported by retailers. The stacking ring trend appeals to buyers across a wide range of price points and offers consumers an incentive for browsing to add to existing collections. Charms, however, are on the decline, and watches remain volatile.

Retailer marketing strategies have shifted as more retailers are focused on embracing new media tactics to combat digital disruption.

#### Highlights of the survey results include:

- Continuity of JCK Jewelry Industry Confidence Index – Defined as the way the jewelry industry sees itself, the index revealed an overwhelmingly optimistic outlook. 86% of respondents said they were either somewhat or very optimistic about the next 12 months, only 2% less than in 2018.
- Top Challenges – consistently ranked in similar order to 2018.
  - o Online Competition – 28%
  - o Overall Economic Climate – 23%

- o Lack of Consumer Demand – 15%
- o Lack of Millennial Demand – 11%

- Most Commonly Identified Strategies to Overcome Digital Dilemmas – Social media now tops the list of priorities, replacing the improvement of in-store buying experience which ranked highest in 2018.
  - o Connecting with clients via social media – 46%
  - o Nontraditional advertising – 39%
  - o Changing Inventory Buying Habits – 37%
  - o Improving in-store experience – 33%
  - o Investing in technology innovation – 16%
- More Social Media – Though social media is the clear favorite among advertising platforms to be used in 2019, respondents’ confidence in the effectiveness of social media marketing fell 10% year over year.
  - o 72% expect social media marketing to be one of their most successful business practices, compared to 57% traditional and 44% digital advertising (also compared to 82% in 2018)
  - o 82% of respondents plan to advertise on social media and 61% will utilize online advertising
- Key Trends
  - Top Trends*
    - o Stacked Rings
    - o Alternate Engagement Rings
    - o Layering
    - o Heart-themed jewels
  - Gaining in Popularity for 2019*
    - o Custom Design Pieces
    - o Colored Stones
  - Declining for 2019*
    - o Charms
  - Lab-Grown Diamonds*
    - o 86% report price as leading purchase consideration
    - o Reasons for refusal to purchase fairly evenly split between preference for “real”, “natural” and enduring “value”
  - Types of Jewelry Producing Most Customer Concerns*
    - o Lab Grown Diamonds - 61%
    - o Conflict Diamonds - 60%
    - o Responsibly Sourced Jewels - 37%
  - Female Self-Purchasers*
    - o 61% saw considerably or somewhat more
    - o 67% of female self-purchasers are spending more than \$500 (average \$1,240 price point)
  - Watches Volatile*
    - o Retailers reported an even split in the outlook for watches, expect ongoing volatility

### Melis Goral - Reimagined Art Deco

Coming from a family of renowned jewelers, Istanbul-born designer Melis Goral grew up with jewelry, design and the undeniable influence of craftsmanship that have impacted her imagination from early on. She received her fine arts degree in Jewelry Design at the prestigious Instituto Europeo di Design in Milan, Italy, and has also spent many years in New York.

The brand that she began in 2008 has received much attention from celebrities as well as the jewelry and fashion industries. Her high-end designs are chic and magical. Adorned with gold, diamonds, emeralds, rubies, sapphires, onyx, and lapis lazuli, the range of designs is an ode to the Art Deco era.

The culturally influenced designer's ultimate aim is to accentuate - with intricate yet delicate details - the impeccable grace of modern day women who value elegance above all. Melis Goral's intricate jewelry consists of custom-cut gemstones and extraordinary



Trio Collection

Mirror Collection



Deep Sea Collection



Harmony Collection



designs. The brand's newest Mirror Collection highlights the reflection of the illusion. Through multi-cultural influences and her vast world travels, Melis draws inspiration for her collections from nature as well as culture.

Distinctive designs consist of custom-cut rubies, aquamarines, citrines, and quartz delicately entwined with 14K gold. Visit [www.melisgoral.com](http://www.melisgoral.com) for more information.

### SGL Labs Adds New Warranty And Policies For Dia Screen™

As a direct result of the myriad of comments and concerns voiced by retailers at the recent JCK Show in Las Vegas, SGL has implemented new warranties and policies to protect retailers (and manufacturers) who purchase Dia Screen™, their lab grown diamond detector.

SGL's Dia Screen™ is the only loose and mounted lab grown diamond detector that is supported and sold by a gemological laboratory. The above statement allows SGL to help eliminate some of those concerns about the different instruments available on the market today.

Here is how only SGL can protect your purchase, and ease your concerns:

- Free Upgrades - Software upgrades are available free for the life of the machine.
- Replacement - If an upgraded version of the machine is ever introduced, SGL offers a generous buy-back policy so you can replace your machine with the new, upgraded model.
- Warranty - Dia Screen™ comes with a one year warranty. But if anything happens to the machine after one year, it can be shipped to SGL for repair.
- Result Consultation - If you would like any of the images you are seeing on the screen referred for further testing (RFT), Dia Screen™ allows you to save and send SGL those images. They will then have their gemologists view the images and report back to you.
- Product Screening - As an option, you can also send the stones or jewelry to their lab, and they will screen, grade and/or issue a report for your pieces at a 40% discount.
- In addition, SGL is offering all Dia Screen customers a \$250 credit for any lab services offered. This includes screening, grading, and/or reporting...loose or mounted, natural or lab grown.

For more information call 929-390-5252, ext. 102,

# IJO – It's So Much More Than a Buying Group

6  
Owning a jewelry store that is over 100 years old comes with its own unique set of challenges. When the great recession was winding up in 2008 I quickly realized things were no longer "business as usual" if we were going to survive – and thrive.

I did a great deal of research on jewelry programs and buying groups. At every turn, the Independent Jewelers Organization kept rising to the top of the list. I reached out to Penny Palmer at IJO and she quickly checked us out and reported that IJO and Arthur's were made for each other.

My initial thought after joining was, by properly leveraging my new buying group, I could possibly add about 4% to my bottom line and I'd be happy. Wow, was I in for a terrific surprise! When Penny called that spring to help me register for my first show, I was prepared to seek child care for our three children as we had done for years to attend other industry functions. Penny's reply was "Oh dear, no Jim. You bring your children with you to IJO activities. After all, we are a family and our children are our future!"



What an awesome introduction to this fine group. I now have about 700 stores that I can call to discuss anything at any time. We regularly use the online discussion channels to locate goods and services within the industry. (One daughter refers to it as "Facebook for Jewelers".) Twice a year we travel to fantastic destinations where we hear world class speakers, attend educational seminars and work with some of the finest vendors in the business. I never miss a chance to travel with IJO to Antwerp, Belgium to purchase diamonds from some of the world's premier diamond sources. My children now frequently accompany me on IJO diamond buying trips.

Do yourself a favor and call Penny Palmer today to find out if you are eligible to be a part of this amazing group. It will change the way you look at your business and I'm looking forward to introducing you to your new jewelry family at our next show."

**Jim Messier, Arthur's Jewelry, Bedford, VA**

**Call Penny Palmer at 800.624.9252 with questions about membership.**



**IJO's next conference is July 19-23 in Pittsburgh.**

**[www.ijo.com](http://www.ijo.com)**

# ARE YOU EXPLOITING THE TRUMP ECONOMY?

By Jim Ackerman

I don't know about most jewelers, but most economists agree – and public sentiment seems to concur – that the American economy is in excellent shape right now.



I'm not just talking about the stock market here, since unemployment is at a 40-year low, African-American, Hispanic, Asian and female employment are all at historic highs, wages are on the rise, as is consumer confidence, and generally, after over a decade of bad news, things look great.

But what about you and your jewelry store? Are you exploiting the current Trump economy, or simply riding the wave... until it crashes?

Regional peculiarities aside, if your business is not up in this environment it can only be attributed to a couple of things...

One, you backed off your marketing during the recession and the competition didn't. Customers were wooed away and now that the economy is back, they've established new buying habits and preferences, to no longer include you.

Two, your marketplace changed as chains, big boxes and online competitors came to the fore and you didn't respond to those market changes. Once again, while you were in hibernation, the public shifted its habits and preferences and left you behind.

If your business is up but no more than the economy itself, it's a fair bet you're riding the Trump economy wave. Nice for now, but you're not actually exploiting it, and when the wave crashes – and waves ALWAYS crash – you suffer the consequences.

On the other hand, if you stayed on top of the market all the way through the recessionary and slow-recovery years, like

Mark Helgerman of Trinity Jewelers in Pittsburgh, PA did, you were able to exploit the down times, pick up hundreds, if not thousands of "orphaned" customers as the competition either retreated or went out of business altogether, and put yourself in position to exponentially grow during the good years we're enjoying now.

Now is NOT the time to rest on your laurels, regardless of the spot you find yourself in right now. This IS the time to take advantage of a natural upturn, to invest in your marketing prowess, habits, systems, skills and resources.

I recommend carving out a percentage of your increased revenues – assuming you're not playing catch-up from your time of recession dormancy – and investing in upgrading all of the above, to make sure you get the most out of the prosperous near future and prepare for the inevitable downturn ahead.

The Trump economy is likely to stay strong through the 2020 election, because people are not likely to do anything to ruin it before then. Not in their own best interest.

On the other hand, after the election, all hell could break loose. And even beforehand, if the tariffs enacted by the President don't lead to resolution of our trade problems with China and our border problem with Mexico.

So another percentage of your current increases should go into marketing preparation for the coming bad times, whenever they arrive. For one thing is absolutely certain...



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Some jewelers will get rich during those coming bad times. While others do what they did in 2007 and the following years – pull in their wings, reduce or eliminate their marketing, and hope it all blows over – smart jewelers will seize that opportunity and lap up abandoned market share and orphaned customers like a dog at his water bowl.

### CONCENTRATE ON THE FOLLOWING...

1. Master pay per click advertising to bring in new customers.
2. Focus on multi-channel marketing to attract new customers and get existing ones buying again.
3. Hone systems and skills for email and text (digital channels); direct mail and telemarketing (analog channels) for cementing existing client relationships and encouraging regular, repeat purchases.
4. Engage lead-generation campaigns with follow-up conversion funnels to bring in new customers.
5. Test and track everything and only continue to use what works.

Utilize these techniques to build business and compete effectively today, while building a marketing war chest to grow even faster when the crash does come.

Do this and your successful exploitation of the Trump economy will be complete.



**Jim Ackerman**

Jim Ackerman is known at The Marketing Coach to the jewelry industry and has addressed jewelry retailers at the nation's biggest marketing events, including JA New York, JCK, The Atlanta Jewelry Show and others. Jim Ackerman also provides jewelers with TURNKEY marketing solutions – including a Black Friday promotion – at [www.jewelersmarketinggems.com](http://www.jewelersmarketinggems.com).



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Frederic Duclos' sterling silver and rose gold plated necklace captures the serenity and grace of the waterfall. The carefully balanced over-sized rings play right into the current trend of large links. MSRP: \$295.

866.898.3636



**Bellarri**

The new Queen Bee Collection by Bellarri features a captivating bee design ring set in 14K rose gold with multi-color gemstones accented with diamonds. MSRP: \$2,840.

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**Belle Étoile**

Celestia silver earrings. White stones set into rhodium-plated sterling silver. MSRP \$295.

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The wear resistant black detailing on this 8mm two-tone ring creates a fierce dragon scale design. MSRP: \$1,215 (size 10)

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## Costar

This breathtaking engagement ring showcases a double halo design that accommodates a 6x4MM oval diamond. Available for a round, cushion and emerald center. MSRP Starting \$2,150. Center not included

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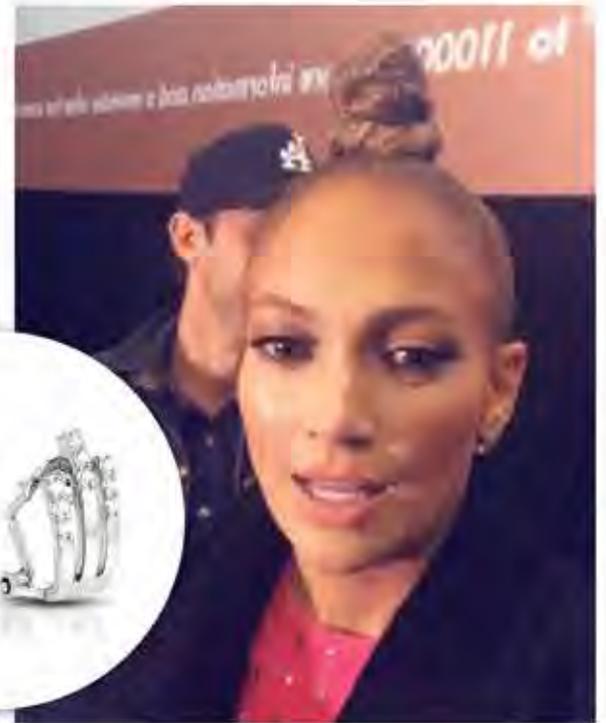
Belle Étoile, French for "beautiful star", takes inspiration from the modern woman. At Belle Étoile, we create exquisite and luxuriously bold jewelry that delights the imagination, heart, and soul. Our goal is to provide every woman the opportunity to express herself to her fullest potential.

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

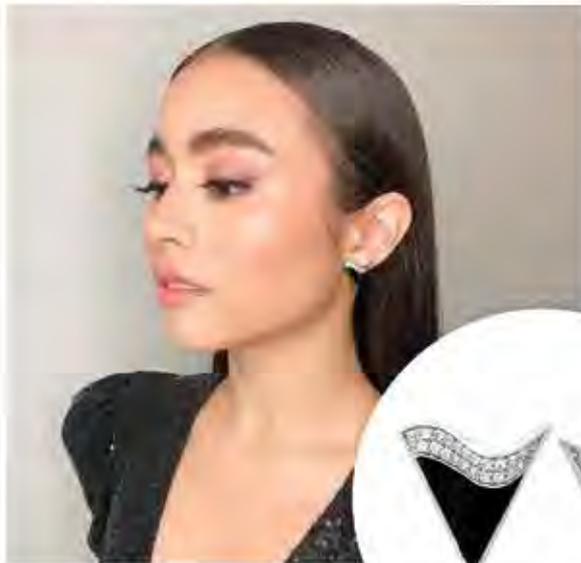
*Belle Étoile*



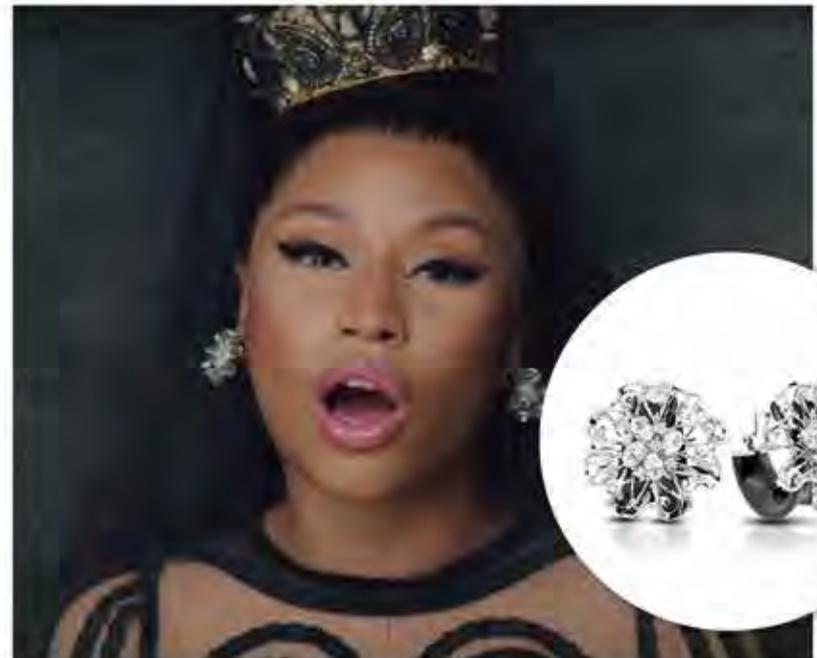
**Christina Aguilera** (Burlesque and The Voice) was spotted in Monaco by Belle Étoile during a photo shoot for Galore Magazine's The Icon Issue.



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



  
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**Nicki Minaj** was spotted in Corsage by Belle Étoile in her collaboration with Little Mix's "Women Like Me" music video.

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*el*

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that utilizes both  
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*The New Look of Phillip Gavriel*

Phillip Gavriel started his brand with the Italian Cable Collection over a decade ago.

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B

For 2019, Phillip has once again introduced a brand new collection featuring timeless treasures at amazingly affordable price points, and bold statement pieces in both sterling silver and gold.



A

Simplicity continues to make the collection timeless and modern interpretations understand today's consumer and what they are looking for.

As always each piece is crafted only using precious metals and natural gemstones or diamonds. The Collection remains true to its traditions of being completely handmade in Italy.

See how easy it is to get started with this designer collection by calling 800.622.0960.

[phillipgavriel.com](http://phillipgavriel.com)



C



D



- A. The Cortina Bracelets in Sterling Silver & 18K Gold, \$595 – \$695. From left: Onyx SILBG8094, Amethyst SILBG8096, .07CT Diamond SILBG8098, Blue Topaz SILBG8095, Green Amethyst SILBG8097
- B. The Filo Collection Pendant & Earrings in Sterling Silver with Diamonds, \$250 - \$350: 18" .025CT Diamond Pendant PGSET2817-18, .05CT Diamond Drop Earrings PGER10219
- C. The Maschio Collection Men's Bracelets in Sterling Silver, \$595 - \$750. From Left: .05CT Diamond PGBG8355, 18K Yellow Gold Accented SILBG8329, .08CT Black Diamonds PGBG8395, Hercules Knot with 18K Yellow Gold SILBG8210, .05CT Black Diamonds PGBG8394, .08CT Diamonds & 18K Yellow Gold SILBG8387
- D. The Filo Collection Bangles & Hoops in Sterling Silver with Diamonds, \$395 - \$550: .025CT Diamond with 18K Yellow Gold SILBG8310, .025CT Diamond with 18K Rose Gold SILBG8309, .045CT Diamond PGBG8214, .05CT Diamond Hoops PGER10218

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PHILLIP  GAVRIEL  
NEW YORK

ITALIAN CABLE COLLECTION 2019



### GEMS OF THE SEA

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BALI TWIST BANGLE (LEFT) \$279



### Bali Five<sup>™</sup> COLLECTION

STERLING SILVER & 18K BRACELET \$492



### Royal Bali Collection

STERLING SILVER MULTI GEMSTONE RING \$402



### Thai Tribal COLLECTION

STERLING SILVER BALINESE SCROLL  
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# SILVER



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

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

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New York • Bali



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# Color is primary...

Michou is color. Each individual piece of art-to-wear jewelry is a symphony of color, featuring hues inspired by the glorious, natural tones of Lake Tahoe, the high desert of the American West and the lush emerald greens and exotic florals of Bali.

Michele Sonner, the designer of every piece of Michou jewelry, spends countless hours exploring the color palette of hundreds of gems, creating endless combinations of the colors and textures provided by nature until she finds the perfect blend.



Whether it is in the singular statement of a big, bold gemstone, the gradient of carefully chosen shapes and colors, or the bright splash of complimentary tones, each piece of Michou resonates in a radiant rainbow of natural beauty. Intricate filigree, hand crafted sterling silver and delicate granulation work by master silversmiths in Bali caress the gemstones in organic forms and textures. The result is an expression of beauty for generations to enjoy.

Michou is the perfect color line for today's jeweler seeking to provide their clientele with a bright and bold statement at an affordable price point. Many designs are available in various color combinations, allowing the customer to select from a number of colorways within a design. Exotic minerals create unique stonescapes that are sure to make a bold and unique statement.

Express your inner self with Michou.



  
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## Testimonial

PiYaRo is High quality, beautiful craftsmanship, stunning designs are a few characteristics that customers use in reference to our PiyaRo line! We are thrilled to carry this Italian designed line that we carry at our Gemstore in Knoxville TN. Our customers enjoy the beauty and quality of all of our JTV merchandise and this beautiful line is such a great addition to our Gemstore assortment. Whether you are a local customer or one that is

traveling through town as a JTV loyalist, all love this line. The PiyaRo team is so wonderful to work with and one that is willing to take care of any issues that might come our way. We are proud to carry this line made with high quality diamonds, sterling silver and 14kt gold. What a statement it makes! Definitely a show stopper in the case!



*Alice Rotar*

GemStore Manager

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# APPEALING TO THE SELF-PURCHASING WOMAN

By Mia Katrin

*The jewelry industry revolves around women. Men traditionally give jewelry to women. It is why women have always been at jewelry's core. The connection of women and jewelry is powerful and primal.*

The jewelry industry revolves around women. Men traditionally give jewelry to women. It is why women have always been at jewelry's core. The connection of women and jewelry is powerful and primal.

Today more women purchase their own jewelry. The self-purchasing woman is an important trend to factor into your business decisions from marketing to product selection.

Today's woman tends to be more financially independent. She has disposable income. She's not restricted by the conventional frameworks of previous generations.

Older generations tended to marry younger. Women were used to receiving important jewelry as gifts on important occasions—birthdays, anniversaries, holidays. Such women still may have to cross a threshold to feel comfortable buying important jewelry for themselves. They may have disposable income and be interested in jewelry, but by tradition do not buy

major pieces for themselves. Sometimes just a suggestion—"Why not treat yourself?" or "You're worth it!" will be enough to break a barrier.

Younger generations tend not to have such taboos. Millennials marry later and women are following their own career paths. Today's independent, self-supporting woman is interested in important jewelry and is comfortable buying it for herself. She's attuned to fashion and considers jewelry as part of her fashion wardrobe.





## SALES

When selling women's jewelry, focus on who's making the buying decision. Is a man buying jewelry for a woman? Is a couple together deciding on a gift? Or is it a woman making her own purchase? Adjust accordingly. A man may want assurance that his gift is significant, that it will make an impression. A woman may be more interested in fashion, color and beauty. Look for signs she's emotionally bonding with a piece that moves her.



## INVENTORY

If your focus has been mainly on bridal, estate and custom, consider expanding to designer and fashion jewelry, appealing to the female self-purchaser. Many women are shopping online and through TV channels that target them. Check out the competition. Tune into TV shopping networks and online—including social media, especially Instagram and Pinterest—to see what's selling and monitor customers' feedback. Adding new lines that appeal to the self-purchaser expands your sales possibilities.



## MARKETING

Is your marketing woman-friendly? Women love casual events such as Trunk Shows with a party-like atmosphere where they can sample

pieces in a relaxed and festive environment. Create open salon-type seating areas with sofas, large full-length mirrors, music, refreshments and jewelry in accessible displays where pieces can easily be tried on. Designate one or more of your staff as fashion and style experts, catering to the woman self-purchaser. Display large photos of celebrities wearing the hottest new trend-setting styles from the Awards season—the Golden Globes and Oscars. Encourage your clients to bring in their own outfits to try out jewelry to provide the perfect finishing touch.

The self-purchasing woman brings with her a new world of possibilities. Take advantage of this growing lucrative trend, often with relatively high profit margins and a year-round appeal. Women love jewelry!



**Mia Katrin**

MIA Katrin is an award-winning jewelry designer and creative force behind Jewel Couture LLC. A leading industry voice on style and design and frequently is an invited speaker at trade events. Before becoming a jewelry designer MIA was a Philosophy Professor, specializing in Aesthetics. Mia can be reached at [info@jeweljewel.com](mailto:info@jeweljewel.com).

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# IT'S SHOWTIME – IT'S TIME FOR YOU TO STAGE YOUR NEWS !

By Gloria Maccaroni



By the time that you read this article, you have probably gone through all of your emails and mail since your return from the Las Vegas trade shows. Hopefully your trip was productive and successful, and you found some great new styles from your core brands and identified a few new collections that will be perfect for your store.

Now that your back and caught up its time to share your news - not only with your staff but with your customers. It's your showtime! Your customers will be excited to learn about what's new and what's trending in jewelry. They probably scout the fashion magazines for the latest trends in fashion so why not broadcast the latest trends in fine jewelry? You have just purchased great new styles and have the insiders' line on trends, now it's time to share the excitement. Here are 9 easy ways to attract customers and keep them coming back.

## 9 EASY WAYS TO ATTRACT NEW BUSINESS

Attracting new customers is all about putting yourself and your business out there in new ways. You're likely to bring in a new customer base when you branch out into uncharted territories. Just because it seems like people are all about the online experience, nothing beats great, in-person customer service and personal connection.

01

### IDENTIFY YOUR IDEAL CUSTOMER



It's easier to look for customers if you know the type of consumers you seek. Without a composite of your ideal customer, you probably wouldn't know where to start looking. Narrow the focus of your ideal client and avoid making broad target market statements, such as every woman, all millennials or all baby boomers. Think about who your core customer is today and how you can build and or add to that customer base. It is difficult to appeal to a vast of a group of people and overstating your target market will prevent you from developing viable strategies for attracting clients.

## 02 DISCOVER WHERE YOUR CUSTOMER "LIVES"



With your targeted customers in mind, "identify those places where they are likely to be found (media, online, offline, mail, etc.), and then create unique messages for them," says Jeff Motter, CEO and chief marketing officer of East Bay Marketing Group.

Where you look for customers will depend on the nature of your business. Some good online locations include forums and social media pages. Offline, determine how your customer learns about local news, what mediums they read and how often they like to receive information. Once you've narrowed down which marketing media will provide you with the most reach and influence, focus on those. Your ads, mailers & social content will only be effective when the right people see the information, posts and shares.

## 03 CREATE YOUR UNIQUE MESSAGE



Share what you know & what you do – Have you ever heard an author speak about her book or watched a behind the scenes concert tour video? After that, did you enjoy the artist's work more, especially after seeing all that went into it? Share things that your business does well. If you do customized design work, restring pearls, repair watches, share the information. Keep in mind that not all jewelers offer these services. Focus on the unique collections, designers and assortments that you offer. Find ways to differentiate your business and communicate "your" story.

## 04 PARTNER WITH OTHER BUSINESSES



You already know you need to identify your target audience, but then what? The answer is simple. Find other places that serve the same clientele. Make a list of retail establishments, lifestyle brands, and charitable or business organizations your ideal client might support. Approach that business about creating a partnership. Come up with what you would offer their existing clientele. For example, partner with hair salon or day spa – remember that the female self-purchase customer is a growing opportunity. Offer a jewelry wardrobe make-over or girls' night out event. Design the marketing materials and promote the offer instore, on your web site and via social media. And don't stop there. When you do attract potential customers from your partnership, you'll need a way to create the sale and offer a reason for a second visit.

## 05 HOLD IN-PERSON EVENTS:



Getting to know your customer is a great way to make and keep new clients. Create events that relate to your target market: Girls Night out, Men's shopping night, for a local cause or charity.

When you host your event, have a place for visitors to sign up for freebies given away throughout the event. When you collect information, let people know you'll also send coupons via email or to home addresses. Create a special hashtag for your event and hold a social media contest to involve the new customers in your online marketing. Don't forget to staff up and encourage and reward staff for promoting the event.

## 06 BE CHARITABLE:



Offer gift certificates and services when asked by fundraising campaigns, school events and charities, especially those who focus on local businesses. If potential new customers see that you support a certain cause, they may be more likely to visit your store in the future. Keep in mind that your store's exposure at the event is worth so much more than the cost of the donation.

## 07 HOLD A "YOU AND FIVE FRIENDS" CONTEST:



Use social media to promote a giveaway contest. Entrants should tag five friends they'd like to share the experience with. Then, winners and friends experience the prize you've offered. You can use photos and videos to follow up and show what it's like to win a contest host by your business. And the big bonus is that you get six potential new converts!

## 08 HOST COMMUNITY MEETINGS:



Meetup groups are always looking for new places to get together. Offer your conference room or break room space to small groups. Offer the local book club free coffee. Offer discounts to members of the group and be sure to inform them of upcoming events. If they feel welcome and special, they'll probably be back, even before the next meeting.

## 09 INCENTIVIZE CURRENT CUSTOMERS:



Keep happy customers coming back. Give them special offers and advanced news of upcoming sales. Hold a customer appreciation night before the holidays and post pictures of them with shout outs or profiles on social media. Send birthday cards or holidays cards with a discount for them and one for a friend.



**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](mailto:info@savorsilver.com). Retailers are encouraged to visit [savorsilver.com](http://savorsilver.com) to find jewelry collections to grow their silver jewelry sales.

# IT'S SHOWTIME – IT'S TIME FOR YOU TO STAGE YOUR NEWS!

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chefridi.com  
845-684-5185  
MSRP: \$320.



## 3 Belle Étoile

Belle Étoile offers the Retailer Solutions Program helping to drive traffic to brick and mortar stores.  
belleetoilejewelry.com  
872-838-6728  
MSRP \$550.



## 4 E.L.Designs

E.L.Designs' co-op media program provides digital ad templates a videos via their online media library for their partners' use.  
eldesigns.com  
800-828-1122  
MSRP \$396.



5

## Phillip Gavriel

Phillip Gavriel partners with retailers to offer special advertising rates in regional magazines and targeted social media campaigns.  
phillipgavriel.com  
800-622-0960  
MSRP: \$495.



6

## John Atencio

Atencio's designs are the truest expression of luxury and glamour.  
johnatencio.com  
303-996-0710  
MSRP: \$295.

## Kir Collection

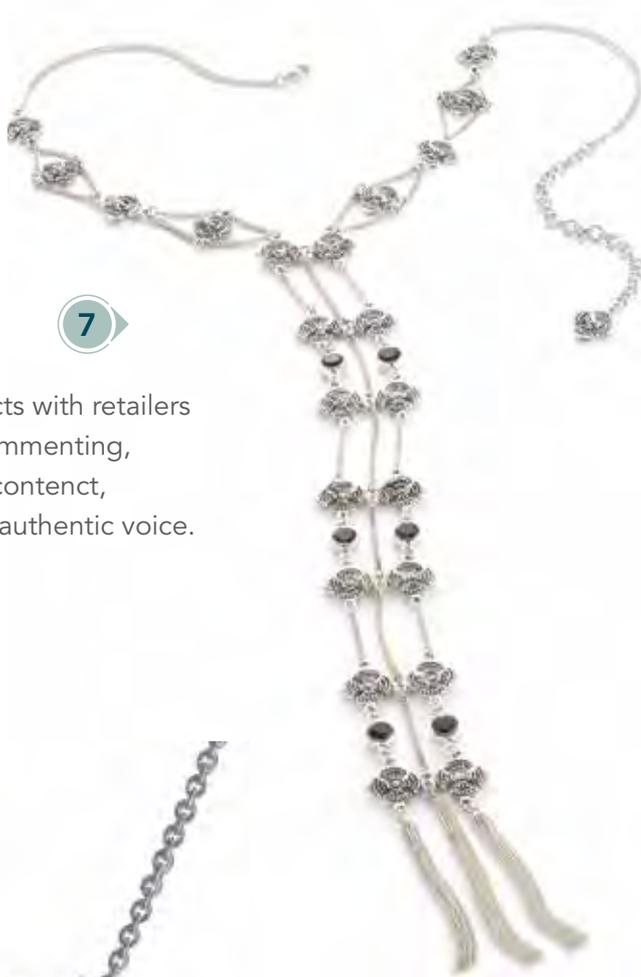
Kir regularly interacts with retailers on social media commenting, liking and sharing content, always keeping an authentic voice.

[kircollecton.com](http://kircollecton.com)

303-530-1268

MSRP: \$780.

7



## Frederic Duclos

Frederic Duclos' goal is to capture the fundamental qualities of a woman's features, and complement them with refined sterling silver embellishment.

[fredericduclos.com](http://fredericduclos.com)

714-898-3636

MSRP: \$235.

8



9

## Kelim

Kelim's designs allow each woman to express herself in contemporary sterling elegance.

[kelimjewelry.com](http://kelimjewelry.com)

301-448-7367

MSRP: \$145.



10

## Lafonn

Lafonn's mission is to provide every woman an opportunity to own a beautiful, well-made piece of sterling silver jewelry at a price that is within reach.

[lafonn.com](http://lafonn.com)

855.2lafonn

MSRP: \$1,245.



11

## Martha Seely

Martha Seely offers unique designs that speak to the woman who wants to make an individual statement.

[marthaseely.com](http://marthaseely.com)

617-899-2162

MSRP: \$1,245.



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### Samuel B

12

Samuel B offers extensive partnership benefits including packaging, displays and most importantly fine crafted silver designs.

samuelb.com

855.samuelb

MSRP: \$366.



### Joryel Vera

13

Joryel Vera Silver Jewelry Collections has been designing and manufacturing high quality .925 Silver and gemstone jewelry since 1987.

joryelvera.com

518-339-0855

MSRP: \$275.



### Michou

14

Michele, Michou's designer states: "I am always amazed at the interactions that I have with people who have collected my work for years. It gives me the energy to continue designing."

michoujewelry.com

530-525-3320

MSRP: \$750.

### PiYaRo

Retail Jeweler's love the quality and the fact that PiYaRo uses on full cut VS quality diamonds in their pieces.

piyaro.com

770-664-1818

MSRP: \$275

15



### Rembrandt

16

Rembrandt makes doing business easy with their Business Building Charm Program - their charm display generate \$4,500-\$7,500 in sales per square foot.

rembrandtcharms.com

800-828-7840

MSRP: \$539.



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## New and Noteworthy

### Lab Grown Diamond Council Hits Las Vegas Running

The recently launched Lab Grown Diamond Council (LGDC) debuted at the Las Vegas Shows this year introducing a series of initiatives designed to both increase the awareness of and demand for Lab Grown Diamonds.

"Lab Grown Diamonds were the talk of the shows with several standing room only educational sessions at both JCK and Couture," said Chris Casey, President of the LGDC. "The floor activity for both Loose and Finished Lab Grown Diamonds was phenomenal. We met with every major Grower and Supplier, whether jewelry manufacturer, wholesaler or brand, all of whom reported a very positive Vegas experience."

The LGDC presented the "Four pillars" of its initial market focus. They are:

- **Education** – The Council is creating a series of educational pieces detailing the Lab Grown Diamond opportunity for Retail Store Owners and Retail Sales Associates.
- **Research** – The Council is developing two tracks of research. The first will target consumer attitudes toward Lab Grown Diamonds. The second will detail monthly retail sales performance of Lab Grown Diamonds, both loose and finished, by price point and product type.
- **Consumer Awareness** – The Council is creating a content focused consumer awareness presence on key social media platforms.
- **Sustainability** – The Council has retained SCS Global to develop a third-party Sustainability Standard and Certification program for Lab Grown Diamonds.

"Each of the LGDC initiatives were developed based upon the direction of our Advisory Committee comprised of Growers, Suppliers, Retailers and Labs," said Michael Barlerin, Chairman of the LGDC. "Chris and I were gratified by the level of support at the Vegas shows for our efforts from all facets of the industry. Barlerin added, "We look forward to holding a follow-up event, primarily for growers, on July 30th in New York in conjunction with the JA National Convention."

The formation of the Lab Grown Diamond Council was announced on May 15th, 2019. The LGDC's Mission Statement is: The Lab Grown Diamond Council (LGDC) is the leading Association serving the International Lab Grown Diamond Industry. LGDC provides detailed market research, including retail sales measurement and consumer acceptance; creates third party verified sustainability standards for Lab Grown

# New and Noteworthy

Diamonds; is a leading voice in consumer education; facilitates industry thought leadership on technical and communication issues; and serves as the primary advocate for the growth of the Lab Grown Diamond Industry. LGDC is based in New York City.

For Additional information  
Contact:  
Michael C. Barlerin,  
Chairman at  
mbarlerin@LGDCouncil.org  
or Chris Casey, President  
ccasey@LGDCouncil.org



## New Nightvision Watch by 40Nine.

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### AGS Accepting RFPs for Breakout Speakers at Conclave 2020

The American Gem Society is now accepting Requests for Proposals (RFPs) to present at the annual Conclave in Denver, CO, April 27-29, 2020.

The AGS is looking for presenters on a variety of topics:

- Appraising
- Business management
- Ethics
- Gemology
- Human resources
- In-store events
- Retail Innovation
- Marketing and sales
- Security
- Sourcing
- Succession planning
- Sustainability
- Technology
- Watches

The AGS plans to incorporate into its program, panel discussions, insider insights, sessions for varying educational levels (i.e. beginner, intermediate, and advanced), and hands-on classes. AGS seeks to incorporate timely topics on issues relevant to the jewelry industry, such as blockchain, laboratory-created diamonds, retail innovation, and consumer buying behaviors.

"Conclave is a continued success because of the diverse range of topics offered. It's a core strength of our program and has helped make it the most trusted source of information on gemology and business in our industry," said Katherine Bodoh, CEO of AGS and AGS Laboratories. "We take active measures to preserve this diversity, because it enriches the learning experience for our attendees."

RFPs can be completed online at: [www.surveymonkey.com/r/Conclave2020RFP](http://www.surveymonkey.com/r/Conclave2020RFP).

Please submit your speaker Request for Proposal by August 9, 2019. Each submission will be reviewed and you will be notified by November 29, 2019 on the status of your submission. If you have any questions, contact Alethea Inns, CGA, Director of Gemology and Education at [ainns@ags.org](mailto:ainns@ags.org). Please note, RFPs submitted after the deadline will not be considered for inclusion into Conclave 2020. To be considered as a presenter for Conclave 2020, an RFP is required.

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**ArtCarved New Campaign & Website**

Frederick Goldman, Inc., one of the largest jewelry manufacturers and marketers in North America, launched a new consumer website for ArtCarved Bridal along with a new brand campaign.

The new ArtCarved Bridal website ([www.artcarvedbridal.com](http://www.artcarvedbridal.com)) features a fresh, modern look with fun and playful design details that move this legacy brand into the future. The site is mobile optimized, offers a robust jeweler locator page, more ways for consumers to navigate, and allows the consumer to customize the engagement ring of their choice with different center shapes and metal colors while providing corresponding images. The site will provide insights into consumer preferences and shopping behaviors which will enable the brand to produce on-trend product for ArtCarved Bridal's target audience.



The website also acts as the launching pad for the new ArtCarved Bridal advertising campaign "Undeniably The One." The campaign was developed to create a distinctive brand narrative for ArtCarved that both retailers and end consumers will love.

Using lifestyle photography infused with wit and personality, this concept embraces the emotion and delight of a couple's distinct love story. The playful nature of the imagery stands out, speaking directly to the audience, sharing in the joy and excitement of the moment. As part of the new campaign, a new tagline is being introduced, "Made with Happiness, Passion, and Love. Since 1850."

As part of the brand evolution, ArtCarved Bridal also launched

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the Lyric collection. The collection is a modern take on the brand's legacy. The iconic Lyric pattern has been a part of the brand's DNA in men's wedding bands for decades and is now reimagined for women's bridal and given a modern twist. The hand-carved floral pattern gently curves and hugs the finger and provides the wearer with the opportunity to customize the pattern in the metal color of their liking. With this new introduction, the Lyric collection now features women's engagement rings and matching bands, along with men's wedding bands. ArtCarved is an American jewelry brand established in 1850 with deep roots in bridal history and tradition. A groundbreaking brand that introduced the first seamless wedding rings, was the first to offer 24-hour delivery in 1938, and the creator of the dual-ring ceremony that became the sentimental bond as soldiers were sent off to serve in WWII and changed the industry forever. ArtCarved continues to stay relevant today and remains a favorite among retailers and modern couples. "ArtCarved is our oldest brand, rich in history and tradition. It is essential that we honor and tell the story of our heritage but continue to stay relevant with today's consumers." says Natalie Engravido, VP of Marketing at Frederick Goldman, Inc. "We encourage everyone to visit the new site and fall in love with the new evolution of this iconic bridal brand."

Visit the new website at [www.artcarvedbridal.com](http://www.artcarvedbridal.com).

## Jewelers Mutual Insurance Group recognizes top agents

### President's Club agents characterized by excellence in jewelers block expertise

Jewelers Mutual Insurance Group recently recognized its top agencies for their expertise in jewelers block insurance during JM Summit, an annual sales conference. Agencies were named to the President's Club in recognition of their efforts to serve Jewelers Mutual policyholders.

"Jewelers block policies are a cornerstone of Jewelers Mutual's success," said Scott Murphy, Jewelers Mutual president and CEO. "Our success as a company is a direct result of the dedication and consistency of our top agencies and producers."

At the annual awards ceremony, the following agencies were recognized as members of the President's Club:

- All American Insurance Inc. - Lincoln, NE
- Associated Agencies Inc. - Rolling Meadows, IL
- Assured Partners of Florida - Naples, FL

- Benchmark Insurance Agency, Inc. - Bountiful, UT
- CAI Insurance Agency, Inc. - Cincinnati, OH
- Cargil Insurance Corp dba: AIB - Woodland Hills, CA
- Child-Genovese Insurance Agency Inc. - Hingham, MA
- CJB Insurance Services - Toronto, ON
- Clockwork Insurance Services Inc. - Metairie, LA
- Crosby & Henry, Inc. - Grand Rapids, MI
- Hub International Mid Atlantic, Inc. - Ellicott City, MD
- Insurance Specialists of VA, Inc. - Norfolk, VA
- Jewelers Insurance Services, Inc. - Newtown Square, PA
- JM Insurance Services, LLC - Dallas, TX
- Judy Carter & Associates LLC - Vestavia, AL
- Lubin-Bergman Organization, Inc. - Northbrook, IL
- MJM Global Insurance Brokerage Group Inc. - Englewood, NJ
- Riemer Insurance Group - Hallandale, FL
- Smith Brothers Insurance, LLC - Glastonbury, CT
- The Clippinger Insurance Agency - Overland Park, KS
- The Insurance Marketplace - Rochester, NY

## ACE© It Conferences by NAJA

### Appraisers Continuing Education

The National Association of Jewelry Appraisers (NAJA) announces its 52nd Annual Mid-Year ACE© It Education Conference to be held in Dallas, TX on August 3 – 6, 2019.

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

The daily programs are:

#### Saturday, August 3

- What's Up with USPAP? Deborah Finleon, GIA GG
- Going Online! Exciting Partnership between NAJA and OCL
- Sara Glassmeyer
- Town Hall Meeting Dave Atlas, GIA GG
- Death and Taxes: How to Make Friends with the IRS Meredith Meuwly
- Appraising Spinel, Tourmaline and Garnet in the Current Market Dr. Çiğdem Lüle, GIA, GG, FGA

#### Sunday, August 4

- Trends and Challenges Richard Drucker, GIA GG & Stuart Robertson, GIA GG
- Don't Worry, Put It on the Machine and It will tell you... Maybe Not! Travis Lejman, GIA GG

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- Ruser: The Hollywood Jeweler You Never Really Knew Judy Colbert, GIA GG & Peggy Tsiamis
- Appraisal Software Tell All! GemGuide Appraisal Software Richard Drucker, GIA GG Quantum Leap Professional Appraisal Software Thom Underwood, GIA GG, The Loupe – Powerful Appraisal Software Stephen Lott, Sr., GIA GG

**Monday, August 5**

- Symbolism in Global Jewelry Sindi Schloss, GIA GG
- The Nature of Things: Natural History in an Unnatural World Craig Kissick
- How to Look Like a Clever Jewellery Appraiser: Anomalies, Fakes, and Challenges Duncan Parker, FGA
- How to be Successful @ Auction! Sara Sutton & Jill Burgum, GIA GG

**Tuesday, August 14**

- Jewels of the Swinging Sixties and Socially Conscious Seventies Gina D’Onofrio, FGAA
- Blue Table Talk: The Research Challenge of the Appraisal Victoria Cunningham, GIA GG
- Ivory Treasures in Danger Charles M. Marts

To retrieve a conference brochure go to <http://najaappraisers.com/Dallas2019Conference.pdf>. Further information contact Gail Brett Levine, GG, Executive Director, National Association of Jewelry Appraisers, 718.896-1536, [naja.appraisers@netzero.net](mailto:naja.appraisers@netzero.net), [www.NAJAappraisers.com](http://www.NAJAappraisers.com).

**Seventh Annual Rings of Strength Launched at New Location**

Jewelers for Children held the 7th Annual Rings of Strength Tour on Thursday, May 30, 2019, at the Venetian Resort in Las Vegas, NV. This year marked the first year the event was not held at Mandalay Bay. With the move of the JCK Show to the Venetian/Sands Expo complex, the event relocated. The relocation allowed for participants to have easy access from the Venetian/Palazzo, the Wynn and Caesar’s Palace, all jewelry week event locations.

More than 80 participants assembled at 5:30 a.m. to either walk or run 5K, or bike one of two courses, a leisurely 15K route or a challenging 50K route. The participants who signed up built their own fundraising websites and collected more than \$ 25,000 to support Jewelers for Children.

“The change in starting point really made it easy for so many attending the market week activities to participate” said John White, JFC’s Vice President for Special Programs. With a new venue attracting new participants, this year’s event pushes us past \$ 350,000 in fundraising since the event began. Every year we welcome new people and new companies to this fabulous event!”

Sponsors for the event included JCK Events, Asurion, Assurant, StarLuxe, LLC, Quality Gold, Inc., Freeman Expo Service, and Ashi Diamonds.

The event attracted individuals, as well as teams, of industry supporters. Teams were organized by Quality Gold,



Fellowship of the Bling, JCK Las Vegas, Team WJA and BIG. This year marked the first time recognizing the team fundraising, raising the largest amount, along with the team that raised the most to be recognized with awards, along with the most creative look. Cora Lee Colaizzi led the individual fundraising efforts putting her Quality Gold team in the lead for fundraising and Bud Fluty from Absolute Brilliance took the most creative look.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated nearly \$ 57 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect through our charity partners St. Jude Children’s Research Hospital®, Make-A-Wish® America, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to Make-A-Wish® International, and the Santa-America Fund.

This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

**Atlanta Jewelry Show To Offer GIA Grading Lab Sessions & Seminars**

The Atlanta Jewelry Show, in collaboration with GIA is excited to offer the opportunity of continuing your professional education with a GIA Colored Stone Grading Lab session and a GIA Pearl Grading Lab session. Whether you’re starting a



new career or taking the next step in your professional journey, a GIA education is considered the pinnacle of training and professional development in gems and jewelry.

“We are pleased to be able to provide the opportunity for members of our AJS community to attain the most prestigious credentials in the industry, as this strengthens our dedication to the success of our jewelers and their businesses,” said Cindy Chandler, GIA GG, Atlanta Jewelry Show Director of Education. Chandler continued, “The practical skills combined with the technical expertise gained through these sessions is unmatched, and we are thrilled to play a part in the journey of these talented students.”

The lab sessions will be led by a GIA® facilitator and held at the Cobb Galleria Centre in conjunction with the August edition of the Atlanta Jewelry Show. Enrollment is available to GIA students and alumni who wish to update and/or enhance their grading skills. Registration is now open and is limited to 15 participants per session. The lab sessions are eligible for transfer credit to fulfill the lab class requirements for the GIA Graduate Gemologist, Graduate Colored Stones and Graduate Pearls Diplomas. There are no pre-requisites for these sessions.

**GEM 220L Colored Stone Grading Lab, Wednesday, Aug 7 - Friday, Aug 9, 2019**

**Time: Daily 9:00 a.m. – 5:00 p.m. (Lunch Break: 12:00 p.m. – 1:00 p.m.)**

Through extensive hands-on practice using gemstones, you will explore grading the color, clarity and cut quality of a wide range of colored stones. Coursework includes the study of the GIA Colored Stone Grading System; how to describe color by hue, tone and saturation; and how to judge gem quality factors. Topics also include the relationship between light and color and developing color memory. Study of this content can improve the consistency and accuracy of colored stone grading skills. Student must pass a two-stone practical exam to complete the class successfully. You will receive a lab manual, a gem cloth, a pinpoint incandescent light source and a color grading card.

Session duration: 3 days (21 clock hours)  
 What you earn: GIA Letter of Completion  
 \*Required for GIA Graduate Gemologist and Graduate Colored Stones Diplomas

**GEM 149L Pearl Grading Lab, Saturday, August 10**  
**Time: 9:00 a.m. – 5:00 p.m. (Lunch: 12:00 p.m. – 1:00 p.m.)**

Discover how the world’s foremost experts determine the quality of akoya, freshwater, South Sea, and Tahitian pearls. Explore GIA’s 7 Pearl Value Factors™. Key topics include how to evaluate cultured pearls in order to promote the relationship between beauty, value and quality in merchandise. Students must pass a two-stone assessment to complete the class successfully. You will receive a gem cloth and a lab manual.

Session duration: 1 day (7 clock hours)  
 What you earn: GIA Letter of Completion  
 \*Required for GIA Graduate Pearls Diploma

**GIA Seminars, Sunday August 11**

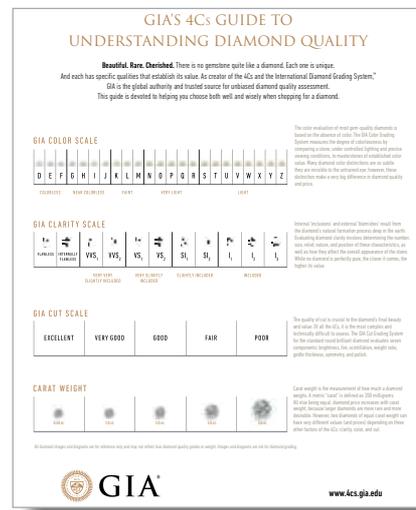
**Time: 9:00-11:00 a.m.**

**Introduction to Laboratory-Grown Diamonds —** Laboratory-grown diamonds are a result of a technological process, rather than a geological process. Laboratory-grown diamonds have essentially the same chemical composition and properties of diamonds found in nature. Through dynamic, interactive presentations led by GIA instructor(s), this seminar will present information on HPHT and CVD-grown diamonds and how to separate them from natural diamonds.

**Time: 2:00-4:00 p.m.**

**Overview of Diamond Clarity Grading —** Explore the technical capabilities required to grade diamonds for clarity according to GIA’s methodology. Topics include the clarity scale, the five factors of clarity characteristics, and common inclusions and blemishes. Also covered are determining clarity grade, using a loupe, and the grading limitations of mounted diamonds. Fees and enrollment details vary from GIA on-campus lab sessions.

Jewelers are encouraged to act quickly, as space is limited and available on a first-come, first-served basis. For information and to register, please send an email to Judy Lince at [jlince@atlantajewelryshow.com](mailto:jlince@atlantajewelryshow.com) or call 800-241-0399 or 404-634-3434.



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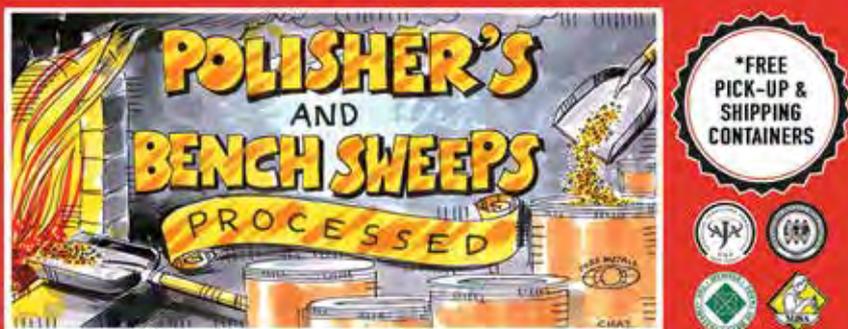
## CAREER OPPORTUNITIES

### MIDAS® Sales Reps Wanted

Midas Chain Inc, the premier jewelry manufacturer with over 30 years in business, is seeking experienced, motivated sales professionals to represent our product lines. The extensive Midas collection includes a high quality and diverse line of Gold, Silver and Crystal jewelry. All territories are available with excellent internal sales support and non-competitive lines are welcome. Please email resumes to [hr@midaschain.com](mailto:hr@midaschain.com) or fax 201-244-1151 Attn: Human Resources Dept

### Midwest Sales Rep Wanted

Suna Bros., a premier NYC fine jewelry manufacturer, is looking for an independent representative for the midwest region of the United States. The ideal candidate should have 10-plus years experience, established relationships with guild stores, be results-driven and highly motivated. He/she will have the opportunity to develop existing relationships as well as to cultivate future business. **SUNA** Please email resumes to [aron@sunabros.com](mailto:aron@sunabros.com)



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Shannon Brown - Director of Sales  
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Belle Étoile, award-winning designer brand, is looking for independent sales reps for multiple territories. Please email résumés to Bryce at [careers@belleetoilejewelry.com](mailto:careers@belleetoilejewelry.com).

### SALES REPS NEEDED

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

## The Retail Jeweler 2019 Closing Dates

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

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

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