

# THE RETAIL JEWELER

The Jewelry Business Magazine • Volume 3, Issue 4 • June 2012

Sell Colored Gemstones to  
Dramatically Improve Your  
Bottom Line.  
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Styling with Color  
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Actress Producer Writer

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### Illeana Douglas, Actress Producer Writer

**Cover Jewelry:** Platinum pendant featuring an 11.80 ct. pear-shaped Morganite accented with fancy-colored and white Diamonds (7.09 ctw.) by Jeffrey Bilgore, Jeffrey Bilgore, LLC. 18K white gold bracelet featuring Aquamarines (37.0 ctw.) and Diamonds (9.75 ctw.) by Michael Hezar, Michael John IMAGE. Platinum ring featuring a 19.05 ct. cushion-cut Aquamarine with pave-set Diamonds (.41 ctw.) by Michael Endlich, Pave Fine Jewelry.

**Illeana Douglas:** Photographer – Ben Cope. Fashion Stylist – Tod Hallman, THP Fashion, Inc. Hair – Sean James for Number 4 Hair Care at Opus Beauty. Makeup – Iris Moreau for 7 Artist Management. Manicure – Beth Fricke using OPI for Artists by TimothyPriano.com Navy Silk Chiffon Strapless Gown – Tadashi Shoji. Shoes – Charles David.

**Cover Image:** Courtesy of AGTA



## THE RETAIL JEWELER™

150 River Rd., Ste O-4  
Montville, NJ 07045

### Publishers

Andrew Kohler 973-263-2498 ext 18 • andy@theretailjeweler.com

Edward Coyne 908-637-8461 • edcoyne@theretailjeweler.com

Frank Dallahan 267-229-2475 • frank@theretailjeweler.com

Get Real Time Metal Prices, News, and Updates  
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# SUCCESSFULLY SELLING COLOR

By Frank Dallahan

In his classic on marketing "The 22 Immutable Laws of Marketing," Jack Reis early on postulates that success depends on being first in a category. He proves the point humorously by stating that everyone knows the name of the first person to fly solo across the Atlantic was Charles Lindberg. Then he asks, "Who was second?" Point well taken.

DeBeers through its ad agency at the time, N.W. Ayer, achieved what Reis meant by success with its memorable line "A Diamond Is Forever." The phrase set diamonds apart from all other gemstones and began a march to success that has been wildly successful.

As time marched on, the diamond-grading reports were developed and later these made possible Rappaport's price list because of standardized grading for color, clarity, carat weight and last, for cut. Today, grading reports and price lists have become commonplace in the industry so much so that a new worry had developed: diamond commoditization. When the Internet moved into the selling of product the commoditization process was truly complete for diamonds.

Retailers faced with consumers walking into their stores with a Rappaport price list and later as the Internet provided even more access to diamond pricing, and last with the advent of firms like Blue Nile began to feel the effects of price competition affect the diamond business.

Industry notables began advising retailers to develop value added approaches in their sales approach. Then, the industry went into panic mode when Conflict diamonds became the hot issue of the day. The film Blood Diamonds kicked off another round concern from the industry to communicate and promote what the industry had actually done to stop the sale of conflict diamonds. In all, the diamond industry has managed to stave off the disaster that so many doomsday sayers predicted.

However, back at the retail counters across the land, selling diamonds has not become easier. Diamonds still are a primary draw for consumers to visit a jewelry store. Clearly though, diamond margins are shrinking for all of the foregoing reasons. So what opportunities do jewelers have for facing up to this new reality?

TRJ's Co-Publisher, Ed Coyne, searching for stories of interest to our readers, visited a jeweler in his home area (Wyckoff, NJ) and discovered a jeweler, Devon Fine Jewelry, who has made a real business out of selling color. Devon's story may be read nearby.

Ed, Andy, and I wondered if there were other jewelers who had followed a similar course. AGTA the industry's gemstone authority was contacted for possible leads on this following up the story. Doug Hucker, AGTA's President and CEO, made a few calls and several days later got back to us with several good names of jewelers to contact.



Anyone who knows Ed Coyne, knows he is doggedly determined in pursuit of a goal. As an example of his determination in pursuit of an idea, Ed was the force behind the development of the JCK Show in Las Vegas so many years ago. He persuaded JCK Publisher Charles Bond the idea was sound and the industry would adopt it. The rest is history. His follow-up on the Color Story was equally impressive. Ed talked to each of the retailers, developed a questionnaire, and sent it to them. The answers were compiled and present an interesting, practical, and successful series of ideas and strategies for you to use in your business.

The 22 Immutable Laws of Marketing has a few other points for you to consider. One is if you can't be first in a specific category, diamonds for example, create a new category, Colored Gemstones. Another is: Success leads to arrogance and arrogance to failure. Can you think of any organization in the industry where the word arrogance might apply?

Please see Ed Coyne's story on Selling Color Very Successfully on page 20.



**Frank Dallahan**

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

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## ALL IN THE FAMILY

# The Family Limited Partnership: An Estate Planning Tool

By John Politi



A very long time ago when their jewelry business was about to be established, the founding family members discussed the formation of this legal entity with their attorney and most probably, their personal Certified Public Accountant. It probably wasn't a consideration at that time that they were in fact making the first important step in formulating a secure and sound asset protection plan - for themselves and for future generations.

We're familiar with most of the choices: C-corporations, S-corporations, sole proprietorships, limited liability companies (LLC), trusts, and general & limited partnerships. We either know quite a bit, or possibly very little regarding the distinctions of their legal characteristics, tax liabilities and asset protection features. After all, that's why we hired an attorney and CPA. The right combination is based upon the nature of your business, whether you will have outside investors, the degree of liability protection needed, and which entity creates the greatest tax benefits. Given that the Family Limited Partnership (FLP) is a sophisticated financial and estate planning technique, this probably wasn't even a topic for conversation. But in fact, the FLP when correctly structured and implemented becomes an enabler. Allowing families the opportunity to retain and manage its accumulated wealth – including the family business - within several generations of family members as partners.



**Given that the Family Limited Partnership (FLP) is a sophisticated financial and estate planning technique...**

**The FLP can be a successful financial planning technique for families with significant financial assets. It can often be better suited to achieving certain estate planning objectives and can be a conduit for:**

1. Senior family members retaining operational control have the family business and/or directing the authority over the management and advisory services of investment assets.
2. The always critical succession plan
3. Transference of the family's wealth among generations – with the intent of always seeking the lowest allowable cost in both estate and gift taxes

Since the future complexion of our tax code always remains a mystery, except for the fact that our taxes aren't becoming less progressive, this last characteristic alone demands that we as business owners at least consider the merits of establishing a FLP.

### [ What is an FLP? ]

It's a strategy for estate planning and asset protection. A Family Limited Partnership operates among members of a family (spouses, lineal descendants, and trusts established for those persons). As compared to a C-corporation, a partnership is a pure "flow-through" company. All income realized by the entity flows through and is taxable to its individual partners in direct proportion to their interests – not the business. The limited partnership has become increasingly popular as a flexible and tax-efficient vehicle for conducting business-particularly as compared to the corporation. The FLP is structured with two classes of partners: general and limited. As in most general partnerships, the general partner will have the final say in all management and investment decisions. These are usually the senior family members, the parents or grandparents. Generally speaking, the parents or grandparents contribute assets in exchange for a small general partnership interest and a large limited partner interest. All or some of the limited partner interest can be given to their children or grandchildren. This limited partnership interest can later be transferred to their heirs directly, or be set-aside in a trust. One of the most important benefits in establishing the FLP is that the Family Partnership is in essence a technique used as a means to shift

>> Continued to Pg 12

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income from parents to children or other family members. Given all of the hard work and dedication you've accomplished in building a very successful and profitable company, it stands to reason that given the opportunity, you would want to protect the generations of today and those future generations of tomorrow.

### [ Example of an FLP ]

Todd and Debbie Pennyweight, senior members and parents of the Pennyweight Family are in the business of acquiring jewelry manufacturing firms. They have two children, one of who, Matilda, is interested in working for the business. Todd and Debbie own four companies under the umbrella of a FishyWishy LLC, which is treated as a partnership for tax purposes and owns the four firms. Todd just spotted an ideal acquisition and intends on consolidating the new firm with the LLC.

Debbie recommends to Todd that they first create a FLP by contributing their interests in the LLC to the FLP in exchange for general partnership interests (totaling 10% of partnership capital and profits) and limited partnership interests (the remaining 90% interest). Debbie tells Todd that they should then transfer their general partnership interest to an LLC or an S-corp to obtain limited liability protection.

Next Mr. & Mrs. Pennyweight make a gift of half of their limited partnership interests to the children, dividing up the interest between Matilda, and her twin sister Lucinda. The parents now lend \$2.5 million to the newly formed FLP, payable in 20 years and bearing interest at the applicable federal tax rate for related party loans. The FLP now acquires the new business using \$5 million from the loan proceeds and a mortgage on the new business' (manufacturing facility) real estate. Each year forward, the limited partners will be allocated their proportionate share of the LLC's net profit. They will also benefit from the future appreciation of any real estate owned by the businesses.

### [ Goals Achieved ]

1. As the General Partners, Debbie & Todd retain effective control over the management of the enterprise.
2. Debbie & Todd maintain family control of the enterprise in the future through the selection of a general partner, such as Matilda.
3. Debbie & Todd have obtained significant protection from creditors by combining the existing and future companies into a single vehicle.
4. Debbie & Todd have funded the FLP at the lowest cost of capital permissible.

5. Debbie & Todd have also made a gift of the value of certain limited partnership interests to younger family members

### [ Appropriate Use of the FLP ]

Always be sure that the choice you make for the partnership conduit is specifically designed to accomplish valid business or investment purposes:



- Maintaining a family business.
- Consolidating family wealth and managing it in a structured manner.
- Implementing a succession plan

One of the most enjoyable aspects of owning and operating a business in the Jewelry Industry is that of involving family members in what your customer's instantly recognize as the family business. Whether it is retail, wholesale, or a manufacturing based business, the company that you gave birth to so long ago has more than likely become the focus of some or all of your family members, and is at the front & center of all family activity.

Our profession is blessed with so many families that have had the good fortune to see their children and even their grandchildren grow up in their business, and choose to take it to the next level. As a consumer myself, I always look forward when the opportunity arises to patronize a merchant, who, as an integral part of the family business, I've had the pleasure of growing up with and establishing a personal relationship. There really is no substitute for the continuity of generationally based business founded on tradition and family values.

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



John Politi

John Politi honed his professional career in the Jewelry Industry as a business owner, CEO and Director with some of the industry's most prestigious organizations. John brings his readers more than 30 years of experience with an in depth knowledge in Precious Metal manufacturing & management, ISO-based Quality Assurance Standards, and Diamond Certification. He completed the Pace University, Lubin School of Business Financial Planning Certificate Program, and graduated with Honors having earned his MBA-Finance degree and Advanced Certificate in Health Care Management from Iona College, Hagan School of Business. John will serve there as an Adjunct Professor in Finance beginning in 2012. He enjoys active membership with the Financial Planning Association-Greater Hudson Valley, NY, serving on their Pro Bono Committee, as well being a member of ACHE, Healthcare Leaders of NY Chapter, and the 24KT Club of New York. John welcomes your input and can be contacted at, john.politi@verizon.net.

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When setting our clients sales budgets for the new financial year one issue that comes up involves last year's performance and whether it can be repeated (that is, where it's been a result worth repeating!).

Often a store has achieved a large "one off" sale and, when the discussion starts as to whether the budget should allow for a repeat of it, the owner or manager is often reluctant to include this in their figures, seeing it almost as good luck rather than good management. This is an issue often debated amongst our mentoring team with mixed opinions. On the one hand if a sale like this (let's say \$50,000) is a rarity for this store, or has never happened before, then it can be a tough ask expecting it to be repeated. A sale of this size can seriously distort a budget if it isn't repeated.

On the other hand if the store has been able to create that situation then a new benchmark is often established – and why not set the goal of achieving it again? Whatever circumstances caused the first sale can be recreated to create the second. When setting these figures it is often important to analyze the sale and what circumstances brought it about – chances are it wasn't all about luck.



**David Brown**

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

# Raising the Average Transaction Value

By David Brown

<b>The Customer</b>	What type of customer were they? Do they shop with you regularly? Do you have other customers that fit the same profile of the customer in question? What are their demographics? What prompted them to come in?
<b>The Timing</b>	Was it for a special occasion? If so will it be repeated? When is it due to occur again? Was the purchase made on a certain day or time?
<b>The Item</b>	What was the piece in question? What was the price? Where was it displayed when the customer purchased it? Do you have it, or something similar still in stock? How old was the item?
<b>The Staff Member</b>	Who made the sale? Are they still in a position to do this again? What did they say? Did they discount?
<b>The Location</b>	Where in-store did the transaction take place? Where was the item during the discussion?

Some of these questions may seem a little basic, or even irrelevant, but the reality is that a certain set of circumstances brought this sale about. If these circumstances can be repeated then there is no reason to assume that the result can't happen again. Improving your average sale is not just about achieving the big sales however – if every sale made by your staff was \$10 higher then your average would also improve by \$10 – and over the space of a year this could make a substantial difference to your sales on a large number of transactions.

## You can lift your average per item in a number of ways:

**Invest time in staff training.** Have you taken the time to discuss with the staff what's expected of them? Have you sent them goals to achieve? Often staff don't know the average store transaction and hence, have no benchmark to compare to.



**Look to convert repairs into sales.** Some items aren't made to be repaired! It may be a better investment for the customer to purchase a new watch than attempt to keep the old one going

**Turn fashion sales in fine jewelry sales.** Fashion items have done a lot to lift the number of store transactions in recent years, but they can also be used as a means to raise your average by selling up from fashion to fine jewelry or silver to white gold.



**Look for an add on.** Not exactly lifting the average per item, but it will result in a better average per transaction and who wants to split hairs when it comes to gaining more sales?

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Prepare For The Worst

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Plan - Have Insurance



By David Sexton

Failing to plan is planning to fail. It's an old adage – perhaps even a bit of a cliché – but I couldn't resist opening with it. When it comes to being prepared for any of the catastrophes that can strike your business, nothing could be truer.

Business continuity refers to the ability of an organization's key operations to continue without stopping, regardless of adverse circumstances and events. A business continuity plan is a tool to allow you to consider factors and activities to prepare for a crisis (disaster, emergency or interruption of your organization's key operations). Downtime cannot only cost you thousands of dollars it also damages the relationship you have with your customers. Your ability to quickly rebound and reopen your doors for business in the wake of a crisis has everything to do with how well you've planned in advance. Think of it as a survival guide for how to preserve your business operations in the face of unthinkable situations that could threaten the future life of your organization.

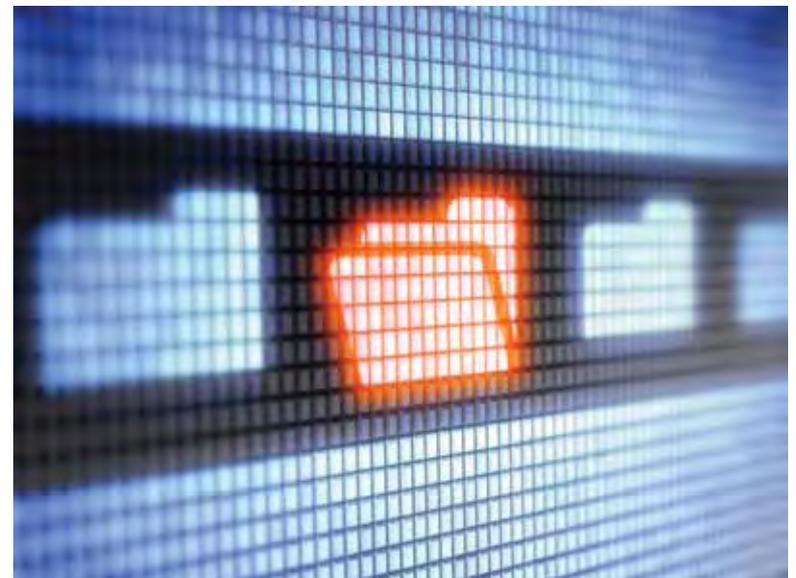
Ironically, preparing your business operations for the unthinkable is an investment of your time and energy into a business-continuity plan that you sincerely hope you'll never have to use. It's like insurance! If you're smart, you know you need it, you have it, and you hope never to have to use it.

As the loss prevention officer for an insurance company that is dedicated solely to serving the jewelry industry, I know that many unexpected things can and do happen to jewelry businesses. All too often, they do need their insurance and they are relieved to have planned ahead for the worst.

Remember, a disruption of your business could be the result of a widespread news-making event such as a hurricane, tornado, or earthquake as well as more isolated local events that could threaten the viability of your key business operations if you aren't prepared to work with your insurance company and take immediate steps to get your business back up and running as quickly as possible.

A business continuity plan is made up of two parts: **(1) the planning process** and **(2) the successful implementation and maintenance of the plan**. Your most difficult task will be to get started. The most important thing is to make some plans that you and your staff can implement in the event your business is confronted by a crisis.

Take the time now to evaluate just how your business functions both internally and externally, to determine which key staff, materials, procedures, and equipment are absolutely necessary to maintain your key business functions during a disruption of operations, regardless of the foreseeable length of the disruption.



A major consideration of your business-continuity plan should include **the storage of your key business data and records** away from your premises. Examples are:

A major component of a business-continuity plan is having backups, stored both on and off site, of the following information:

>> Continued to Pg 18



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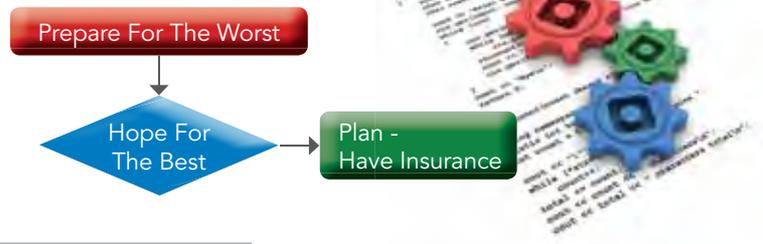
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4	An inventory of your business personal property (showcases, desks, chairs, computers, equipment, etc.), including a video of your store contents.
5	Security information, including the complete and up-to-date contact information for both your alarm service provider and safe and/or vault vendor.
6	Insurance information, including the complete and up-to-date contact information for your agent and insurance carrier(s) as well as copies of your insurance policies.
7	The complete list and up-to-date contact information for all employees.
8	The complete list and up-to-date contact information for all businesses that provide your business support services, such as your accountant, attorney, payroll vendor, and bank officer.
9	The complete list and up-to-date contact information for favored cleaning services, contractors, and realtors. If your building has been damaged, you may require a cleaning service and a contractor. In some instances, you may need to immediately relocate and will need a realtor's help. Having this information handy can speed the process.
10	The complete list and up-to-date contact information for your business's customers.
11	The complete list and up-to-date contact information for all customers who have entrusted you with their jewelry for repair or consignment, or who have merchandise on layaway.
12	The complete list and up-to-date contact information for all the shipping companies that serve your business. You will need to contact them immediately to provide alternative delivery instructions.

Some of the above information should be updated annually while other information may need to be updated daily, weekly or even monthly to remain accurate and relevant. Although this may read like a lot of work, once you have compiled your information, maintaining this component of your business continuity plan should be just a routine part of your business operations.

**Emergency equipment** is another key component of your business-continuity plan. Have the following items on hand:

1	Generators or other means of emergency power (test regularly)
2	Battery-powered radio
3	Flashlights and extra batteries
4	Fire-extinguishing and fire-protection equipment
5	Emergency communications equipment, including fully charged cell phones
6	First Aid kit
7	A digital camera for "before" and "after" documentation.



These are some of the basic considerations — a good start. For more comprehensive assistance with your business-continuity planning effort — including Jewelers Mutual's checklists, planning templates, and guide documents — go to the following web page: <http://www.JewelersMutual.com/SubPage.aspx?id=336>



**David Sexton**

vice president of loss prevention at Jewelers Mutual Insurance Company

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# SELLING COLOR VERY SUCCESSFULLY

By Ed Coyne

## Devon Fine Jewelry

From Home Economics teacher to owner of multi-million dollar jewelry store, Nancy Schuring does it all. She buys gemstones from around the world. She designs exquisite jewelry, trains her sales staff and 14 other employees to know as much about colored stones as is humanly possible. She then injects her enthusiasm and passion for colored gems on the sales floor.

Devon Fine Jewelry in Wyckoff, New Jersey is an outstanding example of how to set yourself apart from the competition. This store has no competition!

When you walk through the front door you are surrounded by colored gems in finished jewelry as well as loose gemstones. More than 100 different colored stones are featured throughout the display cases.

There are no watches. Nancy decided from the very beginning it was not a merchandise category that would be very profitable. Watches are easily shopped and discounted which is not the business model she adopted. She does not feature major jewelry brands either but places her marketing efforts on building her own brand.

Her approach has been to feature colored gemstones that can be mounted in original one of a kind or limited edition pieces. When it comes to colored gemstones she is a walking encyclopedia, her knowledge and 32 years of experience and love for gems is amazing. More than 50% of the units sold feature color gems.

Her customers, primarily women making self-purchases, leave the store with distinctive attractive color coordinated jewelry that is very special to them. These customers generate the next sale when friends and acquaintances see these special designs they want to know where it was purchased.

The most important aspect of the emphasis on colored gems is the profit margin it generates. Placing the emphasis on merchandise that is unique and not available in other locations generates exceptional margins and at the same time is a rewarding experience for the customer.

Devon Fine Jewelry designs and produces most of their unique pieces and custom designs many pieces for their customers. Many clients purchase loose colored gems and work with members of the staff to design and produce their own original piece of jewelry.

### In Nancy's Own Words

"I have always felt that we are jewelers, and I take the title very seriously. We are in the business of selling all the jewels---that means far more than Diamonds, the Big Three, and the birthstones. There is a large and diverse selection of colored gemstones that await introduction to eager customers."

"I love selling colored gems because it combines several areas of knowledge that blend together to create a fascinating study: color and visual beauty, a little geological science, history and lore, and geography. I also toss in the aspect of crystal energy which you will



increasingly feel the more you're around colored gems. One or more of these facets will touch your customer. It's fun discovering which ones spark the interest. It will vary from person to person."

"Our count is over 100 different gem materials sold at Devon. Of course it takes a while to achieve that number, but a great place to start is with garnets, spinels, and zircons. These are gems that are available in many unique colors and are moderately priced. Tourmalines come in many colors and are always popular. The quartz family includes wonderful varieties and is inexpensively priced. These unique gems will begin to set you apart from the competition."

"The key to successful colored gemstone marketing and sales is: to create collectors. Most children learn this on the beach gathering shells, or collecting rocks, coins, baseball cards, and dolls. The tendency to amass items is there already; your task is to introduce them to the wide world of gems."

"When I began selling color many years ago I took \$9,000 to the Tucson Gem Show and considered this money my first tuition payment on learning about gems. Classes at GIA and gemstone seminars, books and talking to dealers all contributed to my education.

Imagine if you owned a clothing store and all it sold was white blouses, skirts, pants and shoes. Only white. Once your customers had their favorite white items—maybe even multiples of items—

how many more white styles do you think they will continue to buy"? Once your diamond customer owns the biggest studs, wedding ring, and bracelet they will probably ever own, as well as some diamond fashion, what can you offer them? Especially in a time of financial stress, many customers will make do with the larger pieces of diamond jewelry they already own. Colored gemstones can create desire for something different and can be more moderately priced."

### Be Proactive. Don't Be Color Blind

Most jewelers place their emphasis on diamonds in rings, earrings, pendants, and bracelets. Diamonds are set in gold, platinum and now silver. Today more than ever jewelers are seeing their margins on diamonds erode because of competition from the Internet sellers and fierce discounting competition throughout the country.

Surprisingly, jewelers tend to feature little color in their inventory except for accent color in diamond jewelry and birthstones. Placing more emphasis on colored gemstones of all types will set you apart and will increase your sales and your margins substantially.

**Diamonds may be a girl's best friend but colored gemstones can be a jeweler's best friend!**

## SELLING COLOR SUCCESSFULLY

## OVERVIEW

After I met Nancy Schuring of Devon Jewelers in Wyckoff, New Jersey and put together her story of successfully selling color my two partners and I decided that we should find other jewelers who had adopted the same or a similar model that Nancy employed so well. It's a well know fact in the industry, that jewelers learn from other jewelers.

We contacted Doug Hucker, President and CEO, of AGTA for several retail contacts. Doug provided three names: Christopher Designs of Champaign, IL, LeRoy Jewelers of Tacoma, WA, and Shaftel Diamonds, in Houston, TX. Nice. A little geographic diversity adds credibility to the story. The next step was to develop the questionnaire and get it to the retailers for response. The questions we asked appear below:

1. How long have you been emphasizing color?
2. Has it improved your profit margins?
3. What percent of your sales are represented by color?
4. How many different colored gemstones are represented in your store?
5. Do you design your own jewelry or do you buy it?
6. How do you market yourself?
7. Is there any special method of display?

We think you will find the answers to the questions interesting and useful as you think about your own situation.

.....  
>> Continued to Pg 22  
.....



## Christopher Designs

Lois Wacholtz, the owner of Christopher Designs, Champaign IL, responded to the questions we posed. The business originally started as a small jewelry-crafting studio selling what they made at major craft shows. They concentrated on handcrafted jewelry and gift items, often made with alternative materials rather than precious metals and precious gems. In 1978 they opened a store and began the process of focusing on fine jewelry, diamonds and precious color.

### MARGINS

The focus on precious color has significantly improved their profit margins according to Lois. "The margins are much better than on diamonds these days. Additionally, the incredible variety of material available and the stories of miners, dealers, and cutters make for interesting and positive stories for our customers. They provide a unique quality to every purchase and real value to the consumer."

Wacholtz continued by telling *The Retail Jeweler* that 30% of their revenues now come from precious color. This includes loose and finished.

### VARIETY OF COLOR

Christopher Designs carries all of the birthstones plus some unusual things like sphene, sphalerite, moonstones, sunstones, opals, agate, and an occasional piece of rough.

### PROMOTION

They both design and buy finished jewelry. They work with Allison-Kaufman and Lorenzo for finished goods product. Loose gemstones are sold at monthly events called Gemstone Roundtables. This is like a trunk show featuring one of their gem cutters or dealers, who are called Gemstone Superstars.

The dealer brings an assortment of at least 100 individual precious colored gemstones. Customers are invited and are offered light bites and wine while enjoying looking at the assortment of gemstones. "Our clients have the opportunity to learn about the world of colored gemstones and at the same time mingle with our staff and designer. Purchases made

during these events drive the important custom design portion of our business."

Other promotions used to generate buzz, enthusiasm and business are: "Diamond Drop," "Happily Ever After," and "Women's Night Out." Valentine's Day is the focus of the "Diamond Drop". Using a huge sculpted heart of ice with a diamond inside, they invite customers to guess exactly when the diamond will drop. The person guessing the closest time wins a piece of jewelry. This promotion is tied in with a local radio station and generates a lot of buzz and fun.

"Happily Ever After" is a contest to encourage couples to upload their pictures and tell their love story as well as answer a few questions. The couples in turn try to get friends and family members to vote for them every day, which can be done online or by visiting the store or another participating merchant. Christopher Designs partners with other wedding related businesses that also participate in the voting program. The grand prize is everything the couple needs for a wedding. The grand prize is announced at the reception hall during a catered party. This promotion is an involved project but it "really has developed traffic and introduced us to many new faces."

Women's night out is a hug party at the store. As the name suggests it is for women only. The entire focus of the event is for the ladies to have a good time, try on lots of jewelry, and make up a wish list for their Santa. The wish lists are mailed along with a special incentive prior to Christmas, thus helping Santa decide on the best gift for his special someone. Christopher Designs has done this promotion for years. It is well attended and judging by the returns of the wish lists, it is very successful.

### DISPLAY

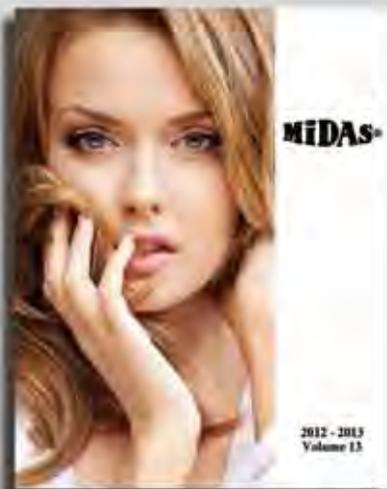
Displays are moved and changed frequently. Visual displays and props are seasonally driven. Examples of loose gemstones are placed nearby finished pieces using that particular gemstone. Christopher Designs always has one display case devoted to the upcoming Gemstone Superstar's work. And, of course, several examples of Christopher's finished designs are included. Finally, Lois commenting on display said, "Good

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## LeRoy Jewelers

Phyllis Harrison and Stephan Farber responded to our questionnaire on color. LeRoy Jewelers, located on the West coast in Tacoma, WA, has been selling color since 1941. Over time more color was added to the point where during the last ten years color “has been our major focus,” according to Phyllis and Stephan. In the 90’s diamonds were the major revenue producer. Today roughly 65% of their revenue comes from color along with significantly improved profit margins.

### VARIETY OF COLOR

In response to our question of how many different kinds of precious colored gemstones are represented in their store, they responded: “How many different colored stones are there?” Like Christopher Designs, LeRoy Jewelers works with a variety of talented artisan designer/manufacturers. “We want beautiful, unusual things for our customers; things they will not find elsewhere.”

### PROMOTION

LeRoy hosts special events called Gemstone Roundtables multiple times during the year. Where they bring in a lapidary artist or a favorite gemstone dealer. Phyllis and Stephan said, “They bring the best of the best of their collections. We offer our clients an incredible variety of fabulous choices – most of which lead to custom designs for our shop, setting us apart from our colleagues in the immediate area and in fact the entire region.”

### DISPLAY

“Our shop is glassed-in on one side of the sales floor. Customers can see what’s going on and can watch us work on their jewelry. We isolate and spotlight special gems.” An interesting part of the display question is their response that they love to put gems in customers’ hands. They keep some interesting pieces out of sight so they can bring them out with a big flourish – “something very special that you are just going to love.”

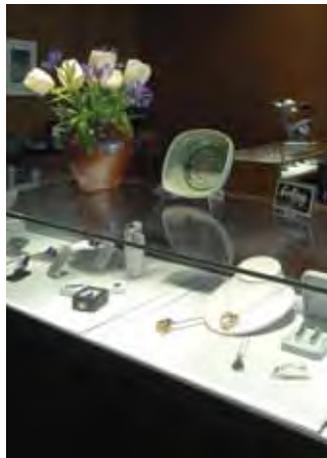
### SUMMING UP

LeRoy Jewelers is located in a recovering downtown area of a big small town. “We need to give our customers a good reason to come to us: beautiful, unusual, quality jewelry. If we have the same things that everyone else has, it’s much easier for customers to go elsewhere.” Paraphrasing the line of thought expressed in “Successfully Selling Color,” Phyllis and Stephan said, “Honestly, we don’t know how people survive if they

don’t feature color. Diamonds have become a commodity. Our customers cannot search online for a Richard Homer concave cut sapphire or a Roger Dery precision faceted zircon or a Steve Walters carving combining drusy onyx with fire opal or black jade with golden beryl. Or a Munsteiner or a Tom Trozzo. These gemstones are all one of a kind as is the jewelry we make from them. You can’t do that online or by the dozen.”

They also work to introduce customers who are new to the wonder of colored gemstones using Montana sapphires and anthill garnets. They also feature manufacturers like Columbia Gem House and Idaho Opal who focus on color and produce quality goods in a variety of price points.

Phyllis and Stephan conclude their statements on color with this: “With customers involved in the design process and learning about the magic of different gemstones, we often find that by the time we’ve collaborated on a wonderful piece of jewelry, our customers have become our friends and our greatest spokespeople.”





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## Shaftel Company

Originally founded in 1978 by Keith Shaftel, as an importer and wholesaler of loose diamonds and gold chains, Shaftel Diamonds has changed dramatically over the years going from wholesaler to retailer. In the intervening years, Keith's son Danny joined the business and now daughter Gaby is also working full time in the store. According to Danny, approximately 27% of the business's revenue comes from color and as with Christopher Designs and LeRoy Jewelers over time margins in diamonds have declined significantly. Shaftel has total design and manufacturing capabilities...another familiar trait also mentioned by Christopher Designs and LeRoy. They are able to custom design from scratch, utilizing a staff of master jewelers and Counter Sketch software from Stuller.

### VARIETY OF COLOR

As you might expect, Texas does things big. It's also true with color. "In Houston, fashion trends tend toward big, bold designs," according to Danny. Sapphires, Emeralds, and Rubies account for a significant portion of their colored stone business. With sapphires the colors range from tradition blues to all the fancy color varieties. Danny continued by saying that they carry "a huge variety of richly colored gemstones, especially in larger sizes and in all price ranges. Included but not limited to are: tourmaline, pearls, jade, chalcedony, rhodolite, garnet, aquamarine, rubellite, opal, tanzanite, turquoise, and citrine."

### PROMOTION

Shaftel relies on word of mouth promotion to get their message to consumers believing that a satisfied customer is the best advocate for their store. They also use social media of late specifically using Facebook, Google, and other social networking websites. They have accumulated over 12,000 Facebook fans since daughter Gaby began working at the store.

### DISPLAY

Shaftel has a young stylish, creative sales staff. They do an incredible job in setting up the showroom everyday according to Danny. They pay attention to hot colors, fashion trends like stackable bracelets with colored stones. They use a variety of multimedia displays as well as multiple computers set up to allow customers to browse their jewelry online.

### SUMMING UP

Danny finished his comments by stating "We are crazy about color." With a nod toward the current economy, Danny said, "People are much more careful about their spending hard earned money on gifts. On the other hand, there is nothing that compares with a gift of fine jewelry." TRJ



Ed Coyne

co-publisher of The Retail Jeweler  
Email EdCoyne@theRetailJeweler.com



#### Similarities of three successful jewelers selling color

- All experienced declining diamond margins
- All responded by increasing their attention to color
- All say color provides significant margin improvement
- All have a significant portion of business from color
- All have in-house design and manufacturing capability
- All make their own and also buy finished goods
- All use promotional methods that are more personal
- All say that color differentiates them from competition
- All allude to or say that education, training and knowledge are critical



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# BASEL WATCH REPORT

By Charles Cohen

Watches and Watch Manufacturers of interest to Retail Jewelers with emphasis on 2012 style trends



## The watch Industry in 2012 is in love with Retro

Patek Philippe, in their window at Baselworld, signs their watches as "Retro-Modern". While this seems a contradiction, still it says it all. Then there is Longines, describing their new Heritage Collection "Contemporary style with classic spirits", retro indeed, is this new and beautiful production to celebrate their 180 years of watch-making.

Now let's look at a dozen Manufacturers who deserve your attention, some for their importance as style setters to the Industry, and others, for their interest in serving you the retailer. We hope you will benefit in learning about one watch they will be featuring in their 1012 collections.

## CORUM

### Admiral's Cup Legend 42 Chrono

Corum describes this new Admiral's Club "an historical heritage...a harmonious blend of sportiness and elegance". This new model remains loyal to the collection's legendary twelve-sided bezel, but features softer lines, reflected in the slender, streamlined chronog pushers. The elegant 42 mm case is fitted with a screw-in transparent sapphire caseback, providing an admirable view of the mechanism within. Available in steel, two-tone steel/gold or 18-karat red gold versions, the watch comes in a range of 11 references. The chronograph comes in several variations: steel, red gold or two-tone.



## BULOVA ACCUTRON

### Gemini Valjoux 64C104

In 1960, NASA asked Bulova to incorporate Accutron technology into its equipment for the space program. The CEO of Bulova at the time was Omar Bradley, 5 Star General, US Army. What followed in those early years was Accutron timing mechanisms used in 46 US space program missions. The NASA Space Program was named Gemini.

Now highlighting the connection between Bulova Accutron and space technology, Bulova introduces the Gemini Collection, combining classic lines with the finest in traditional Swiss watch-making. These models include the Gemini Valjoux, equipped with the renowned ETA Valjoux self-winding chronograph movement.



## BREITLING

### Chronomat 44 GMT

From Breitling comes a new GMT in what they call the "Traveler's Chronograph". This version is smaller sized (44mm in diameter), and with its rotating bezel provides 24 hour third time zone reading. Breitling boasts this watch "user friendly".. Simply pulling out the crown and turning it forward or backwards adjusts to the place where one arrives.

## TAG HEUER

### Link Lady

As one Hollywood star said of this watch "The Link Lady is more than a timepiece, it's a piece of jewelry. When I put it on my wrist, I don't feel it. It is easy-to-wear, sparkling, and feminine".

This new model from Tag Heuer is for women who "prefer steel but aren't prepared to sacrifice luxury and opulence". Forty seven diamonds set on the bezel total .52 carats, an additional 11 diamonds on the guilloché dial mark the hours. At the 6:00 o'clock position, resides the date of the month. The familiar S shaped Tag bracelet link, while redesigned, is instantly recognizable.



## Wenger

### Terragraph

If you are looking for a brand that offers value for the money, consider Wenger, one of the two famous official manufacturers of the "Swiss Army Knife". The all Swiss made "Terragraph" is a field watch with a Swiss Quartz movement, luminous hands, luminous numerals and water resistant to 100 meters. Available in six new dial choices, this watch is "recognized for it's no nonsense great looks". For sport or for daily wear the Wenger Terragraph captures the neoclassical spirit of beauty, functionality and precision. dim lit hospital rooms. When offering this watch at \$350.00, the retail jeweler could add many new clients to his or her customer list.

## Frédérique Constant

### Black Beauty

Frédérique Constant remains a most interesting manufacturer for our retail jewelers because they believe in us and because they produce high-end watches at reasonable prices. A new model for ladies called Black Beauty will not disappoint. This automatic watch is designed with two intertwined hearts forming an aperture in the dial revealing the 'heart beat' of the movement. The watch was designed "by a lady for a lady", harmonizing "classical with the contemporary". The black mother-of-pearl dial with shimmering blue accents, the diamonds that circle the bezel, and the satin strap add the final touch in reflecting the "values and aspirations of women today".



Make an appointment to see this company if you are going to JCK Las Vegas. Their growth in the U.S. has been spectacular.

# BASEL WATCH REPORT



## Luminox

Luminox is the Swiss watch-maker known for its self-powered illumination system which makes watches more visible and easier to read in low or no light situations. They are justifiably proud of providing watches to the U.S. Navy Seals and supplying Lockheed Martin timepieces for the F-117 Nighthawk. Their ambassador, ocean researcher, Scott Cassel is well known for his life hunting down poachers and other lawbreakers whose activities threaten ocean ecosystems by going deep into oceans in his submarine "Undersea Voyager".

We believe Luminox should enlist another ambassador on the women's side, namely, Florence Nightingale. Luminox has released a new product, all in white, with Luminox bright minute hands, second hands and hour markers. They aimed this product to the ski patrols and avalanche protectors. But we ask the marketers at Luminox to shorten the straps and to take aim at the nurses, a large niche market who will appreciate the bright second hand when taking pulses in dim lit hospital rooms. When offering this watch at \$350.00, the retail jeweler could add many new clients to his or her customer list.

## Hamilton

This new Hamilton Khaki Navy Pioneer is not simply a traditional timepiece. It is pure nostalgia. This watch, which is a tribute to the marine chronometers the company manufactured for the U.S. Navy in the 1940s, is more than a wrist-watch. When displayed in its chronometer-style box and left on a desk it functions as the time telling machines that commanded such importance in maritime history. It retails for about \$3,000, which is a good price for marine chronometer enthusiasts.



## Movado

### Datron® Quartz Chronograph

The Movado Datron turns back the Movado clock to relive some of watch making's finest hours. The brand, justifiably proud of its heritage, is reissuing its iconic 1970 model in virtually identical form. The distinctive tonneau case displays a round dial.

The large date in a square window at the 12:00 o'clock position suggests the famous dot at twelve that distinguishes most of Movado's watches today. The Datachron – soon shortened to Datron® - reprises its heritage while bringing it into the twenty first century.



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# BASEL WATCH REPORT



## Longines

### The Longines Saint-Imier Collection

The Longines Saint-Imier Collection includes watches showing the hours, minutes, seconds and date in cases inspired by a model dating from 1945. The distinctive lugs provide these new models with a subtle balance between classical and contemporary design. All the models in this collection are fitted with mechanical movements which can be admired through the transparent sapphire back cover. These models strike a fine aesthetic balance between classicism and modernity. The Longines Saint-Imier Collection is inspired by the watch-making traditions of its place of origin, Saint-Imier, Switzerland where the brand has been established since 1832. The collection which includes lady's watches as well as gents' is a most beautiful example of Swiss design and execution, well worth a look to last for generations. This time it is for the ladies.

## Hublot

### Big Bang Boa Bang

As a contrast to those watches bearing heritage and tradition, we offer this new production from Hublot. Not for the timid, not for the conservative, but for those with less conventional taste, there is the latest snakeskin print in the form of the Big Bang Boa Bang. Available in either steel or 18k gold, this watch has been paired with brown and green tones so that the title of the chronograph is certainly not lost on the consumer. For those looking for adventure, try this production from the animal kingdom.



## Patek Philippe

### Ladies First Perpetual Calendar Ref 7140

A born classic - when Patek Philippe associates grand complications with femininity, the result is the "Ladies First Perpetual Calendar". Further, this ladies gem combines technical sophistication and aesthetic refinement. The case is pink gold, delicately set with diamonds. The new Ref. 7140 Ladies First Perpetual Calendar is an ultra-thin self-winding mechanical wristwatch featuring a calendar mechanism that automatically knows the number of days in each month and also correctly displays the 29th of February in leap years.

Once again Patek has designed a product destined to last for generations. This time it is for the ladies.



Charles Cohen

Mr. Cohen literally grew up in the watch business where work in the families jewelry wholesale and watch distributorship, A. Cohen. He has served as President of Rado USA. Additionally, he managed the import agency for Van Cleef & Arpels Watches and Faconnable Watches.

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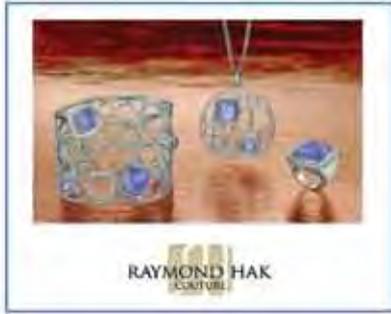
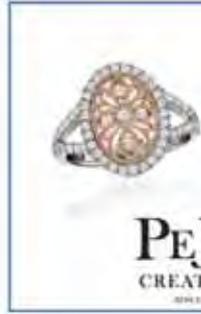


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## NEW AND NOTEWORTHY

### ARIVA Fine Jewelry to launch at JCK Las Vegas

Confident. Liberated. Feminine. These three words are what radiate from the fine jewelry line, Ariva. Launching at JCK Las Vegas this June, Ariva defines the art of wearing beautiful jewelry every day, offering signature styling that every woman can call her own. The expression of style can transform from casual to formal with Ariva fine jewelry.

Ariva comes from the parent company, Pranda Group, based in Thailand. The product development for the brand is conducted in the United States, with all high-quality manufacturing being executed by Pranda Group.

Maureen Kelley, Managing Director of Pranda Group North America is the visionary behind the Ariva brand. The Ariva style is distinct and brings exclusive design elements including signature silk textures, acanthus leaf motifs and 18K yellow gold accents. This design incorporated with the bold and vibrant colors of the gemstones and dazzling diamonds are what defines the brand's aesthetics.

"Our goal was to design a brand of fine jewelry for the North American consumer that would incorporate Pranda Group's manufacturing capabilities," says Kelley. "Pranda Group is known worldwide for impeccable quality and execution of fine jewelry. Overseeing the design direction of Ariva fine jewelry, we have developed recognizable and distinctive characteristics that our consumer can call her own."

The Ariva fine jewelry line will launch with 5 collections: Signature Statement offering impactful silk-like textures; Sophisticated Black and White Diamond which will include black and white pave diamonds and classic cushion styling; Tango Brights which will radiate bright orange and yellow gemstones to the line; Oil Slick Blues that will create a mood with intoxicating topaz colors; and Red Desire that speaks to the holiday styles with garnets and red sapphires.



### SJTA Torch Awards Winners Announced

Southern Jewelry Travelers Association (SJTA) announced the winners of the second annual Torch Awards competition during the Atlanta Jewelry Show. These awards showcase and recognize the design talents of bench jewelers/designers across the country.

The competition invited all state jewelers associations to submit winners of their own individual 2011 design contests to compete nationally during the February show where attending buyers voted on the winning designs

The winners and their designs include:

#### • People's Choice Award

Mikheil Kautengzhi, Tena's Fine Diamonds, Elberton, GA. Mikhail's Carnelian ring is crafted from 14karat. yellow and white gold with Chatham rubies, synthetic emeralds, tsavorite garnets and yellow diamonds.

#### • First Place

Johnny Johnson, Edward John's Jewelry, Marietta, GA. Johnny's free form Rainbow Hematite ladies' pendant is made from 14karat yellow and white gold with diamond and sapphire accents.

#### • Second Place

Philip Flenniken, Bromberg & Co., Birmingham, AL. Phillip's pendant features a rich combination of 18 karat gold, yellow sapphire and diamonds.

#### • Third Place

Jonathan Smiddy, Kent's Jewelry, Rolla, MO. Jonathan's parabolic ruby pendant brings together 14 karat yellow and white gold with diamond accents.

"We were pleased to host the second annual Torch Award competition at the Atlanta Jewelry Show. After receiving much positive feedback on the first edition we wanted to continue the tradition of showcasing talented designers within the independent jeweler industry. The Atlanta Jewelry Show is a great way to gain exposure for the national competition winners as well as the state associations," explains Carol Young, executive director of the Southern Jewelry Travelers Association, producers/managers of the Atlanta Jewelry Show. "The continued success and business growth of these independent jewelers, as well as state and regional associations, are at the heart of SJTA's mission. We are excited

>> Continued to Pg 38

21 state jeweler associations Jewelry Information Center

# Industry support

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## NEW AND NOTEWORTHY

>> Continued from Pg 24

to see the creative designs to come during next year's 2013 Atlanta Jewelry Show, March 2-4."

All state associations were invited to participate in the 2012 Torch Award competition. To be eligible, each entrant had to be a 2011 state level winner and current member of the respective state's chapter, an employee of a chapter member, or a student enrolled at a state college or university and sponsored by chapter's retail member. All entries were on display during the February 2012 Atlanta Jewelry Show and attending buyers were asked to vote on the winners based on skill in execution of design, technical merit of design, and wear ability. Each entrant received rights-free, professional photography of their submitted piece that they are now able to use in their own promotional efforts.

Each Torch Award winning entry received a cash prize from SJTA in addition to an impressive crystal "torch" trophy.

For more information on the March 2013 Torch Awards, its application process and submission deadlines, state association representatives can contact Judy Lince at [jlince@atlantajewelrysthows.com](mailto:jlince@atlantajewelrysthows.com) or 404.634.3434 | 800.241.0399.



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## NEW AND NOTEWORTHY

### Stuller Releases The Art of The Band

Stuller has introduced The Art of the Band, highlighting its extensive assortment of bands for all occasions. The new book embodies the traditional, fancy and contemporary styles of jewelry bands.

The 160-page catalog is a comprehensive wedding, anniversary and eternity band resource offering several benefits to retail jewelers including:

- **Every metal** - From platinum to titanium, if it exists, it is represented here.
- **Every style** - Whether your customer wants a traditional band or an intricate design, it's here.
- **Easy navigation** - The catalog is a cinch to use, with definitions of terms and pictures of every millimeter size and metal color available.
- **Selling systems** - New and updated kits help you get ready to sell bands in a snap.

"Combine this catalog with [stuller.com](http://stuller.com) and you have, at your fingertips, every possible style and metal your customers desire," says Chief Merchandising Officer, Danny Clark. "What a powerful tool."

In addition to their extensive band selection, the prime manufacturer is also excited to introduce Precious Bond™. Made of 100% precious metal, Precious Bond fuses 14kt yellow gold (approximately 25% of the band's weight) with sterling silver (the other 75% of the weight), offering an affordable price point while maintaining the band's intrinsic value. Palladium and rhodium bonds ensure the finish stays intact. To learn more, visit [stuller.com](http://stuller.com).



>> Continued to Pg 44



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SELECT  
JEWELRY SHOW

EXHIBITOR PREVIEW



**Color Merchants**

Beautiful 14K yellow gold 12mm cushion frosted citrine cabochon ring, with 60 diamonds totaling .35ctw. and 1 - 9 ct luminous semi-precious citrine. MSRP \$1,999.

Color Merchants  
212-682-4788

**Rudolf Friedmann**

Arizona turquoise & black and white diamond pendant necklace in 14K. MSRP \$1,045.

Rudolf Friedmann  
212-869-5070



**James Breski**

Mint green tourmalines are accented by diamonds and set into 18K white gold 'Crown' ring and earrings. MSRP ring \$4,000, MSRP earrings \$6,700.

James Breski & Company  
800-346-3436



**Artistry**

Yellow sapphire and diamond necklace in 14K gold from Artistry's "Serenity" collection. MSRP \$1,175. Available in blue and pink sapphire.

Artistry Limited  
847-674-3250



**I. Reiss**

14K yellow gold matte-finished hand-crafted "Arch" ring, Enhanced with 0.40ctw of pave set diamonds. MSRP: \$3,625.

I. Reiss Co  
516-482-7900



**LeStage**

Sterling silver and 14K gold Dogwood bracelet by The LeStage Convertible Collection®. MSRP: Clasp \$200, bracelet \$244.

LeStage  
800-530-1863

**Mattioli**

Mattioli Siriana cuff 18K white gold and diamonds 10.73 ctw. MSRP \$26,000.

Mattioli  
914-235-6261



## Gumuchian

Gallop earrings 18K white gold with white and yellow diamonds MSRP \$90,000.

Gumunchian  
212-588-7087



## Pe Jay Creations

One vibrant kunzite weighing approximately 27ct. surrounded by 45 fine white diamonds all set in an 18K hand crafted pendant. MSRP \$11,970.

Pe Jay Creations  
800-292-1998



## William August Designs

Bi-color tourmaline and diamond pendant. MSRP \$22,950.

William August Designs  
312-332-2852

## Dove's

18K rose gold diamond ring with checker-cut white topaz over royal blue lapis. MSRP: \$2,600.

Dove's  
888-66-doves



## H. Weiss

H. Weiss exclusively features Desert Gold. 14K yellow gold and diamond accented jewelry with a 22K finish. Earrings, rings, cuffs and neckwear. MSRP from \$495.

Designs by Marika.  
800-554-9989

## Jye's Luxury

Diamond earrings, 1.64ctw set in 18K white gold.

Jyes Luxury Collection  
415-621-8880



## Vahan Jewelry

Diamond cabochon turquoise ring featuring 0.3 carats of diamonds set in 14K yellow gold & sterling silver. MSRP: \$4,125.

Vahan Jewelry  
800-365-6101



## Ideal Brand Marketing

A beautiful floral design measuring approx 8.0mm wide with 0.85 ctw. diamonds. MSRP: \$4,609 in 18K.

Ideal Brand marketing  
213-627-8363



SELECT  
JEWELRY SHOW

EXHIBITOR PREVIEW

**Angelique de Paris**

"Butterscotch" GOA earrings, sterling silver, resin, and cz. MSRP \$555.

Angelique de Paris  
610-282-7227



**A&P Afarin**

18K white, yellow, rose gold diamond pendant with 18K rose gold chain MSRP \$9,900.

A&P Afarin Co.  
212-944-0188



**Rina Limor**

Honey jade earrings surrounded with black spinel and accented with yellow sapphires and diamonds. MSRP: \$10,000.

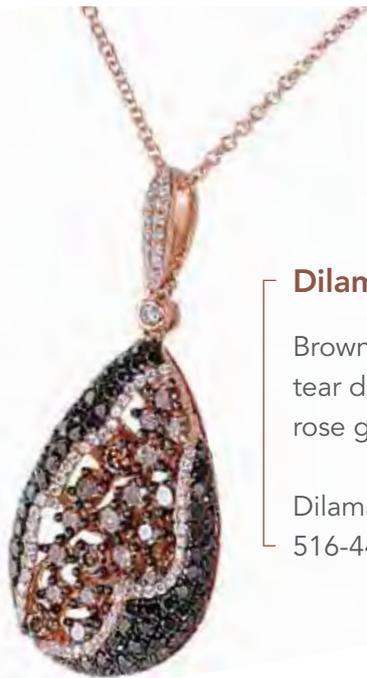
RINA LIMOR for J.R. Gold Designs  
800-999-0583



**Dilamani**

Brown, black & white diamond tear drop pendant set in 18K rose gold. MSRP \$4,500.

Dilamani  
516-446-6767



**Mastoloni**

18K cultured pearl and diamond bracelet MSRP \$3,800.

Mastoloni Pearls  
212-757-7278



**Jenny Perl**

18K Three-tone circle Giverny pendant with diamonds MSRP \$8,400.

Jenny Perl  
(301)933-9500



**Color Story**

Color Story's River Stones collection of softly shaped gemstones. MSRP- earrings \$1,285, bracelet \$2,375.

Color Story  
800-223-1232



## Rahmanan

Fancy yellow diamond set in an 18K gold mounting with diamond accents. MSRP \$18,500.

Rahmanan Corp.  
800-348-4949



## Breuning

Sterling silver with rhodium and rose gold plating and white sapphires. MSRP \$230.

Breuning  
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## Armand Jacoby

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## Platini

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Platini Jewelry  
212-764 7845



## Yael Designs

Fire Opal 6.06 ct., diamonds 0.89 ctw, set in 18K rose gold. MSRP \$8,498.

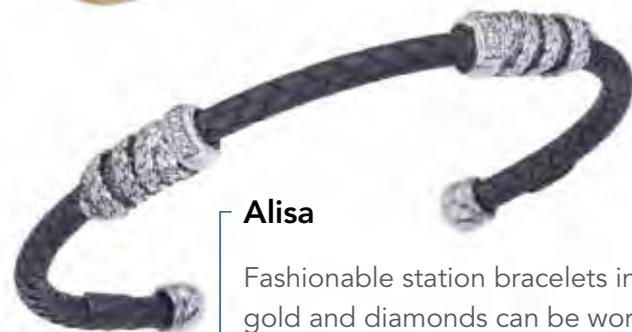
Yael Designs  
415-846-5134



## Alisa

Fashionable station bracelets in silver, 18K gold and diamonds can be worn individually or in stacked patterns. Made in Italy. MSRP \$550.

Alisa  
888-253-6600



## Sethi Couture

Ombre natural color diamond swirl ring – 2.96ctw in 18K gold. MSRP \$7,200.

Sethi Couture  
415-863-1475





## NEW AND NOTEWORTHY

### GIA Appoints Stephen B. Morisseau as Public Relations Director

#### Department expansion reinforces Institute's mission

GIA (Gemological Institute of America) has appointed Stephen B. Morisseau as the Institute's public relations director, effective immediately. The role expands the communications team, reinforcing GIA's mission to protect the public trust in gem and jewelry purchases. Morisseau will be responsible for implementing and driving communication strategies that further GIA objectives.

Morisseau has more than 25 years of experience in communications, public relations and government affairs in the public and private sectors. Following a 15-year career as a U.S. diplomat in Europe and Latin America, he spent 10 years in the international and domestic energy industry in Houston, Texas, including more than two years leading public relations for one of the largest competitive electricity retailers in the state.

"Effective public relations are vital to meeting our commitment to help consumers learn about and understand diamond, gemstone and pearl quality," said Kathryn Kimmel, GIA's vice president and chief marketing officer. "Stephen joins an exceptional team with Amanda Luke, senior communications manager; Kristin Mahan, public relations coordinator; Jessica Sachariason, public relations manager; and Russell Shor, senior industry analyst."

This is part of a continued effort to provide the public, media and industry members with timely and useful information about GIA's education programs, laboratory services and research developments, Kimmel added. GIA's public relations department serves as a liaison between these important constituents.

"It is an honor to join such a well-respected organization, particularly at a time when GIA is expanding, bringing its expertise to constituents and consumers around the world," Morisseau said. "GIA wants to help make sure that the gems and jewelry used to celebrate special occasions in people's lives are as beloved as the memories they commemorate."



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*-Brenda Wilkerson, Owner, Bridgeport Gold & Silver, Bridgeport, Texas*



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## NEW AND NOTEWORTHY

### Silver Promotion Service Announces Strong Silver Results For 2011

The Silver Promotion Service (SPS) released an Executive Summary of its 3rd Annual Silver Jewelry Sales Survey. As in prior years, the online survey was conducted by Nielsen/National Jeweler. It covered multiple measures of silver jewelry's sales performance during 2011 and included a section focusing specifically on results of the Holiday season.

Key findings included the following:

- 77% of jewelry retailers said their silver jewelry sales increased in 2011.
- Of this group, 27% had increases over 25%
- 53% of retailers rated silver jewelry as the best maintained margin during the 2011 Holiday Season
- Silver jewelry represented, on average, 37% of retailer unit volume and 27% of dollar volume

Michael Barlerin, SPS Director commented, "We were obviously aware of silver jewelry's sales strength on an anecdotal basis. To have what we thought to be the case quantified by Nielsen/NJ is extremely gratifying." Barlerin went on to add, "The fact that this is the third year the survey has showed such results has long term implications for the industry. With 93% of the retailers saying they are optimistic that the current sales boom will continue, their opinion reinforces what I have said at various industry events and meetings, a 'sea change' has definitely occurred for silver jewelry."

The Silver Promotion Service is a marketing initiative introduced in 2008 by the Washington DC based Silver Institute. Its objective it to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets.

### South Africa's Minister of Material Resources to Address WDC in Vicenza

The Minister of Natural Resource of the Republic of South Africa, Ms. Susan Shabangu, will deliver a keynote address to the Plenary Session of the 8th Annual Meeting of the World Diamond Council in Vicenza, Italy, on May 14.

Ms. Shabangu will lead a delegation of high-level South African officials. The country holds the vice chair of the Kimberley Process and is scheduled to become KP chair on January

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## NEW AND NOTEWORTHY

1, 2013. South Africa was the first chair of the Kimberley Process, and will mark the 10th anniversary of the launch of the Kimberley Process Certification Scheme during its second term next year.

"It will be an honor to host Minister Shabangu and her delegation in Vicenza," said Eli Izhakoff, President of the World Diamond Council. "With South Africa playing so key a role in the Kimberley Process during the coming two years, their presence underscores the commitment to the ongoing alliance between government, industry and civil society in defending the integrity of the diamond trade."

Among the other senior government officials who will be addressing the WDC Annual Meeting Plenary on May 14 are Ambassador Gillian A. Milovanovic of the United States, the Chair of the Kimberley Process; and Tung-Lai Margue, Director, Head of the Service for Foreign Policy Instruments of the European Commission.

To guarantee a place at the 8th Annual Meeting of the World Diamond Council in Vicenza, participants are invited to register via a dedicated website at <http://meeting2012.worlddiamondcouncil.org>.

### CIBJO Colored Stone Commission Releases Special Report

Nilam Alawdeen (Japan), president of the CIBJO Colored Stone Commission, released its annual Special Report, providing an overview of the issues that dominated the discussions and exchanges between the members of the CSC Steering Committee throughout the year. Additionally, the major topics slated for meetings for the 2012 CIBJO Congress that will take place in Vicenza, Italy this May..

On May 15, the CSCSC will dedicate a full day to its pre-congress meeting. It will discuss and preferably resolve a large number of colored stone-related issues, within the smaller but very knowledgeable forum of gem experts and will make recommendations to the full CSC meeting on May 17.

Both meetings will be chaired by CSC President Nilam Alawdeen (Japan), assisted by his two Vice Presidents, Emmanuel Piat (France) and Charles Abouchar (Switzerland). The following are some of the topics that appear on the CSCSC and CSC agendas.... "

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## NEW AND NOTEWORTHY

### Findings Incorporated Purchases Fuller Findings

Findings Incorporated has acquired George H. Fuller & Son and relocated Fuller to the Findings Incorporated manufacturing facility in Attleboro, MA on April 2, 2012. Fuller Findings will continue to manufacture their line of quality findings, as they have since 1858, and will continue to service all of their customers. Combined, both firms offer over 220 Years of jewelry industry experience.

"We are excited to be able to enhance our quality product offerings here at Findings Incorporated," says Harvey O'Connor, CEO. "We look forward to having Paul Mooney continue to work with us as the Vice President of the Fuller Findings, a Division of Findings Incorporated. He and his team bring a wealth of industry knowledge and strengths that will benefit both companies"

Findings Incorporated has continued to successfully serve the jewelry manufacturers and wholesale jewelry communities. With the purchase of Fuller Findings, this will further strengthen their offerings of quality products as they look forward to future growth.

For more information please contact Findings Incorporated, Harvey O'Connor at 1 80- 343- 0806 extension 127, or Paul Mooney at 1 800 237- 0043.  
info@findingsinc.net

### Vanna K Launches Royal Engagement Ring Sweepstakes

The Vanna K Bridal & Fashion Jewelry Collection has launched its Royal Engagement Ring Sweepstakes. Facebook fans of Vanna K who enter, will be eligible to win the popular crown design semi-mount engagement ring and pendant-brooch from Vanna K's Royal Collection valued at over \$8,500.

In her quest to crown a new queen, Vanna K will be selecting one winner to win the popular crown design semi-mount engagement ring valued at over \$5,000. In addition, bonus entries will be given to fans to win the crown design pendant & brooch (all-in-one) valued at over \$3,500.

Fans of Vanna K can log onto <http://www.facebook.com/VannaKJewelry> and enter to win.

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## NEW AND NOTEWORTHY

Vanna said, talking about brand loyalty, "last year, we were incredibly humbled to receive over 10,000 entries from people who wanted to win our sweepstakes and in doing so we were honored to touch the lives of two Vanna K fans' who won an engagement ring and wedding band." Vanna continued to remark that "we remain fortunate to have such a loyal following and we want to continue to enrich our fans lives with the opportunity to win one of our best selling engagement rings."

The sweepstakes began on March 20th and will conclude on June 30th. For the official sweepstakes rules please visit [www.VannaK.com/sweepstakes](http://www.VannaK.com/sweepstakes)

For more information visit [Facebook.com/VannaKJewelry](https://Facebook.com/VannaKJewelry) and [twitter.com/VannaKJewelry](https://twitter.com/VannaKJewelry) If you would like more information about this topic, or to schedule an interview, please contact Arch Kitsinian at [info@vannak.com](mailto:info@vannak.com).

### AGS Lab Partners with Worldmart\*E

The American Gem Society Laboratories, LLC (AGS Labs) officially launched a strategic partnership with Worldmart\*E at a signing ceremony at the Worldmart\*E facilities in Panyu, China on March 27, 2012. Through this partnership, the AGS Labs brand name and AGS diamond grading standards will be promoted among Worldmart\*E members. Local China markets will be able to learn more about the AGS, as well as access international diamond market information to enhance their sourcing and trading of diamonds at the online Worldmart\*E platform.

"We are always seeking ways to expand the AGS Labs brand worldwide as well as provide training on the AGS Performance-based cut grade system," said Peter Yantzer, Executive Director of AGS Labs. "This strategic alliance with Worldmart\*E offers AGS Labs the opportunity to reach an ever-expanding market in China."

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C.D. Peacock

Lesley Krails  
Sales Manager,  
GE Capital



## NEW AND NOTEWORTHY

### About Worldmart\*E

Worldmart\*E is the online extension of the Worldmart organization set up in 2004 with the approval and full support of Ministry of Commerce and the Guangzhou Government to serve the gem and jewelry traders, manufacturers and retailers throughout China and overseas. The Worldmart\*E platform provides the diamonds and jewelry industry worldwide with dedicated one-stop solution along the whole business cycle, with online trading opportunities created and backed up with strong support in the areas of logistics, payment, custom clearance, and brokering services. For more information, please visit Worldmart\*E at [www.worldmarte.com](http://www.worldmarte.com).

### The SHOW – In the Heart of it All

2012 is Columbus, Ohio's 200th birthday. During 2012, dozens of events and activities some new, some special editions of perennial favorites — will commemorate the city's 200th birthday. Including the Mid-America Jewelry Show!

With a lively arts and entertainment scene, great shopping and professional sports, there's always something fun happening in Ohio's capital city. The SHOW will again be held in the heart

of downtown at the Hyatt Regency/Columbus Convention Center. Education sessions will be held all day Friday, August 17 and the trade show will be open on Saturday and Sunday, August 18 and 19.

Four of Columbus' top entertainment areas surround downtown mean you don't have to venture far to have a good time after visiting suppliers on the trade show floor. Next to the Greater Columbus Convention Center, the Arena District is home to the Blue Jackets National Hockey League and the Clippers Triple-A Baseball teams, concerts, restaurants and nightclubs. In the neighboring Short North Arts District, you'll find restaurants, galleries, boutiques and nightclubs. South of downtown is German Village, a historic district with restaurants and shops.

Columbus has one of the country's most innovative food scenes. From vegan to BBQ, you'll find more than 100 restaurants downtown offering most every kind of cuisine.

Explore downtown's new parks – Columbus Commons and the Scioto Mile that stretches along the riverfront with a stunning



## NEW AND NOTEWORTHY

fountain at its southern end. Central Ohio is packed with fun attractions, including the Columbus Zoo and Aquarium, voted the favorite zoo of America by USA Travel Guide, and COSI Columbus, the No. 1 science center in the country for families according to Parents magazine. In August, COSI will feature an exhibit on WATER. Explore where our planet's water is, how it's used and how to become better stewards of it. WATER is designed to engage all learning styles through hands-on and digital interactive elements, videos, wall panels, models, specimens and live animals.

Central Ohio is known for shopping. At Easton Town Center, just 15 minutes from downtown, you'll find Macy's, Nordstrom and hundreds of specialty stores, along with one of the city's best collections of restaurants and entertainment venues. Head 30 minutes north to Polaris Fashion Place, which has six anchors including Saks Fifth Avenue.

Arrive for The SHOW early or stay an extra night to spend at one of Columbus' performing arts events. Among your

choices are BalletMet, Broadway Across America-Columbus, the Columbus Jazz Orchestra, The Columbus Symphony and the Contemporary American Theatre Company. See world-class visual art at the Columbus Museum of Art, the Wexner Center for the Arts, The King Arts Complex and Franklin Park Conservatory and Botanical Gardens. From March to September, the Conservatory delights all ages with an immersive experience showcasing the fascinating life cycle and ecological importance of the butterfly. Hundreds exotic butterflies emerge from their chrysalises right before visitors' eyes and are released into the Pacific Island Water Garden each day. Butterflies of all sizes and colors fly freely among visitors and feed on nectar from colorful blooms.

Of course don't forget the Ohio State Buckeyes and the Jack Nicklaus Museum-a must-see for golf fans. Plan your trip to Columbus now for the city's 200th birthday party AND THE Mid-America Jewelry Show's 69th anniversary event. We promise you'll go home educated, excited to sell, and maybe even exhausted!



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Our thanks to Absolute Brilliance, Inc. & the International Gemological Institute for sponsoring the reception.



## NEW AND NOTEWORTHY

### GSI OPENS LABORATORY IN BELGIUM

Gemological Science International (GSI) announced that it has opened a new laboratory in Antwerp, Belgium, making it the fourth GSI operation located in major international diamond centers.

In addition to its headquarters in New York City, GSI has laboratories in Mumbai, India, and Ramat Gan, Israel, which was opened in 2011. The new GSI office is located on Pelikaanstraat 62, in the heart of Antwerp's Diamond Center.

"Antwerp is an important diamond trading center, and we believe it will continue to be a global trading hub," said GSI CEO Mark Gershburg. "Our presence here helps us respond more quickly to our clients' needs as well as supports our long-term strategic goals. We have received a very warm welcome from our clients and others in the diamond community."

For more information about GSI – Belgium, contact Celine

Gouwy at Belgium@gemscience.net or call +32 (0) 3-689-1140.

### About GSI

GSI is a full-service gemological laboratory, one of the three largest in the USA. Its clients are large manufacturers, major jewelry chains, department stores, and online jewelers. It is headquartered in New York City's Diamond District at 581 Fifth Avenue and has operations in Mumbai, India, Ramat Gan, Israel, and Antwerp, Belgium. Visit [www.gemscience.net](http://www.gemscience.net) or contact Debbie Azar, Executive Vice President, at 212-207-4140, Ext. 202 or [debbie@gemscience.net](mailto:debbie@gemscience.net).

### GIA and University of Dar es Salaam Sign Memo of Understanding

GIA and the College of Engineering and Technology at the University of Dar es Salaam in Tanzania, Africa have signed a Memo of Understanding. This initiative gives 20 individuals the opportunity to apply for GIA's Accredited Jewelry Professional intensive program, which will provide them with knowledge of

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## NEW AND NOTEWORTHY

diamonds, colored gemstones and jewelry. University of Dar es Salaam, the oldest and largest public university in Tanzania, will host the five-day class and select students from the application pool. To fund this initiative, GIA will provide a grant valued at \$25,000 that waives the tuition fee and provides the instructor, training materials and gemological equipment. In addition, the Institute will donate two GIA gemological microscopes to the university.

"We are grateful for the University of Dar es Salaam's support in facilitating these classes," said Donna Baker, president and CEO of GIA. "We have a continued commitment to ensure that gemological education in Africa is as accessible as possible in order to develop the skill base of local workers, which in turn improves life in the community."

The three-course Accredited Jewelry Professional program teaches polished diamond quality; how to translate jewelry design, style and manufacturing features into benefits for consumers; the basics of colored stone identification; how to explain treated, synthetic and imitation stones with full

disclosure; and jewelry selling techniques.

"We're honored to collaborate with GIA as we share the same standards of academic integrity," said Professor Jamidu Y.H. Katima of the University of Dar es Salaam. "This is a valuable opportunity for our local residents and we encourage them to apply."

GIA has an established presence in Africa, operating a full-service campus in Botswana and a laboratory in Johannesburg. In addition, GIA has offered diamond, colored gemstone and jewelry arts education at other facilities in Africa. GIA was accredited by the Government of Botswana in 2011, and has provided classes in Gaborone to further the country's goals of increasing local employment and added value services from its diamond production.

For more information about GIA's education program at the University of Dar es Salaam, contact Charl Roberts at [croberts@gia.edu](mailto:croberts@gia.edu). Visit [www.gia.edu](http://www.gia.edu).

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## NEW AND NOTEWORTHY

### Russian Indian Diamond Spat

Rough & Polished, Russia's diamond industry online news service, reported the Association of Diamond Manufacturers of Russia sent a letter to the Indian Gems and Jewellery Export Promotion Council expressing indignation about a request made by India's Minister of Industry, to Russia's Minister of Economic Development, to formalize a mechanism for the sale of diamonds to India by the Gokhran, Russia's State Depository for Precious Metals and Gems.

Maxim Shkadov, the CEO of Kristall, Russia's largest diamond manufacturer and also the Chairman of the ADMR board responded to the Indian letter arguing in accordance with Russian law, the Gokhran sells rough diamonds from its stock to Russian diamond manufacturers, as it aims to reduce the shortages in rough supplies to Russian diamond cutters. However, he emphasized that the amount of rough diamonds sold locally fails to meet demand, even that of ADMR's own members. Having said that, he asked his Indian counterparts: "Do you really offer to formalize a mechanism for the sale of diamonds to India under these circumstances?"

Rough & Polished quoted Shkadov continuing his criticism of the Indian minister's request: "Gentlemen, we understand your appetite, but at least have some conscience: Russia is not Zimbabwe and it works in a civilized market under civilized rules. It's quite enough to have Indian companies lined up to buy from ALROSA, which declare a desire to drive out all other customers from this company offering to pay 10% to 15% more. Such moves lead to excessively inflated prices for rough diamonds making manufacturing economically inefficient since polished diamonds turn out to be cheaper than rough. And in this case the reason lies with speculation and not with processing costs, technology or marketing of finished goods as it is used to be within the practice of civilized market. Just remember what your similar actions brought about in 2008. I think no one would like to have this situation repeated."

"We are ready to discuss any options for cooperation in an open mode to prevent any such backdoor activities in the future and we ask you to consider the above in your future endeavors," Rough & Polished quoted Shkadov's concluding words.

IDMA Secretary General Ronnie VanderLinden said that Shkadov's letter was a welcome fresh breath of air. "The leaders of both of these associations know each other very well and therefore this frank and open letter is a breath of fresh air and an argument held among friends. I am sure that ADMR's contentions will be taken very seriously by GJEPC. As members of IDMA, they share a set of common values and interests that go beyond their own, more immediate goals, and that is, among others, the long-term sustenance of the international diamond manufacturing community at large," VanderLinden said. TRJ

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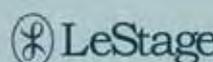
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