

THE RETAIL JEWELER

Your Resource for Building a Better Business • Volume 5, Issue 4 • June 2014



Goldstein Diamonds
Page 67



Color Merchants
Page 67



Alex Woo
Page 26



ONLINE ORDERING
(LOWERED SHIPPING RATES)

CO-OP ADVERTISING
PROGRAM

LIFETIME GUARANTEE
(FREE SIZING)

BENCHMARK

1 800 633 5950 ■ BENCHMARKRINGS.COM

FREE ENGRAVING

STOCK BALANCING

METAL OPTIONS

SAMPLE PROGRAMS

IN-SHOWCASE DISPLAYS

AWARD WINNING DESIGNS

CO-OP ADVERTISING PROGRAM

HAND-MADE

sara blaine®



SARABLAIN.COM • 770.650.0999



VISIT US AT

LUXURY BY JCK - BOOTH LUX416
LAS VEGAS ANTIQUES SHOW



Got great stuff to sell?
We might buy the whole
kitten kaboodle.

We buy, or will trade on, almost anything.
And, we will pay large premiums
for signed pieces.

BUYERS & SELLERS OF • Diamonds of all sizes • Antique and modern jewelry • Vintage and modern watches • Entire estates
Confidential & Immediate Payment



GOLDSTEIN DIAMONDS
BRINGING THE FUN BACK TO DOING BUSINESS

800-237-0364

GOLDSTEINDIAMONDS.COM



The Essence of Timeless Design
18 KARAT - PLATINUM - FINE GEMS



LUXURY
BY JCK
BOOTH 1011



Belle Étoile®

Discover Belle Étoile,
award-winning designer jewelry brand.
Visit us at JCK Las Vegas in **Booth B5317**
to learn more about our exciting Fall
programs to help drive traffic and
increase sales in your store.

To request an appointment,
call 877.838.6728.

You are the star.
Let us be your entourage.



belleetoilejewelry.com sales@belleetoilejewelry.com

Vapeur by Belle Étoile © 2014

Belle Étoile is looking for sales professionals for
multiple US territories, including Northwest, Inner
Mountain, parts of the Midwest, South, and Florida.

Please email résumés to
careers@belleetoilejewelry.com.

shine like the star you are ★

TABLE OF CONTENTS

JUNE 2014

- 8 Face-to-Face Selling and The Marketing Mix *By Frank Dallahan*
- 10 BadaBoom, And Then You're Dead *By John A. Politi*
- 14 Important Tips For Managing Your Business *By David Brown*
- 16 Shipping and Receiving with Security in Mind *By David Sexton*
- 18 What SEO You Need To Worry About, And What You Can Skip
By Matthew A Perosi
- 20 Jewelers Mutual Warns That The April's Fool Joke May Be On You
By Kelly Green
- 22 Corporate Gifts. An Opportunity For Jewelers? *By David Doskow*
- 26 A New Take On Sales Figures *By Tina Snyder*
- 28 New and Noteworthy
- 34 Savor Silver
- 58 Silver Salutes the Service
- 66 The Style Page
- 80 Center Stage
- 84 Sound Off
- 86 Advertiser's Index



66



67



67



67



COVER: The Model is wearing jewelry from the new Venice collection by Phillip Gavriel. Precious gemstones, Authentic Venetian Cameos, all set in sterling silver and 18kt gold. Shot on Location in Venice Italy. Art Direction Giuseppe Spoto, Photography Hans Withoos.

**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
every day at www.TheRetailJeweler.com



Designed, Produced and
Printed in the USA

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



Temptuous

The Swirl Collection in Sterling Silver

THISTLE & BEE

NEW YORK


SILVER
PARTNER

thistleandbee.net 888.288.2801 facebook.com/ThistleandBee

JA NEW YORK • JCK LAS VEGAS

JCK Las Vegas
Design Center - #S10916



A number of years ago, United Airlines ran a TV ad that presented a boss gathering his team for a serious get together. The boss said that the company had taken for granted the interpersonal relationships they'd established over the years with their clients. He lamented that in the era of emails, cell phones, and laptops they had forgotten the importance of personal contact with customers. At the end of his talk, he handed out tickets to each team member with the instruction that selling, of necessity, involves doing business face to face and he wanted them all to hit the road to see their best customers. After he handed out the tickets to his sales team, there was one ticket left in his hand. Someone asked him who would get that ticket. He replied that it was for him, that he was going to see the company's number one customer because they had just started doing business with a competitor.

This slice of life story is as appropriate today as it was a few years ago when it ran and perhaps even more so now. It is especially so in our jewelry business, both at the retail and the wholesale levels because so much of the business is done on a face-to-face basis.

The retail business is largely if not entirely done face to face. A client comes into the store, speaks with a sales person; explains why he/she is there and the sales process begins. Jewelry stores are, after all, destination locations. Consumers don't come to a jewelry store to look for furniture or clothing. They're there to find out about products, prices, qualities, and probably, most of all; they're there to find something special and very likely, for someone very special. In those cases where a woman is there for a self-purchase, she is still looking for something special for herself.

The jewelry sales process ideally is an interactive one between the consumer and the retail sales person. The customer after trying on a ring, a bracelet, or a necklace expects to hear feedback – hopefully positive - from the sales associate. In providing feedback, the salesperson establishes rapport and trust with the client. In this environment asking for the order is natural.

What a difference we see today with numbers of consumers buying all manner of products on line, including jewelry. QVC, or any number of other similar re-sellers, do a good job of communicating features and benefits to consumers in their selling process. The missing element, however, is the immediacy and the feedback a live sales person offers after the customer has put on the ring, the bracelet, or the necklace. As the buzz of doing business on the Internet continues to rise, retail jewelers increasingly fret over how they are measuring up with the non-personal selling methods and efforts.



By Frank Dallahan

Rather than fret, jewelers must understand that face-to-face selling is a significant strategic advantage they provide to their client bases, assuming their sales staffs are more than adequately trained. Knowledgeable, expert, well-trained sales staffs make all the difference when talking with a consumer. Making informed decisions necessarily involves asking questions. The consumer or a jeweler can get lots of factual information from the Internet or from a firm's website. With an informed sales person, the consumer can ask relevant questions of the value

differences between how well the diamond is cut, what the color is, how much clarity influences price. The consumer is unable to evaluate with any degree certainty the differences between one diamond and another despite the efforts of Internet sellers to claim all diamonds with similar grading reports make the choice easy, just on price. This is one of the reasons that diamond sales over the Internet in my view are far more risky than purchasing from a retail jeweler.

The concept of the Marketing Mix is an appropriate topic in which to plug in Face-to-Face selling. There are in every sales proposition a variety of different tools to employ in winning a customer's business. Advertising, sales promotion, public relations, websites, email, being Internet savvy, and personal selling, each has a role to play in a jeweler's marketing plan. It is a balancing act so that each element is used in proportion to the goal of reaching and persuading the consumer.

So often when technology changes bring new methods of reaching the consumer, experts rise up and tell us that this is the only way. Change everything and put your entire budget into one area or another. Balance is important. Not so long ago, it was common knowledge that local newspapers were a thing of the past. They had no role in contemporary marketing. A funny thing happened on the way to Internet nirvana, Warren Buffet decided to invest in local newspapers because they are still read by important segments of the consumer world. Jewelers take note!

Keep your budget spending in balance. There is room for newspaper advertising, catalogs, website development, and sales training. In the end, all of the areas where you spend your marketing budget are designed for one thing: to bring the consumer into the store and meet face-to-face with a knowledgeable, competent sales person!



Frank Dallahan

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

ALLISON-KAUFMAN

C O M P A N Y



MANUFACTURERS OF

Fine Diamond Jewelry



(800) 800-8908

www.allison-kaufman.com

7640 Haskell Ave., Van Nuys California 91406

AK
Since 1920

To See More Visit Us At

Luxury & JCK
Las Vegas : LUX1227

BadaBoom, AND THEN YOU'RE DEAD

By John A. Politi

You don't have to be a celebrity to famously screw up your Estate Planning responsibilities. My research confirms that most Americans don't have a will, let alone a revocable living trust. Now if it's your intent to get even with your loved ones, then do nothing, nada, no Estate Planning at all. You will succeed and make their lives truly miserable by tangling them up in a legal labyrinth to navigate, or possibly even a Mt. Everest-sized tax bill to scale. Right off the bat what's important to know is that constructing and maintaining an effective estate plan will require the right tools. So take a moment now and ask yourself this question: Do you have your estate planning in order? If not, step to the front of the line at the doors leading to your Estate Planning Attorney, Certified Public Accountant and Financial Planner. While many of us like to think that we're immortal, the old joke is that only two things in life are for sure: death and taxes. As stated by Investopedia, "Not only is it important that you have a plan in place in the unlikely event of your death, but you must also implement your plan and make sure others know about it and understand your wishes." I live by the mantra, "Organize, don't agonize," and as quoted by Benjamin Franklin, "by failing to prepare, you are preparing to fail".

On June 19, 2013, actor James Gandolfini died in Rome, Italy. He was best known for his role as Tony Soprano in the hit HBO series, *The Sopranos*. His death was sudden and unexpected. No, not by gunshot wounds or falling to a meat cleaver. Mr. G had a heart attack while touring Rome with his 13-year old son. Public records show that James Gandolfini had an estate valued at \$70 million. He was divorced from his first wife, with whom he had a son who is now 15, and at his time of death married to his second wife, with whom he had a daughter born in 2012. Although not entirely unheard of or considered unusual today, this scenario does in fact make the case for proper and advanced Estate Planning all that much more important. No doubt that his will highlights a number of issues for those so-called blended families to consider. For those of us that have viewed Mr. G's will, it would appear that his Last Will & Testament was a mess, an estate from hell! Well, that depends upon who you talk to maybe yes, maybe no, but it definitely had some weak links.

What we do know from New York State public records (his will was filed in a NYS Court) was the following:

- 1 December 2012, two months after his daughter was born he made a will that left his home in Italy in trust for his two children at age 21
- 2 At the same time he left a trust for his son with the option to buy his NYC condominium (valued at \$3.5 million) at age 25
- 3 Mr. G established an ILIT (Irrevocable Life Insurance Trust) for his son funding it with a \$7 million life insurance policy. By setting up the ILIT, the proceeds from the insurance policy flow directly to the trust, with no NY or federal estate taxes on the \$7 million
- 4 He split his remaining estate after other gifts among his widow, daughter and two sisters
- 5 Gandolfini's wife, one of his sisters and lawyer were named as the co-executors of his testamentary trusts set up in his will (could have been a savvy move to prevent any one beneficiary from being favored).

Now the fun started. Both his current wife, the mother of his daughter, and first wife, and mother of his son, are fighting over his estate. We all know who benefits from this and it's not any heir, but the lawyers. Mr. G did not leave the bulk of his estate to his current wife, Deborah Lin. When a person who dies leaves assets to his or her spouse, the estate tax does not apply to those assets passing to the spouse, but in this instance, Gandolfini left less than 20% of his estate to Ms. Lin. One can only assume that he said in true Tony Soprano fashion, "Fuggedaboutit, the hell with Uncle Sam, I'll pay the tax and give to whoever I want to give my money to!" Unfortunately the manner in which Gandolfini's will was drawn can only exacerbate any trouble that erupts because the will is subject to the probate process (for a probate primer read my November/December 2012 archived in *The Retail Jeweler* column on the Probate Process).

Let's take a look at the St. Valentine's Day Massacre-type estate mess that Tony, uhhh, Gandolfini left behind.

Gandolfini never updated his will for estate taxes and now more than 80% of his estate will be subjected to Estate Tax, and Federal Estate Tax of approximately \$30 million. True, he updated it six months prior to his death, and a few months following the birth of his daughter, but he never addressed estate taxes, ouch!

New York State is next up at bat - taking a swing at its State Estate Tax of about 5% starting after the first \$1 million, and going up from there to 16%, to the extent the assets exceed about \$10 million. That could reach as high as \$10 million in state taxes. (Note: On March 31, 2014, Governor Andrew Cuomo signed legislation that made broad changes to the New York State estate and gift tax laws these broad changes may warrant the reevaluation of any estate plans currently in place.)

Italy has on its books what are referred to as, "forced hardship" laws that may also trump his will. He should have consulted with an Italian attorney and had an Italian will drawn up that passes the property in accordance with Italian law.

If Gandolfini had created an easy and relatively inexpensive revocable trust, his will would have never been placed in the public record for the entire world to see.

He used percentages to divide up assets for his two sisters, his wife and baby daughter in his will. This will cause more headaches because anything left to his wife wouldn't be subject to estate tax. But, by including her in these percentages, rather than specifying amounts, he created a very complex tax calculation to determine how his wife's tax-free share influenced the other 80%.



PREMIERING THE EBONY TOWER

by

Debbie Brooks

Store in Store
Display



*Introducing
Men's Handwood
Cell Phone Covers*



*Men's Handwood Display
Cell Phone Cover
Countertop Display*

Debbie Brooks
NEW YORK

Shows: RJO, IJO, JCK LV Booth B5482, PRIME

1.888.DEB.BROOKS www.debbiebrooks.com Facebook- [Debbie.Brooks.Handbags](https://www.facebook.com/Debbie.Brooks.Handbags) Sold Exclusively in Jewelry Stores, No Department Stores.

AMERICAN GEM
SOCIETY

BadaBoom, AND THEN YOU'RE DEAD

I could go on and on, but I think that you get the picture. The bottom-line is:

- Update your will regularly
- Non-traditional families require more planning
- ILITs are a smart move
- Multiple Executors and Trustees can provide necessary checks and balances
- Foreign property is different
- Keep it private avoid the probate process
- Use a Revocable Trust to safeguard your privacy
- Living Wills can help express your wishes to your heirs
- Think taxes, but not first planning can minimize taxes
- Consider tax efficient gifts & transfers
- Consider children 's ages carefully

One may think that James Gandolfini was a schmuck for the manner in which he handled his estate plan. Aside from forking over \$30 million to Uncle Sam, he might have, in fact, been as wily as a fox. To quote one the greatest economists and investors that ever lived, John Maynard Keynes, "In the long run we are all dead."

James Gandolfini was not the only famous celebrity to end up with the federal and state governments as a financial partner, let 's briefly examine some others.

Philip Seymour Hoffman hadn 't reviewed his estate planning in the ten years prior to his death. The value of his estate had increased significantly over that time and was ultimately valued at \$35 million when he died. He left a significant portion of his estate to his oldest son, Cooper, and the rest to his longtime partner Mimi O 'Donnell, the mother of Cooper and the couple 's two other children, Since Hoffman and O 'Donnell were not married at the time of his death, his estate (minus small tax exemptions) was susceptible to a 40% tax rate. If they were married, \$12 million less would have ended up in the hands of the IRS. The complication: A Trust for Ms. O 'Donnell should have been set-up.

Whitney Houston's father named Whitney as a beneficiary on a large life insurance policy, but it was unclear if he wanted Whitney to keep the money or to repay money owed by Whitney's step-mother. This confusion led to a two-year court battle which is still ongoing! The complication: Leaving Your Intent Unclear.

Sonny Bono passed away at the age of 62 without even a simple will in place. This leads to many complications, including a secret love child that surfaced and wanted a piece of Bono's estate. The complication: Procrastinating

Marlon Brando's housekeeper alleged that he made oral promises of a home and continued employment to her, which led to two separate lawsuits after Brando's death. The complication: Making Verbal Promises

Michael Jackson created a trust, but never fully funded it, defeating a primary purpose of having a trust. This made it much easier for his family to fight in probate court ... and made the feud public. The complication: Failing to Finish What You Started

Heath Ledger never updated his will with the birth of his daughter, leading to chaos and family members fighting through the press. Updates need to be made with life events such as divorce, remarriage, pregnancies and births, etc. The complication: No Updated Will

Too many times my clients have indicated they have been remiss in not preparing either a will or revocable trust (also referred to as a living will or inter vivos trust). By not having a will you cannot even address your choice of legal guardianship concerning your young children. And, to make matters even worse, these individuals never took the time to prepare the very necessary documents covering:

- Durable Powers of Attorney for Asset Management
- Advanced Health Care Directive
- HIPPA Release Form

In some cases they say, "I don 't have an estate, why do I need an estate plan?" I tell them that no matter your net worth it 's important to have a basic estate plan in place otherwise, your state of domicile writes your will for you - when you die! They are totally unaware of where to start or the consequences of not having a will. Others say that they're uncomfortable telling a stranger personal details, or that they 're not ready to make certain life decisions. Then you have some that just want to avoid dealing with family issues. Young people don 't believe they need a will. Why not? Because they're young. But what I hear most often is, ONLY WEALTHY PEOPLE NEED A WILL AND ESTATE PLAN.

Everyone must have a will, no ands, ifs, or buts! Once you take inventory of all that you own you might realize that you also need an estate plan. The American Bar Association has developed a very helpful and easy to follow Estate Planning Review form http://www.americanbar.org/content/dam/aba/migrated/publiced/practical/books/wills/appendix_a.authcheckdam.pdf

Please review this form and start the process it 's really not that difficult, expensive or time consuming. More importantly, you can take charge of your legacy and be remembered not only for your largesse, but also for your wisdom.

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



John A. Politi, Jr

John Politi is a Financial Advisor with Main Street Financial Solutions, LLC, and Managing Director of their offices located in Harrison, NY. John's team provides comprehensive and customized, Fee-Only financial planning, consultation and investment advisory services for individuals, families and businesses. Since 2011, John has volunteered his time as the Executive Director of the New York City-based Jewelers for Veterans Foundation, a 501(c)(3) non-

profit, dedicated to connecting US Military Veterans with training, financial education & employment in the jewelry industry. He is a member of The Twenty-four Karat Club of New York. John welcomes your input and can be contacted at, jjpoliti@msfsolutions.com, or telephone (914) - 517-7574, fax (914) 517-7577.



MARS

A World Apart. Since 1987.



We're the other MARS.

We're also your preferred retail partner because our exclusive mission is to help you close the sale. Our incentive is to make all of your clients' jewelry needs a reality. We offer you a constellation of choices, custom creations, competitive pricing and exceptional customer care.

Are you getting all of that from your current manufacturers? If it seems foreign to you, let us help change your perception of what a jewelry manufacturing company can do for you.

We offer the following services:



Online Purchasing



Co-Branded Catalogs



Custom Ordering



Advertising Assets



Branded Displays



Product Images



Co-Op Advertising

Please contact us to receive our latest 248 page catalog, or register on-line by visiting our brand new trade website to view and order the latest MARS designs.

See us at the JCK Las Vegas Show, May 30th to June 2nd. Booth #S-10441

LOS ANGELES | 888 592-MARS (6277) | marsjewelry.com

Important Tips For **MANAGING** Your **BUSINESS**

By David Brown

Often there may be a number of reasons why retailers can fall on tough times. There could be a shortage or an absence of customers or a lack of resources, outside events may also affect things beyond their control.

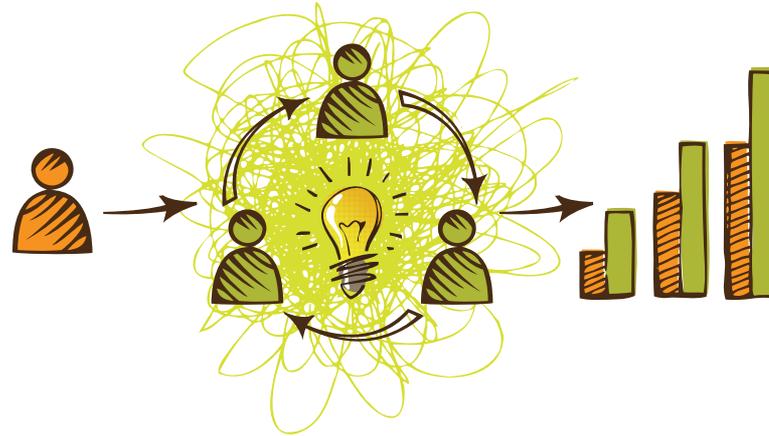
However, there is one thing that a business can never fall short of and that is, ideas. One can always come up with new strategies to help accelerate the business. Whether the times are good or bad, a good idea can turn around the fortunes of your business. In fact, ideas are more essential in bleak times than when times are good, for necessity is the mother of invention.

The sad reality is that in spite of a number of different opportunities available, some business owners aren't able to use the existing circumstances to their advantage. The fault for this lies with the owner alone.

Too many owners are guilty of not completing the challenges that they take up. Truth be told, if they were working under someone, the average business owner would have a hard time getting away with the "lack of following-up". However, when you are self-employed you are accountable to no one. The staff does as they are instructed, but who will keep the activities of an owner in check? It is very tempting to postpone tasks that don't require immediate action and get distracted.

Lack of a definite goal or objective is often the main problem. When you are in a seminar or highly motivating conference, it is easy to get excited about your future and you are automatically motivated to achieve your goals and take your business forward. The harsh reality is that when caught in the rigmarole of earning a livelihood, one is swept away in the monotonous routine of life, and forgets about the underlying purpose behind all their efforts.

It is necessary to have a tangible goal in sight to obtain this. Motivation can be of two kinds: positive and negative. A strong negative emotion can push you a lot further than a positive one... no matter its strength! You can test this by asking a group of people to earn \$20,000 and the result will be mixed depending on the people who are part of the group. On the other hand, if you told the same people that they were at a risk of losing \$20,000 they already possessed, you'll see more



determination in them taking action. It is human nature to put in more effort to prevent our self from losing something than we would if we had to gain the same thing.

So how can a storeowner compel himself to follow through whatever tasks he begins?

Have a clear goal and purpose.

You need to keep reminding yourself why you're doing something in order to motivate yourself. Ask yourself, "Is this the perfect use of my time?" Remember, time once lost cannot be regained! Thus, make sure you spend every minute judiciously on the tasks that make a difference to your business.

Keep aside time for thinking and planning. The key to achieving results is effective preparation and planning all your tasks. It makes it easier for you to follow up.

Don't over-burden your to-do list, start small. You can't start training for a marathon with a four-hour run. Get into the habit of completing tasks before adding on new ones.

Keep the appointments that you make with yourself. Don't let yourself down. Make yourself a promise that you will do everything to see a task to its completion.

Don't give up easily. Whether or not you achieve the desired result, make sure you follow up until a particular activity is finished.

When you complete an important task, treat yourself. Take a moment to praise yourself. You've earned it! Go out for a drink, a weekend trip or reward yourself with a massage, but make sure to gift yourself something for all the effort.



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 Edge Retail Academy's management mentoring and industry benchmarking reports contact Becka Johnson Kibby: becka@edgeretailacademy.com or 877-910-3343, ext 1

Colored gemstones are making brides

WOON.

More than ever, engagement ring trends include colored gemstones. Brides today long to be unique, and a vibrant colored center gemstone, or a halo of color surrounding her diamond, is the way to make her shine. At Stuller, you'll find the gemstones you need in the sizes you want, because we have the largest gem supply in the business.



Order today, and you can sell them tomorrow.

stuller.com

800 877 7777



STULLER
CHOOSE • CHANGE • CREATE



Shipping and Receiving with Security in Mind

By David Sexton



It may seem like simple advice, but you can't be too careful as you send and receive valuable packages. It's an everyday risk in the jewelry industry, but shipping losses can be one of the most frustrating sources of insurance claims, creating setbacks, both for your business and your suppliers or clients. You might be surprised by the amount of calls insurance companies get from their policyholders on items that go missing during the shipping process. Between your shipping operation and your customer's door, there are countless opportunities for theft and damage. The good news for jewelry businesses is there are steps that can be taken to help ensure shipments arrive intact and on time.

PREPARING FOR SUCCESSFUL SHIPMENTS

Shipping is an aspect of most jewelry businesses, from home-based operations to large-scale and multi-location enterprises. In all cases, defining a structured shipping process can significantly decrease shipping-related losses. The first step to safe shipping is to review your insurance policy to verify you have the shipping insurance coverage you need, including coverage for your particular shipping methods and the appropriate and adequate limits of coverage for the product being shipped. Jewelers block insurance policies often have standard shipping limits that may or may not be sufficient for the scale of your shipments. A knowledgeable Jewelers block insurance agent can help assess your shipping risks and work with your insurance provider to find the right coverage for your needs.

Jewelry businesses can amend their Jewelers block limits of shipping coverage by requesting an endorsement to the policy. This endorsement can be a temporary or permanent change in the limit of coverage. It is critical that jewelry businesses always use the specified shipping carrier and method for which there is coverage under their respective insurance policies.

LOG YOUR SHIPMENTS

Maintaining an accurate and complete inventory record is one of the best practices any jewelry business can adopt to help protect the operation from loss. Likewise, it is a good business practice to log all shipments, noting the recipient, merchandise details, value, and the shipping carrier used for each shipment.

In the event of a claim, it is common for insurance companies to request the following documentation:

- An itemized list of missing jewelry property;
- A signed statement from a principal in your firm describing the loss;
- Copies of the original invoices or memo agreements to substantiate the cost of the items; and
- Copies of all shipping documentation.

Some jewelers have helped facilitate their shipping claims process by submitting photos of damaged packages they received or videos of their shipping and receiving procedures recorded in their shipping area. Though typically not required, this kind of supporting evidence can be extremely helpful in resolving a claim in a timely manner.

PACK WITH LOSS-PREVENTION IN MIND

Having confirmed the limits of shipping insurance coverage that are in force and establishing a shipments log, you are now ready to examine your shipping materials and packing practices.

Envelopes are notoriously unsafe, as they're easily torn and more likely to be lost. Sturdy unmarked boxes are the preferred material for packaging jewelry shipments. Be sure you have boxes in various dimensions to accommodate shipments of different sizes. The recommended technique is to place the jewelry item(s)

in an envelope, bag, or container and then pack that container in a small box. Interior boxes should be labeled with the recipient and return addresses, as well as the tracking number, if possible. Next, pack the small box inside a larger box that is no smaller than a shoebox. Inside the boxes, packing materials should be easy for recipients to unwrap. By protecting and labeling the interior box, you may avoid losses due to damage in transit. Once the boxes are secured, seal the exterior shipping box with gummed, reinforced paper mailing tape or pressure-sensitive shipping tape. Do not use string, cellophane tape, or masking tape to seal boxes, as these materials are easily compromised.

DISGUISE YOUR SHIPPING LABEL AND PLAN FOR THE DESTINATION

As you create shipping labels, try to avoid language that identifies the contents of the package as jewelry merchandise. Avoid all words associated with jewelry. If you're sending a package to J. Jones Jewelers, for instance, consider addressing it to 'J. Jones.' Disguise the return address in a similar fashion.

ON THE RECEIVING END

A few simple steps can help you avoid losing the contents of incoming shipments and protect yourself against any discrepancies between what was shipped and what you actually received:

- When you receive a shipment, take the time to confirm you are signing for the right number of packages and ensure the tracking numbers match.
- If an arriving package appears damaged or compromised, it could have been tampered with during shipping. Refuse it and return it to the shipper.
- Keep good records. Immediately log all incoming packages, including those you have refused. Record the shipping method, tracking number, and shipper's information.
- Open carefully! Closely examine the contents and look for any items that might have been affixed to an inside surface. Examine all packing materials before throwing it away. You can't be too careful or your jewelry could wind up in the trash!
- Unpack items one at a time and compare the contents with the packing list.

To help jewelers improve the security of their shipping and receiving practices, Jewelers Mutual has created videos for jewelers to share with their associates. In just two minutes, jewelers can share this valuable information on shipping and receiving and help secure their business. For more loss prevention tips, visit the Safety and Security page at JewelersMutual.com.



David Sexton

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

Diancée[®]
Bridal Collection



Equinox[®]
GOLD COLLECTION FOR MEN

PARAGON
Couture Group

JCK BOOTH S10242
SHORELINES, LEVEL II
BRIDAL PAVILION

(800) - 435 - 8848
sales@paragon-gem.com



PARAGONCOUTURE.COM

HANDCRAFTED IN U.S.A. • BRIDAL SAMPLE PROGRAM • STOCK BALANCING
CUSTOM CAD DESIGN • MARKETING & WEB SUPPORT • CUSTOM DISPLAYS



What SEO You Need To Worry About, And What You Can Skip

By Matthew A. Perosi

Google strives to create a world of Internet search where the smallest business owner can appear in search results side-by-side with a large brand. Google monitors more than 200 different online “signals” and ranks your website based on how well those signals match with a “searcher’s intent.”

With 15 years of search query data captured, Google is learning how to match websites with the intent of the user. Using this historical information they know that someone searching for “bridal” usually wants a wedding gown and someone searching for “wedding bands” more likely wants jewelry rather than a musician.

Google doesn’t say what those 200 ranking factors are, and they change them all the time as the Internet evolves. Prior to matching search phrases with intent, Google used a method of counting keywords, content, and hyperlinks to rank top results. In years past, you could hire a technically savvy person who could figure out and exploit some of those 200 search engine optimization (SEO) factors. Those who paid for larger SEO efforts, usually ranked better in the results.

Because Google’s trying to match search queries to intent every business owner now has the innate ability to manage their SEO better than any hired agency. The process of search engine optimization is no longer complicated; it’s just time consuming. There are still some technical aspects of SEO relating to the computer hardware and the initial setup of your website, but these technical aspects don’t usually need to be monitored as a SEO agencies would have you believe.

Your website should be an extension of yourself and of how you talk to and gauge needs of customers in your store. Google hopes to replicate that process with their algorithmic method of matching search intent. How you describe your business, products, and services on your website should mimic how you would speak to someone in person; this in turn helps Google match your website to someone’s online intent. Other than your website, Google monitors how your business interacts socially with your customers. This is another time consuming process that’s best managed by store employees. When I say, “time consuming” I really do mean it. The SEO exploitation method of the past usually involved some systematized process that could be repeated thousands of times the exact same way. This saved a lot of time, but it also artificially increased the results of any business that could afford to pay for it.

In 2012 and 2013, Google successfully squelched the effectiveness of any SEO act that could be turned onto a simple step process. They’ve even removed many websites from search results as penalties for their exploitation of SEO techniques.

I now classify SEO techniques into three categories: (a) those you should avoid; (b) those you can do yourself; and (c) those technical things that you will need to hire someone for. This is how I organize them:

Do-it-Yourself	Avoid These Now	Technical SEO
<ul style="list-style-type: none"> • Content Creation • Social Media Engagement • Write Page Titles • Write Meta Descriptions • Put address on every page of your site 	<ul style="list-style-type: none"> • Over analyzing keywords • Social Bookmarking • Article Submission • Press Release Optimization • Link Building • Directory Submissions 	<ul style="list-style-type: none"> • Host your website on a fast server • Use correct HTML programming code • 404 Error page check • Check settings of Robots.txt file • Broken links check • Sitemap.xml Updating • Analytics Analysis • Usability Analysis

It would take a while to explain each of the items above in detail. You and your staff could handle the items in the Do It Yourself column if you have the time and after learning the basics of how to do it on your website.

The items listed in the middle column are services that you should avoid now. These are the exploitable techniques that Google will penalize you for using them. The first four items in the Technical SEO column are usually one-time jobs that your programmer should take care of when setting up your website. The last four are the SEO tasks that truly need to be watched every month. Content creation is any type of website update, blog post, or even photography. You can share the burden by asking employees to get involved. Content creation should be a scheduled activity throughout every month. It’s the analytics analysis that will give you monthly new ideas for content you and your staff should be creating.

As you can see, most SEO work is now in your hands ever since Google eliminated everything that could be systematized. Your investment of time should pay off as Google strives to equalize search results based on quality of information and customer satisfaction.



Matthew A Perosi

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email “Nuggets” is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.



TAKAT.COM

+1 855 RATAKAT

RTAKAT@TAKAT.COM

NEW YORK | DALLAS | BEVERLY HILLS

† TAKAT
ESTD. 1955



Jewelers Mutual Warns That The April's Fool Joke May Be On You

The Wrong Insurance Coverage Could Drive Your Customers to a Competitor

By Kelly Green



A successful jewelry business is built on the loyalty of its customers. That's why smart jewelry retailers begin building a relationship with the very first purchase – most often, the purchase of an engagement ring. But despite a jeweler's best efforts, the loss of a cherished piece of jewelry could drive that customer to another retailer. The insurance provider may be the culprit, leaving neither the jeweler nor the customer any say.

Standard homeowners' policies may provide only limited jewelry protection, which could exclude damage and loss. That is a devastating blow to someone who's already reeling from the loss of a ring or other piece to which they are emotionally attached. But even when policies make good on the claim, there can be real pain for the jeweler who sold the piece, as well. Many insurance carriers request that customers use jewelry repair or replacement companies within their network, or to obtain several estimates before proceeding with a claim. Those requirements can cut the original jeweler out of the loop, not to mention the inconvenience to the customer. It's all dollars and cents to the insurer, but it's a matter of trust and peace-of-mind to the customer.

Jewelry insurance specialists recommend jewelers begin forming a relationship with their customer that extends beyond the jewelry sale. "We recommend that jewelers mention jewelry insurance to their customers with each jewelry sale," says Michael Calabresa, director of business development for Jewelers Mutual Insurance Company. "Our personal jewelry insurance product, called Perfect Circle® Jewelry Insurance is an option for them to consider when making a decision about how to protect their purchase. What many jewelers don't realize is that Jewelers Mutual sends their insured customers back through their door for regular jewelry cleanings, inspections, value reassessments and appraisals. These are all fantastic opportunities for jewelers to strengthen their customer relationships, upgrade jewelry and make additional sales when a customer sees something they just have to have."

A Jewelers Mutual policy for Perfect Circle® Jewelry Insurance coverage is dedicated solely to jewelry. It provides worldwide comprehensive coverage against loss, theft, damage and mysterious disappearance or unexplained loss. "Not all policies offer the same types of coverage," Calabresa says.

"Jewelers Mutual will not require multiple estimates, and will allow the individual to work with their own trusted jeweler."

The final question to ask an insurer, Calabresa points out, is whether the policy will cover replacement of a lost or damaged piece with "same kind and quality" so the new piece will be virtually indistinguishable from their treasured original... "That it will be returned looking exactly as it did the day they fell in love with it." And if the customer is concerned about digging into their own wallet to help cover the total costs of replacement or repair, the insurer should provide the option of choosing a \$0 deductible.

"If a jeweler wants to build and maintain a relationship with a client for life," Calabresa concludes. "Start by mentioning Jewelers Mutual – a company that specializes in insuring fine jewelry. We're a company that understands how much that ring or necklace means to them, above its monetary value. Selecting the right insurance policy can pay off for both the jeweler and the client in the long run."

Underwritten by Jewelers Mutual Insurance Company, Neenah, Wisconsin. Coverage is subject to underwriting review and approval, and to policy terms and conditions.



Kelly Green

Director of Personal Lines
Jewelers Mutual Insurance Company

THE SECRET IS OUT

WHAT OTHER
SUPPLIERS
DON'T WANT
YOU TO KNOW!

*"BUY DIRECT
FROM THE WORLD'S
LEADING CHAIN
MANUFACTURER"*

JCK
JEWELRY
B5216

same day shipping - warranty
personal service - no minimums
CALL FOR NEW CATALOG



MIDAS
The Premier Jewelry Manufacturer
(877) 643-2765
sales@midaschain.com
www.midaschain.com

Corporate Gifts. An Opportunity For Jewelers?

By David Doskow

Are you letting your customers go to others for their corporate gift giving? If so, you are giving up a potential area of growth for your business. The corporate gift business is a business which can be mined for profit. It takes work and it won't come overnight.

What is the corporate gift business? The simple answer is that it is the supplying of gifts and services to an individual, partnership or corporation that buys to give away to staff, customers, donors, vendors, attendees, etc. It is not for resale. It is not just for-profits that purchase gifts. Hospitals, religious organizations, schools as well as business entities all buy gifts for retirement, births, sales promotions, sales meetings, ground breaking ceremonies, leadership and of course service awards for their employees. It is an event business.

01 The first step to getting into the corporate give business is making the commitment to do it. Just as you would for a major line, you have to decide to be fully invested in the project or it won't fly. Each member of the firm needs to be fully on board. There is no way to guess where the leads will come from: but many will come from the customers you serve in your store.

02 The next step is to decide how to sell into the market. Many stores hire a person whose only job is to sell corporate gifts. Spending his or her time soliciting organizations in the area. Others designate



Thistle & Bee engraveable sterling silver square cufflinks with torpedobacks. MSRP: \$195



Thistle & Bee engraveable 1" Classic Cuff in sterling silver. MSRP: \$425



Thistle & Bee sterling silver engraveable picture frame.

one or more staff members to spend some amount of each day or week seeking out this business.

03 The third step is to create a brochure. This is a leave behind along with the firm's contact person and their contact information.

The brochure can and should be used as a mailing piece as well. It can be used to introduce your store to potential clients and second, to leave behind after the appointment or the cold call. This brochure does not have to be fancy but it does have to reflect the the image of the store. The brochure will have a positive and lasting effect if it is done simply and right.

After you get the appointment, then what? Of course, this is just the beginning. You have to find out what the customer wants. Many only know they want something. Many won't have a budget, nor will they have a date and know how many gifts they'll need. It is always a process. But, it is one that can lead to big sales with no product return.

We have done all kinds of different event gifts and that is what they really are:

- Service awards that recognize years of dedication to the organization
- Groundbreaking gifts recognize the optimism of the organizations leadership
- Name badges
- Birth of an employee's child - a silver spoon.
- Bookmarks for a schools reading program
- Moneyclips to mark the end successful sales meeting
- Keyrings for a car dealership
- New product introduction mementos

The potential, literally, is only limited by your imagination and hard work. It may take a year before you get results. But, you will get results and probably in areas you would have never guessed. Remember this, the best place to start is with your current store customers: Doctors, lawyers, CPAs, insurance agents, contractors and university officers. The list is endless. Not all programs use the gifts at once. The event gifts are used right away, but many are going to be ongoing programs. It is business you can count on monthly and yearly. Good Luck.



David Doskow

David Doskow, chairman of the board of Leonore Doskow, Inc. started his career with the company 45 years ago in a sales position. The company more than 75 years old specializes in sterling silver and 14kt gold jewelry and gifts.



WORK SMARTER, **NOT HARDER.**

The RinGenie engraving and setting tool is engineered to boost speed and accuracy. Work smarter, more productively and more creatively!

- Fast precision layout for **setting** and **engraving**
- Holds rings in any position
- Auto calibrates layout
- Speeds up your workflow

FREE GROUND FREIGHT
Use code RJ614

Free shipping up to 40lbs. to the US 48 contiguous states only. Expires 7/31/2014.

See a Live Demo at: **JCK, Las Vegas** May 30–June 2, 2014 | Booth #B6355



800.243.4466
www.gesswein.com

A NEW TAKE ON SALES FIGURES

By Tina Snyder

When a couple enters your store and heads straight for the engagement rings, you mentally reach for your tried and true bridal sales approach. But what happens when the less obvious consumer walks through the door? What do you say to the female self-purchaser who's "just looking?" You might start by asking if she prefers a specific type or style of jewelry, or if she favors certain metals or gemstones. But have you ever thought about asking her, What's your favorite number?

Numerology in Practice

The Science of Numbers, or Numerology, is a window to the inner self. It's far too complex a subject to present here, except in summary.

The Greek philosopher and mathematician Pythagoras is largely credited as the founding father of numerology. In practice today, numerologists often rely on your birth date to reveal key aspects of your inner self, shedding light on character traits that are present and lacking in an effort to help you better understand who you are and discover your full potential. This also illuminates how you communicate with and relate to others in the world, and can help you to improve those relationships through purer understanding of your innate character. Numerologists can chart your birth date and show you in-depth what the numbers reveal about you. (They can also convert your given birth name to numbers and offer insights based on those calculations.)

Although there are varying approaches to finding your numbers, a common method used involves adding together the numbers in your birth date and reducing to one digit*, arriving at your "Ruling" or "Life Path" number. For example, if you were born on August 12, 1962, your Ruling number is 2. Using this example, you calculate the Ruling number as such:

$$\begin{aligned} 8 + 1 + 2 + 1 + 9 + 6 + 2 &= 29 \\ 2 + 9 &= 11 \\ 1 + 1 &= 2 \end{aligned}$$

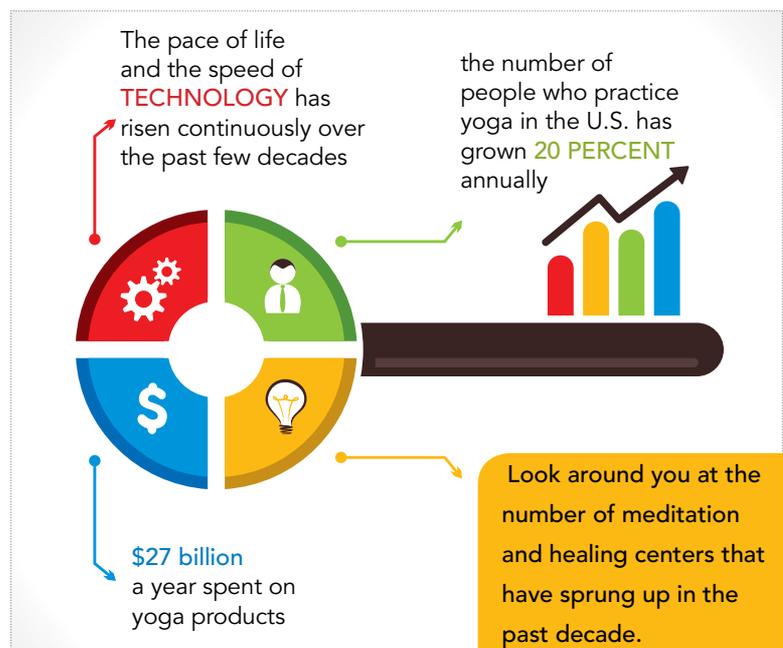
Your Ruling number reveals details about your personality (both positive and negative), your life's purpose, and the vocations for which you are best suited. Many sources exist in print and online if you are curious about exploring the meaning behind your Ruling or Life Path number.

*Note that in different disciplines of Numerology there may be some discrepancy. For example, in Pythagorean Numerology [as noted by David A. Phillips, Ph.D., in "The Complete Book of Numerology"], the Ruling numbers are 2 through 9, as well as the compound numbers 10, 11, and 22/4.

Numerology on the Sales Floor

So you're thinking, what are the chances of a numerology enthusiast walking through my door? The answer is probably greater than you think.

As the pace of life and the speed of technology has risen continuously over the past few decades, so too has the rate at which Americans are actively engaging in activities that ground the mind, body, and soul. Take the example of yoga. According to statisticbrain.com, over the past five years the number of people who practice yoga in the U.S. has grown 20 percent annually, with \$27 billion a year spent on yoga products.



Look around you at the number of meditation and healing centers that have sprung up in the past decade. The statistical and anecdotal evidence points to Americans searching for a deeper understanding of their lives, and more and more are realizing that numbers play a key role in that search. That said, beyond Ruling and Life Path numbers, key events, people, and dates in our lives all correspond to numbers—and all of these numbers can translate beautifully into wearable, meaningful jewelry. Here are three examples of how you can use numbers to sell the jewelry in your cases:

Experience the *white* **HOT**
opportunity for your store

FOREVER BRILLIANT®

Created by CHARLES & COLVARD

Certified, laser inscribed, and guaranteed from the source

800.210.4367 | foreverbrilliant.com/trade

Experience FOREVER BRILLIANT®

Whiter & brighter, right from the source.

No after market treatments, we grow it that way!

Experience BRIGHT WHITE

Forever Brilliant® is up to four grades whiter than conventional moissanite.

Experience BRILLIANCE

Forever Brilliant® explodes with radiant sparkles... even in candlelight!

Experience FIRE

Forever Brilliant® delivers bursts of vivid colors that are absolutely breathtaking!

See us at JCK Las Vegas | May 31 - June 2 | Booth #S10329

FOREVER BRILLIANT® DISTRIBUTORS:

VENAZIA™
HAUTE-COUTURE JEWELRY

305.909.4909
venazia.com

A&A Jewelry Supply

800.433.5544
aajewelry.com

RIO GRANDE™
Since 1944
Sharing your passion for making jewelry.
Products. Service. Knowledge.

800.545.6566
riogrande.com

QUALITY GOLD

800.354.9833
qgold.com

**Unique Settings
of
New York®**
Our name says it all.

800.466.4900
uniquesettings.com

STULLER

800.877.7777
stuller.com

Don't ignore the obvious. Charms have been hot for the past few years, and they show no sign of going out of style anytime soon. A number charm can be the perfect gift or self-purchase for the woman who wants to wear her number for all to see. Alex Woo of New York City designed her Little Numbers collection to conjure a feeling for a loved one or reignite a memory in one's life. "They can commemorate a number of children or grandchildren, lucky number, anniversary date, birthday, milestone, sports number, or Life Path number," says Woo. "I personally believe in lucky talismans and sentimental objects that hold meaning. My Life Path number is 8, and in the Chinese culture 8 is a very lucky number, so that is one I wear often in my daily life."



Alex Woo's Big Little Numbers Collection, 877-WOO ICON

Sell by the stack. The trend of stacking rings and bracelets is going strong—and what better way to quietly wear your favorite number than in the form of a gorgeous stack. When launching my company, STACKED New York, we developed our own brand guide presenting the meaning behind the numbers 1 through 9 based on numerological theory. Our company tagline is "Strength In Numbers" because we believe wearing a certain number of bangles or bands can symbolize a hope, dream, challenge, or circumstance in your life. By encouraging the consumer to wear her number in a stack of jewelry that she customizes herself, you empower her to create a style statement that is personally meaningful—a story that is hers to share, but only if she wants to.



Sara Graham Metalsmithing, 800-670-0917

Look anew at the bridal set. A traditionalist will always want a classic engagement ring and wedding band combination, but many of today's brides-to-be are looking for something unique and special. Why not think of ways beyond engraving to commemorate her wedding date?



Sterling silver stack bangle bracelets from STACKED New York, 401-954-1753

Sarah Graham of Sarah Graham Metalsmithing in San Francisco has found that many of her customers purchase her stackable bands as wedding rings, foregoing the traditional bridal set. The number of bands chosen is wide open to interpretation—from distilling the wedding date down to a single digit to wearing the number of years the couple has been together to symbolizing a number with personal meaning. "Our collectors aren't the least bit traditional, but that doesn't mean they don't like incorporating sentiment into their jewelry," says Graham. "For example, it isn't uncommon for our newlyweds to already have children, so having a stack of rings—one for each family member—beautifully represents the marriage of the entire family."

In the case where the numbers would be too large to stack bands, the number of gemstones or diamonds featured could also be an option for symbolizing a special number in the couple's life.

So the next time that window shopper walks through your door, reconsider your approach. Starting the conversation with a question about her favorite number could improve your sales figures for the day.



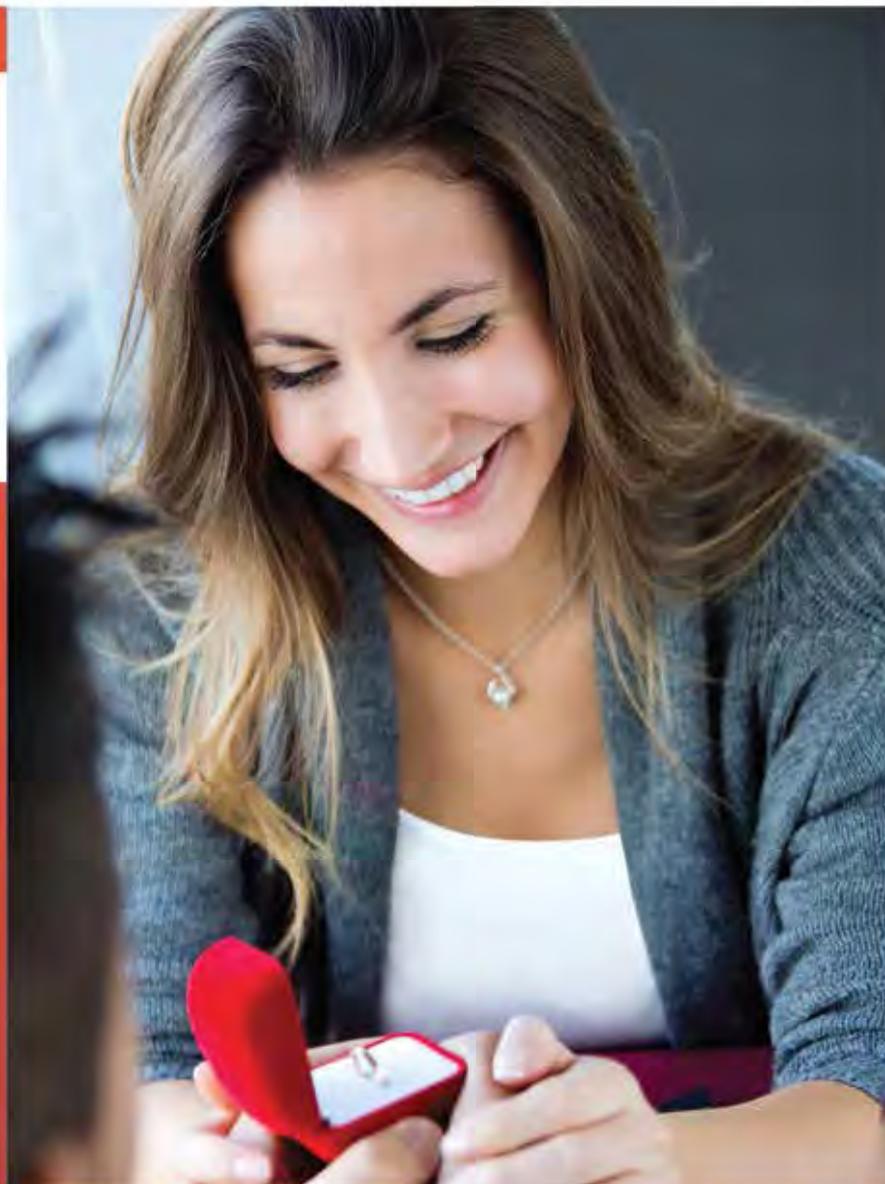
Tina Snyder

Tina Snyder is co-owner of STACKED New York (stackednewyork.com), a New York-based luxury brand that crafts street smart and spiritually connected Argentium silver stackable bangles and bands. Former Editor in Chief of MJSA Journal and a member of the

Women's Jewelry Association, Snyder is a 15-year veteran of the jewelry industry and has presented at The JCK Shows, MJSA Expo New York and ConFab, and The Portland Jewelry Symposium. She can be reached at tina@stackednewyork.com.

A lasting commitment worth celebrating

Some of life's most important commitments deserve a celebration. That's why Jewelry businesses choose the Wells Fargo Jewelry Advantage® credit card program time and time again.* It's financing that offers more purchasing power and the convenience of paying over time — two ways to help their customers celebrate what's important.



With competitive credit limits, outstanding service, and stability, it's an easy-to-use program you can celebrate, too.



Or, learn more about the *Wells Fargo Jewelry Advantage* credit card program before the show.

Call 1-855-298-6993

Monday – Friday, 8:00 a.m. – 6:00 p.m. Central Time

Visit WellsFargoJewelryAdvantage.com

Visit us at JCK Las Vegas

Booth #L120 | Mandalay Bay Resort & Casino
May 30 – June 2, 2014

* The Wells Fargo Jewelry Advantage® credit card program is provided by Wells Fargo Financial National Bank and is serviced by Wells Fargo Retail Services.
© 2014 Wells Fargo Retail Services. All rights reserved. ECG 1173060 0214

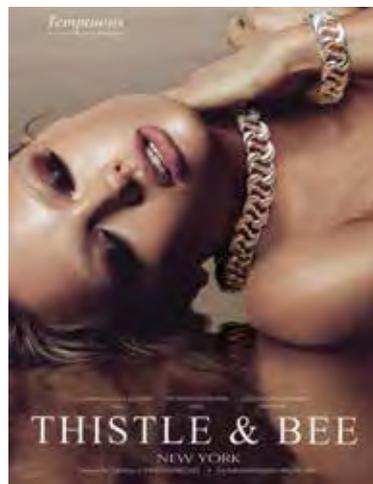
New and NOTEWORTHY

Thistle & Bee in the News

Thistle & Bee was featured in Inside Weddings and Veranda Magazine. A Thistle & Bee piece was also included in the silver themed editorial page appearing in InStore Magazine for Father's Day.

They also announced the launch of their new consumer ad campaign in June in select Major Markets. (featured is an example of the Ad that will be appearing in the June issue of Vanity Fair in the Dallas market.). They are showcasing their new Swirl Collection in sterling silver.

Veranda Magazine- March/April - Editorial- Style: Thistle & Bee Open Weave Hinged Bangle in Sterling Silver (11mm). Suggested Retail \$425.



Inside Weddings- Spring 2014 - Editorial- Jewelry Box Section: Thistle & Bee Men's Plain Tie Bar in Sterling Silver. (Suitable for engraving). Suggested Retail \$95

Mary Moses Kinney Honored By IDCA in Las Vegas



Mary Moses Kinney, Merchandising Director of the Independent Jewelers Organization, will be honored as the "Doyenne of the Year" for 2014 by the Indian Diamond & Colorstone Association. Mary has dedicated her work to building confidence between the independent retailer and the jewelry manufacturer. Her extensive experience in merchandising, purchasing and manufacturing, as well as executive level experience in key areas of the jewelry industry has positively impacted all aspects of the industry. It is a great honor for IDCA to present this award to her.

The Indian Diamond & Colorstone Association is a not-for-profit organization based in New York that plays a key role in the service of the jewelry trade. The award will be presented at IDCA's 30th Annual Gala the JCK-Las Vegas Show. The awards ceremony will be held on Friday May 30th at the South Seas Ballroom Mandalay Bay Hotel. It will start with a Cocktail Reception at 6.00pm followed by the awards ceremony and then dinner. The event is well attended by key industry leaders including jewelers and vendors. IDCA is very happy to extend an invitation to you and your colleagues to share in this celebration. Tickets for the Awards ceremony and dinner are priced at \$250.

Please contact the IDCA office for any further information at office@idcany.org.

The Vow App Partners With The Knot Wedding Network

The Vow App is now one of the featured designers of The Knot Wedding Network. Customers who visit The Knot website or mobile app will now be able to download The Vow App immediately and be located to their closest Diadori retailer using automatic GPS. By being featured on The Knot, Diadori retailers are automatically receiving traffic from The Knot as well. As a Diadori/The Vow retailer, jewelers can also receive an extra 20% off any above and beyond services they would like with The Knot. For more information please contact alex@diadori.com

ROYAL CHAIN GROUP INTRODUCES



MONTREAUX

elegance in twisted cable



*Modern classics in stainless steel,
sterling and diamonds.*

VISIT US AT JCK LAS VEGAS, BOOTH B5305, IJO BOSTON, AND RJO MINNEAPOLIS.
ROYALCHAIN.COM 800.622.0960

ROYAL
CHAIN
GROUP

1978

New and NOTEWORTHY

A Pearl Odyssey to Tahiti Awaits 2 Lucky People

The CCAA announces second fund raising event.

Do you wonder how a pearl comes to be? Ever dream about the exotic locations they come from? Stop wondering and dreaming. You could win a trip to the French Polynesian island of Tahiti –home to the finest Tahitian black south sea pearl farms

Announcing the Cultured Pearl Association’s second annual fund raising event with proceeds from ticket sales directly benefiting the association’s initiatives; promote awareness and education of cultured pearls.



**DO YOU WONDER HOW A PEARL COMES TO BE?
EVER DREAM ABOUT THE EXOTIC LOCATIONS THEY COME FROM?**

Yes Tahiti! 0001

SOUTH SEA ADVENTURE TICKET

STOP WONDERING AND DREAMING. Win a trip to the French Polynesian Island of Tahiti, home to the finest Tahitian black south sea pearl farms.

YES, IT'S TRUE. YOU COULD WIN A CHANCE-OF-A-LIFETIME TRIP TO TAHITI FOR ONLY \$10.

The Cultured Pearl Association announces its second annual fund raising event, with proceeds from ticket sales directly benefiting the association's initiatives promoting awareness and education of cultured pearls.

NURTURE YOUR MIND, BODY, AND SPIRIT.

Enjoy tranquil days and nights as you luxuriate in the pristine waters and silky soft sand of the island. Adventure awaits when you visit the French Polynesian Island of Tahiti, home to the exotic Tahitian black pearl where you'll discover the amazing odyssey this miracle of Mother Nature takes from seed to birth.

Airfare made possible by our generous sponsor Air Tahiti Nui.

AirTahitiNui

Tickets can be purchased for \$10 at the Cultured Pearl Association's World Pearl Exhibit, located at the JCK Show, Booth L25 in the Main Lobby, or by calling Bo Perry at 800-31-PEARL. Winning ticket will be drawn December 1, 2014. Visit www.ccaa.org for complete rules and details.

The CCAA Pearl Odyssey to Tahiti gives you a chance to luxuriate in pristine waters, silky soft sand, tranquil days and nights. Nurture your mind, body and spirit.

Adventure awaits; visit the French Polynesian island of Tahiti, home to the exotic Tahitian black pearl. You will discover the amazing odyssey this miracle of Mother Nature takes from seed to birth.

Enter to win an all expense paid trip for two. Tickets are \$10 each; tickets are limited. Airfare made possible by generous sponsor - Air Tahiti Nui. Tickets will be available for sale May 1, 2014. The winning ticket will be drawn December 1, 2014.

Please visit www.ccaa.org for details. The Cultured Pearl Association of America, Inc is a non profit group founded in 1957, comprised of the finest manufacturers, wholesalers, dealers and suppliers of Cultured Pearls in the United States.

The CCAA's intention is to cultivate awareness, interest, demand and successful marketability of Cultured Pearls for the retail community and consumer. Through promotion, education, public relations and unwavering commitment we aim to inspire an authentic passion for all Cultured Pearl varieties.

Sarine (formerly Sarin) Technologies announces the Sarine Light – Brilliance, Fire, Sparkle and Light Symmetry diamond grading solution

This Sarine Light system now enables professional jewelers to accurately demonstrate diamond beauty to customers with dynamic digital grading reports on the iPad and tablet - bringing the diamond to life with real time images! The Sarine Light grading report can be instantly personalized and shared by email on all social media websites including Facebook, Twitter, etc with your store's logo and contact information.



RAISE THE BAR



Request the new 2014-2015 catalog

(877) 643-2765

sales@midaschain.com

www.midaschain.com

JCK
143 YEARS
B5216

MIDAS
The Premier Jewelry Manufacturer



Rina Limor Fine Jewelry Unveils New Responsive Website

Fine jewelry designer Rina Limor has launched her new luxury website. The site unveils a new tagline, new product and the new fresh positioning of the brand: Rina Limor Fine Jewelry "Everyday Extraordinary." After forty years in business, Rina Limor continues to push the envelope and evolve the business of offering jewelry that women want to wear, every day and every way.

RinaLimor.com aims to become one of the first web infrastructures that tightly integrates an elegant user experience with multi-channel marketing methodologies.

The website was built with the latest responsive technologies that intelligently adopt to the user's device making navigation easy and uniform for modern multi-screen shoppers across PC, mobile and tablet devices.

The new website features four sections: Collections, About, Press and the Store Locator. The jewelry collections are presented in edited, crisp format. Rina Limor's new collections are reflected-Sunrise (sterling silver with rose gold overlay and affordable colored gemstones), and Twilight (black and white diamond luxurious jewelry). Rina Limor's core jewelry collections- The Anniversary Bands, Signature, and Haute Couture are also represented. The About section unveils a behind the scenes look at the longevity of the brand and the woman behind it. The Press arena notes some of the success that Rina Limor has enjoyed recently. For shoppers and retail partners, the Store Locator is key. With an abundance of jewelry stores, the Rina Limor brand heavily supports them by offering a listing on the site to make client shopping easier. Visit www.rinalimor.com



Imperial's Windsor Collection

Today there are many new innovations in pearl cultivation, and Imperial is leading the way with an exciting announcement.

A little background: For over 50 years freshwater pearl farmers have been attempting to develop techniques to cultivate larger, rounder pearls to compete with the expensive south sea variety. During this time the freshwater pearl's contribution to the pearl market has been impressive; bringing forth a myriad of pearl shapes, colors, and sizes along with accessibility and affordable price points.

Present: The wait is over. Successful major breakthroughs in freshwater pearl farming brings the latest freshwater pearl innovation; exceptionally large, round, lustrous, smooth and ranging with sizes ranging from 13-15mm.

Imperial is bringing these large breathtaking gems to market in a big way with the new Windsor collection. The Windsor collection by Imperial are hand selected gem quality freshwater pearls larger than anything seen before, rivaling the famous south sea variety, at a fraction of the price.

Witness the stunning ring shown, featuring a remarkable 13-14mm, round freshwater pearl with luster that rivals its cousin, complimented by 134 dazzling white topaz.

A perfect match has been made; unbelievably large and impressive freshwater pearls coupled with jewelry designs that are fresh, exciting and affordable in sterling silver. Suggested retail for ring shown is \$550.

For more information about the Windsor Collection call Imperial at 800-556-7728 or visit them at the JCK show PC 500 for the premier of Windsor by Imperial.



YOUR *one* STOP FULL SERVICE DIAMOND SUPPLIER

See us at JCK | B3456

Loose Diamond Inventory 

Gemesis Lab-Grown Diamonds 

Fancy Color Diamonds 

MG Diamond Recovery 

Precious Color Gemstones 

E-Tools 

Earring Emporium 



www.mgellerdiamonds.com | 800.643.5537





YOU CAN ROLL
THE DICE IN VEGAS
THIS YEAR...



OR
YOU CAN ORDER
SILVER
FOR A SURE THING

SILVER 
PROMOTION SERVICE
www.savorsilver.com



As seen in
InStyle
MAY 2014


ARIVA
living in fine jewelry™



SKINNY BANGLES

Sterling Silver • 18kt Gold • Gemstones

See us at JCK Las Vegas, Plumb Club Booth PC740

401.490.5100
arivafinejewelry.com


SILVER
PARTNER

SILVER JEWELRY

SILVER PROMOTION SERVICE/
NATIONAL JEWELER SURVEY



Fast Facts: 2013 Results and Five-Year Trend



73% of retailers reported sales increases in 2013 over the prior year.



The average increase reported was **17%**.



36% of retailers voted silver as having delivered the best maintained margin during the 2013 Holiday season.



Percentages voted best for other categories: Diamond jewelry **28%**; Bridal jewelry **17%**; Gold jewelry **13%**; and Platinum jewelry **6%**



65% or more have reported increasing their inventory of silver jewelry since 2009



Silver jewelry consistently is one third of unit sales and close to **29%** of dollar sales



63% of retailers report silver jewelry is a very important category



During this 5 year period **92%** or more of those surveyed are optimistic about the silver sales boom continuing



SILVER 
Timely. Timeless.

JCK Las Vegas ■ booth B5305
Phillipgavriel.com ■ Tel +1 212-382-3340

PHILLIP  GAVRIEL
NEW YORK

SILVER JEWELRY



SILVER PROMOTION SERVICE/ NATIONAL JEWELER SURVEY

Fast Question:
How do your silver sales compare?

Fast Question:
How does your sales and margin story compare with these jewelers' comments?

Fast Comments from the survey from retailers are interesting and instructive and possibly provocative?

- "As silver becomes a more affordable option for customers, the designs and styles are becoming much better"
- "It drives important traffic into the store"
- "Silver allows us to have the price point we need for our customers"
- "Margins are better. Multiple sales. Self-purchases are better"
- "Very upbeat on silver"
- "Category is growing every year"
- "Ten years ago, I never thought ten years ago I would ever carry as much silver product, but the industry has developed quite a following"
- "Leads to other sales"
- "Silver jewelry is here to stay"



Frédéric Duclos®

silver extraordinaire

HUNTINGTON BEACH, CALIFORNIA

1984 - 2014

30

YEARS OF
EXCELLENCE



DESIGNER OF
DISTINCTION 
SILVER PROMOTION SERVICE

866.898.3636
fredericduclos.com

JCK
LAS VEGAS

BOOTH S10513



JCK JEWELERS'
CHOICE
AWARDS

1st PLACE WINNER 2014

New and NOTEWORTHY

Pinar Oner's Couture Show Special - An Istanbul Vacation

Luxury Turkish jewelry designer Pinar Oner of Pinar Oner Design Atelier is offering an incredible show special to qualified buyers at The Couture Show to be held at the Wynn Hotel in Las Vegas May 29 – June 2, 2014.

Wanting to share the lavish richness of Istanbul with their buyers and distributors who purchase \$15,000 or more in Pinar's jewels, Pinar Oner Design Atelier will host two people at 5 Star hotel accommodations in Istanbul, Turkey for 6 days and 5 nights. Promotion includes hotel, transfers and a city tour for two people. (Airfare not included, other terms and conditions apply).

"My designs are deeply influenced by the historical and iconic motifs of the Byzantine, Ottoman and Seljuk empires," states Pinar Oner. "We believe our buyers appreciation of these cultures, and ultimately my luxury jewels, will be greatly enhanced by experiencing Istanbul firsthand."

A trained graphic designer with a BA from Bilkent University in Turkey and further education from the Parsons New School of Design in New York, Pinar Oner is influenced by the history and heritage of the Anatolian region of Turkey. She draws inspiration from the folklore, artifacts and diverse religious influences of the area to create unique and fresh design elements and stylistic motifs. Creating her jewels in high karat gold, her collections glow with the vibrant colors of gemstones and intricate enameling accent work. The company, Pinar Oner Design Atelier, was launched in March of 2010, and has already garnered international acclaim as a winner of one of the coveted 2013 Couture Design Awards.

Pinar Oner will be exhibiting at the Couture Show, Booth nextWAVE 14, in the LaTache ballroom, May 29 – June 2, 2014, Las Vegas. For details about the special and to make an appointment at the show, call 760-525-9393.



Kate Wolf Transforms Ring Sizing with the True-Size System



Kate Wolf demonstrates using a tool. Creator of Wolf Tools® and Wolf Wax™, Kate created True-Size to help jewelers size rings accurately the first time.

"One of the greatest pleasures in my life is I get to take my frustrations out on my tools," says Kate Wolf, bench jeweler, tool designer and lover of all things well crafted.

So what's her latest frustration? Inaccurate ring sizing!

"I've bought every set of sizing rings I could find over the years," she says. "Not one of them is accurate." That inaccuracy was having a negative impact on customer service (not to mention frustrating bench jewelers the world over). "When the sizing rings and mandrels are inaccurate it results in compound errors," says Kate. "Then the customer comes in, she lights up at seeing the beautiful ring you've made for her, she puts it on, and is disappointed to have to leave the ring behind to have it resized. It sours the transaction."

Her solution? Build a precisely calibrated system that is truly accurate, from the counter to the bench and back.

Kate partnered with George Khanduja of Ikohe to design and manufacture the True-Size ring sizing system. The True-Size mandrels and ring sizers ensure that a size 6 measured with the customer at the counter translates to the exact same size 6 at the bench, eliminating costly resizing efforts, disappointed customers and frustrated bench jewelers with one system.

The True-Size set comes in a wood presentation box that displays beautifully on a counter. It contains 47 stainless steel



KELIM
JEWELRY DESIGN

JCK Las Vegas

May 30th - June 2nd

BOOTH #S10813

NY Gift - NY Now

August 17th - 20th

BOOTH #8352



SILVER™
Timely. Timeless.

New and NOTEWORTHY

sizing rings that look and feel like real rings and an aluminum sizing mandrel that is clearly etched in quarter sizes (because half sizes just aren't accurate enough).



Two steel mandrels, one grooved and one smooth, complete the system. They are also etched in quarter sizes and are perfectly calibrated to the counter set, so bench jewelers can form with confidence and create the right size the first time.

"I have no doubt that the True-Size ring sizing system will be on the counter of jewelry shops all over the country in no time and will replace all other mandrels in the workshop," says Kate. The complete True-Size system is available at RioGrande.com.

Jeweler, tool maven and educator, Kate Wolf has been carving wax and making jewelry for 36 years. She won MJSA's Innovation Award for her Wolf Tools® and Wolf Wax™ by Ferris® and continues to develop tools for jewelers. Kate is a former Director of Production and master model-maker for the Franklin Mint, and she holds a BFA in Metalsmithing and Jewelry from Tyler School of Art.

One of the nation's largest suppliers to the jewelry industry, Rio Grande was founded in 1944 by Saul Bell, a bench jeweler committed to giving jewelers the tools, supplies and know-how they need to excel at their craft. Today Rio Grande manufactures and distributes tools, equipment, gems, findings, displays and packaging

One of the nation's largest suppliers to the jewelry industry, Rio Grande was founded in 1944 by Saul Bell, a bench jeweler committed to giving jewelers the tools, supplies and know-how they need to excel at their craft. Today Rio Grande

manufactures and distributes tools, equipment, gems, findings, displays and packaging for jewelers across the world.

IDDeal Marketing Solutions

Maximize the effectiveness of your advertising exposure with Iddeal Marketing Solutions now available at IDD. Specially designed by popular request, IDD proudly introduces a multi-level marketing campaign designed to enhance the exposure of your retail store for the holiday seasons and boost year-round sales. Take advantage of POS materials, E-commerce options, and full marketing campaigns intricately designed for each collection and program.



Now is the time to drive more traffic to your store, increase your exposure to new and existing customers, and grow your business. Call IDD at 800-621-1162 to learn how Iddeal Marketing Solutions can boost your 2014 results.

Belle Étoile Launches Retailer Resource Center

Belle Étoile has launched a brand new Retailer Resource Center on their website. The center contains important sales and marketing information, including cooperative advertising policy and request forms, marketing request forms, ready-made images for print and digital marketing efforts, as well as a wealth of information for training sales associates and increasing your Belle Étoile sales.





Star Gems Inc.

Email: sales@stargems.com

3850 Holcomb Bridge Road, Suite 350, Norcross, GA 30092

www.stargems.com - 1-800-474-5579

We will make custom design very simple for you

NO CAD FEE for a CAD design
CHANGE FEE for design changes

All with a price quote upfront!

We Can Create

Matching
bands for
existing
ring styles



We can reuse
customer
stones to
create a
dream piece.



Custom
design from
a picture



We can create
one of a kind
design piece
created by our
talented
design artist.



BELLAGIO
LAS VEGAS

YOU'RE INVITED! By appointment only

A Private Shopping Experience May 29 – June 1, 2014 Private suite, Bellagio Hotel, Las Vegas.



Scan QR Code
to register online

GE Capital

In our industry, expertise matters.

“GE Capital has been a true partner for over 10 years. Their experienced professionals know our business and what it takes for a retail jeweler to be successful.”

David Bonaparte
President & CEO, Jewelers of America

Working with GE Capital means having a team that understands your business and is committed to helping jewelry retailers grow. Designed by jewelry industry professionals, our programs and services are the result of 80 years of consumer financing leadership and a knowledgeable team offering the insight and expertise that matters.

Discover what we can do for you. Contact us today at gogecapital.com/luxury or 1.866.209.4457.

Visit us at JCK Las Vegas:
GE Capital, booth #L140
Jewelers of America, booth #L132



Credit is extended by GE Capital Retail Bank.
©2014 General Electric Company. All Rights Reserved.



JEWELERS OF AMERICA

David Bonaparte
President & CEO, Jewelers of America



Shelly Schulz
GE Capital



New and NOTEWORTHY

Suncrest Diamonds Captures Pantone Color of the Year: Radiant Orchid

Suncrest Diamonds, creator of the first and only collection of beautiful pink, yellow and green HPHT diamonds, announced the availability of a new line of radiant orchid diamond jewelry at affordable prices for retailers nationwide.

“Since 1959, our family-owned business has focused on catering to each customer’s individuality,” said Deb Borgemoen, Wickersham Jewelry, with locations in Rothschild, Rhinelander, and Marshfield, Wisconsin. “Our customers are much more aware of industry styles and trends than ever before. With radiant pink diamonds from Suncrest Diamonds, we can now offer our customers something they’ve rarely seen before—in a wide range of beautiful pink colors.”

Suncrest carefully selects diamonds that have been mined from the earth. These diamonds are then heated under high pressures (up to 1 million pounds/sq.in.) to bring out each stone’s stunning color and natural beauty. The HPHT process replicates the natural process of heat and pressure that occurs in the earth when diamonds are initially formed.



“Pantone’s announcement, highlighting radiant orchid as the color of the year in 2014, was music to our ears,” said Sonny Pope, general manager of Suncrest Diamonds. “Beautiful pink HPHT diamond jewelry has always been our specialty. With improvements to our process, we’ve been able to identify and enhance unique and rare diamonds in stunning shades of orchid.”

Following the HPHT process, an additional treatment that combines irradiation and annealing is applied to Suncrest pink and orchid diamonds to ensure that their brilliant color is fully saturated throughout the stone. This treatment ensures that the brilliant pink or orchid color within the diamond will never fade or diminish over time. Pink and orchid Suncrest diamonds (0.75ct and larger) will include a GIA certificate designating that the diamond has been Suncrest Pink Processed.

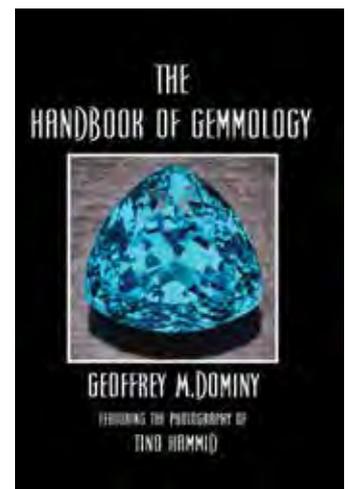
Suncrest Diamonds offers special discounted pricing for retailers who want to add this new line of radiant orchid diamond jewelry to in-store displays. Suncrest will be showcasing its radiant orchid HPHT diamonds at YouTube video: Introduction to Suncrest. For more information about radiant orchid diamonds from Suncrest, call 888-878-6273.

Meet the Author & Photographer at NAJA at JCK

The National Association of Jewelry Appraisers announces the opportunity for JCK Las Vegas attendees to meet Geoffrey Dominy, FGA, author of Handbook of Gemmology, and world renown photographer Tino Hammid. They will be at the NAJA exhibit booth, #L136, in the Lobby Level at the JCK Show. Friday, May 30th, Saturday, May 31 1st and Sunday, June 1st.



What makes this book so unique is that it is the first gemological book written specifically for the digital market! It can be downloaded onto a smart phone, I-pad, e-reader or computer. It is available for both Windows and Mac O/S, and it incorporates state-of-the-art ‘Flipping Book’ technology that gives you the look and feel of a printed book but in a digital format. The Handbook of Gemmology, 2nd Edition, comes with a completely new set of photographs by Tino Hammid (160 photographs in over 75 pages), new inclusion photographs, new sections on diamond classification, diamond and color gem grading, lab-created diamonds and magnetism plus updated information from the previous edition.



The DVD covers all aspects of the science of gemology and gem identification in this innovative and interactive eBook. It is a must for any gemologist, student or jeweler who demands the latest technology and the most up-to-date information.

The NAJA appraisal organization is dedicated exclusively to gems and jewelry that presents outstanding programs to assist the professional appraiser’s continuing education and an unparalleled networking experience.

For further information, please contact Gail Brett Levine, GG, Executive Director, National Association of Jewelry Appraisers, 718-896-1536, naja.appraisers@netzero.net, www.NAJAappraisers.com.

Do Your Customers Golf?

Father's Day - June 15

Here's the perfect gift to offer them:
A Playable Gold or Silver Toned Golf Ball.



Gold Toned Golf Ball

- A High Quality Golf ball treated with a patented plating process. It will not scuff or chip and plays perfectly.
- Presented in a suede pouch with tee & authenticity card.
- Wholesale: \$6.⁶⁰ • MSRP: \$16.⁵⁰



Presentation Display Case

- Wood Grain Base
- Engraveable Plaque
- Wholesale: \$10.¹⁵ • MSRP: \$24.⁹⁵



Sleeve of 3 Gold Golf Balls and Tees

- Wholesale: \$19.⁸⁰ • MSRP: \$44.⁹⁵
- **Minimum Order: 5 Sleeves at \$99.⁰⁰**



- Father's Day Gift
- Golf Tournament Contribution
- Retirement Gift
- Tournament Sponsors
- Hole in One Recognition
- Golf Enthusiasts



Playable Gold Golf Ball and Display Gift Set:
Wholesale: \$16.⁵⁰ • MSRP: \$39.⁰⁰



SPECIAL

9 Gold Golf Balls with 4 Displays: \$99.⁰⁰
OR 15 Gold Golf Balls: \$99.⁰⁰

24k Rose
& Loyalty Co.

Minneapolis, MN
24KaratRose.com


All Made
in USA

Call 800-843-8131
sales@24KaratRose.com

Complimentary Marketing Support:
Ad Slicks: Father's Day and Generic
Email Marketing Content

New and NOTEWORTHY

JBT Launches RatingWatch

The Jewelers Board of Trade® announced the launch of a new service to assist non-members in the jewelry industry to more easily monitor and manage their credit profiles with JBT.

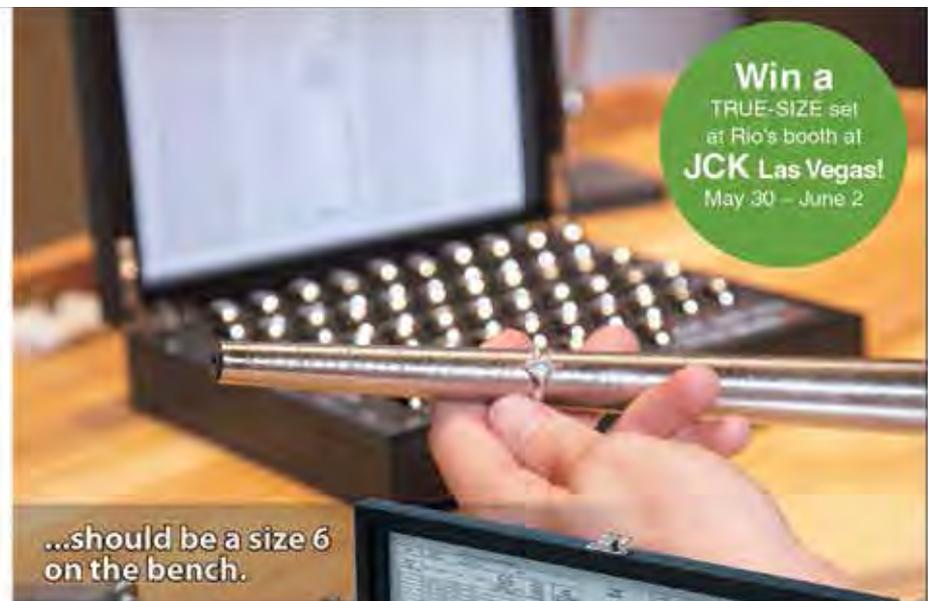
While many retail firms have joined the JBT to access the full array of member benefits, JBT RatingWatch was developed with the independent retail jeweler in mind. JBT actively tracks and communicates with over 20,000 North American retail firms. Over the years, many of these companies, especially those who are conscientious about their credit data, and also JBT members providing products and services to these companies, have asked us to offer a service that makes it easier to self-monitor credit ratings and communicate updated information to include in a company's JBT credit file. JBT RatingWatch is our response to this need; an economical, annual subscription service, that electronically provides a monthly credit report snapshot, including information and tools to contact JBT for further assistance.

"Without compromising the confidential nature of JBT members' exchange of credit information, this service allows retailers to readily know their credit rating, their JBT ID, how many times their report is being ordered, and key business data on file with JBT," said Dione Kenyon, JBT President. "JBT RatingWatch data helps subscribers better manage their business partner relationships, including those with vendors, service providers, and major trade shows that utilize JBT in their qualification process. Our hope is that better information leads to better business for all involved."

Pricing for the service is \$199 annually, payable by credit card. JBT is also offering a year one-partner discount for verified members of certain trade associations, currently including the American Gem Society.

For more information please call JBT at 401-467-0055, visit www.jewelersboard.com.

>> Continued to Pg 52



Because all sizes should be created equal.

The TRUE-SIZE Ring Sizing Set was born of Kate Wolf's frustration with inaccurate sizing tools and the impact they have on customer service. Her solution? Build a better system. One with tools that are precisely calibrated to one another and truly consistent, so you can size and design for your customers accurately the first time, every time. You'll never want to use another ring-sizing system again.



Sharing your passion for making jewelry.
Products. Service. Know-how.

800.545.6566

riogrande.com

TRUE-SIZE Ring Sizing Set by Wolf Tools® 115-328

TRUE-SIZE Steel Ring Sizing Mandrel by Wolf Tools® 115-329



GOLDCRAFT WEST

25 N. Main Street Ashland, OR 97520
800-944-0302 • www.goldcraftwest.com

Located in Southern Oregon, Goldcraft West is a premier manufacturer of Alaskan gold nugget and gold quartz jewelry. Each style is handcrafted in the USA with an emphasis on uniqueness and exceptional quality.



nagalle designs

A DIVISION OF GOLDCRAFT WEST

WWW.NAGALLE.COM

BOOTH B3259



AFFORDABLE LUXURY

HPHT Diamonds unveils a modern concept: Fancy colored diamonds without the sticker shock! Let our pretty pinks, sunflower yellows, glowing greens and royal purples set your imagination ablaze.

**SHOWING AT
BOOTH B3259**

Hand Crafted
in the
Pacific Northwest
USA

We are also pleased to welcome **LKI Imports** and **QJM** to our booth.
We will show a large selection of loose diamonds.



K
KARINA ARIANA

NEW YORK

A division of Ross Metals

BGK Graphics

27 West & 54 West 47th Street, New York, NY 10036
800.223.6644 • Tel: 212.869-3367 • Fax: 212.768.3018
email: karina@karinaariana.com

Ignite the passion...



*Sterling Silver High Polish
or Vermeil with cubic zirconia
& genuine stones*

*Please visit us at:
JCK Las Vegas Booth #B2147*

K
KARINA ARIANA

NEW YORK

a division of Ross Metals

New and NOTEWORTHY

Simply Diamonds Acquired M.A. Reich

Simply Diamonds, a division of Jay Gems in New York announced that it has acquired colored stone and diamond jewelry manufacturer M.A. Reich & Co. wholesale and manufacturing division. The terms of the deal were not disclosed.

M.A.Reich is one of the oldest manufacturer of colored stone and men's fine jewelry dating back to its founding in 1919. Vinnie Davis and Bill Reich have stayed on with the company that will be based out of 590 Fifth Avenue, NY, NY but with a satellite office in Buffalo, NY.

Simply Diamonds is diamond jewelry manufacturer with a factory and diamond sourcing office in India. They are known for their diamond jewelry in stock programs and brands Steal Her Heart™ and Heartbeat™. Call M.A.Reich at 800-828-7298.

Phillip Gavriel Goes Consumer

The new consumer advertising campaign for Phillip Gavriel designer jewelry, that launched this spring, will greatly expand its exposure this fall as part of the company's brand building strategy. This spectacular new imagery will be seen in several of the country's leading fashion magazines in Q4 this year.



The incredible cutting-edge photography for this campaign was shot on location in Venice, Italy, this February. The creative team behind the campaign includes Italian art director, Giuseppe Spoto, and Dutch photographer, Hans Withoos, the same team that created last year's breakthrough campaign. Ask your Royal representative for more details.

Handcrafted Jewelry Boxes



41" H

Watch Winders and Collector Cases



JCK Las Vegas, Booth B2433 May 30 – June 2
Check our website for show dates

Luxury Giftware, LLC
by Jere

Handmade Fashion Jewelry



www.byjere.com

Call for Catalog and Show Dates

Bejeweled Collection



Luxury Giftware by Jere, LLC

Atlanta, GA

877-425-8880

Custom Beach Sand Jewelry

US Patent No. 705113 & Other Patents Pending

Each Handmade Piece Contains Sand From **YOUR** Local Beach!



Bayview Ring
Boca Grande, FL



Sandollar™ Bracelet
Cocoa Beach, Antigua



Island Necklace
Siesta Key, FL



Sandglobe™ Earrings
Vik Beach, Iceland



Sandbead® Bracelet
Cape Cod, Jersey Shore
Martha's Vineyard



Port O'Call
San Jose Del Cabo, Mexico

- Turn your customers memories into BIG sales
- Popular Price Points MSRP from \$40
- Ideal for high volume, high traffic sales
- Choose from thousands of sands in our Sandbank™ or send us your own sand for a custom line of jewelry
- Creates repeat business. "Dune Jewelry is addictive!"
- Each piece of Dune Jewelry is handmade in Boston, Massachusetts by our talented Sandartists™ using YOUR local sand
- Creates customers for life by offering them a unique, emotionally significant and meaningful product
- Donates partial proceeds to coastal preservation programs



Tie Bar
Big Island, Hawaii



Sterling Key Chain
Infield Sand from
Fenway Park, Boston



Adjustable Bangle
The Beaches of Maine

Dune Jewelry will create a **CUSTOM LINE** of jewelry for your store using **YOUR LOCAL BEACH SAND**. We also work with sand from golf courses, ball parks & more!



ARTISTRY, Ltd.
... Inspired Design



Luxury & JCK Las Vegas - Lux 635
Luxury Privé New York
The Select by Centurion Shows:
Dallas • Nashville • Foxwoods
Centurion South Beach

Call for a catalog. 888.674.3250
www.artistrylimited.com

New and NOTEWORTHY

Rio Grande Announces 2014 Saul Bell Design Award Competition Finalists

For several hours, five judges pored over designs submitted to the 2014 Saul Bell Design Award competition.

Drawing on years of experience and a lifelong passion for making jewelry, judges Lorna Durgham, Yvonne M. Padilla, Stephanie Johnstone, Neil Bell and Jeannine Daniels selected the five entries in each category that best exhibit imagination, design innovation and style.

Designs selected as finalists now move on to the final round of judging, with winners to be announced—and celebrated—at an awards ceremony to be held on May 18, 2014, during the Santa Fe Symposium, in Albuquerque, NM.

The finalists selected in the 2014 Saul Bell Design Award competition are:

Gold/Platinum

- Igor Salnikov of Ekaterinburg, Russian Federation
- Eva Martin of Brookline, Massachusetts
- Nuttapon Yongkiattakul of Bangkok, Thailand
- Andrea Koenig-Carnahan of Louisville, Kentucky
- Neda Ghadir of Savannah, Georgia

Silver/Argentium® Silver

- Chelsea Fay of Rochester, New York
- Apeksha Mehta of New York, New York
- Vahe Ghazarian of Boston, Massachusetts
- Valerie Coulson of Pequea, Pennsylvania
- Bruce Hartman of Carlisle, Pennsylvania

Metal Clay

- Anna Mazon of Kraków, Poland
- Ilona Pileika of Waterbury, Connecticut
- Linda Kaye-Moses of Dalton, Massachusetts
- Helga van Leipsig of Beesel, Netherlands
- Christi Anderson of Marana, Arizona

Enamel

- Merry-Lee Rae of Freedom, California
- Marcus Synnot of Mt. Claremont, Australia
- Nicolette Absil of Mantua, New Jersey
- Ryu-Hee Kim of Lubbock, Texas
- Artem Kutyrev of Ekaterinburg, Russian Federation

Hollowware/Art Object

- Diana Solis of Mexico City, Mexico
- Aleksandr Maryaskin of Yorktown, Virginia
- Llyn Strelau of Calgary, Canada
- Brian Gisi of Denver, Colorado
- Sue Aygarn Kowalski of Carver, Massachusetts

Complimentary Accommodations | Elite Manufacturers | Trend Setting Designers | Essential Networking
 Unlimited Nightlife | Gourmet Meals | Targeted Education

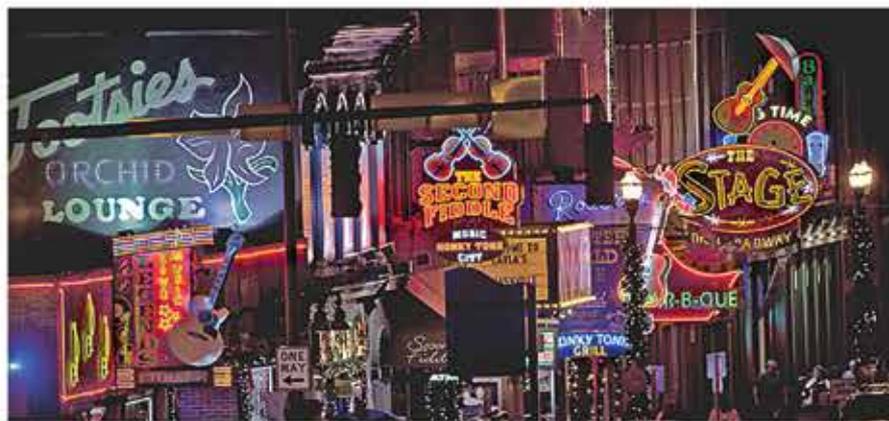
Dallas TX
 September 7-8, 2014
 Ritz Carlton
 Dallas done right.



The Select Show(s) have been a great addition to our business. A nice regional show where I've been able to find a wonderful selection of merchandise without having to travel to NY or Las Vegas. My time is a bit stretched thin and I've found the Select show a needed alternative for me to source hot trends and fashionable merchandise for my store.

Mark Cirone
 Cohasset Jewelers, Cohasset, MA

Nashville, TN
 September 21-22, 2014
 Loews Vanderbilt
 Get in tune.



We decided to go because from the first introduction and invitation, we liked the "personal touch" of the way our company was invited, telling us up front who some of the exhibitors were. The great hospitality shown in providing great food and accommodations was unbelievable. If you're a designer, it's truly the place to be. If you're a retailer, it's truly the place to go. It's the opportunity to know who you're selling to, and to know who you're buying from.

Barbara Parker
 Barbara Parker's, Comroe, TX

Mashantucket, CT
 September 28-29, 2014
 MGM Grand at Foxwoods
 Come play with us.



A & P Afarin
 Adris Corp
 Alisa
 American Jewelry Designs
 Angelique De Paris
 Armond Jacoby
 Artistry
 Asher Jewelry
 B.M. Pearl Co.
 Bassali Jewelry
 Benilevi Designs
 Beverly K
 Breuning
 C.G. Creations
 Charles Garnier

Cherie Dori
 Christopher Designs
 Color Merchants
 Cynthia Ann
 DA Gold
 DCA
 Diabella
 Dilamani
 Dove's by Doron Paloma
 Eli Jewels
 Elite Designs
 Epoque
 Fana
 First Image
 Frederic Sage

Gem Platinum
 GN Diamond
 Gumuchian
 H. Weiss
 H.J. Namdar
 Hakman
 Honora
 House of Baguettes
 I.Reiss
 James Breski
 Jayden Star
 Kabana
 KC Designs
 La Costa
 Lashbrook

Leslie's
 Lieberfarb
 Lika Behar Collection
 Makur
 Mastoloni
 Meira T
 Midas Chain
 MWI/Eloquence
 Naifeh Design
 Natalie K
 Nava Dee
 Nina Nguyen
 Ninacci
 Officina Bernardi
 Parle Gems

Paul Dumont
 PeJay Creations
 Precision Set
 Presentation Box
 Ray Griffiths
 Raymond Hak Couture
 Raymond Mazza Co.
 Rembrandt Charms
 Royal Chain
 Royal Pearl
 Rudolph Friedman
 S&R Design
 Sethi Couture
 Simon Golub
 Slane

Southern Gates Collection
 Suna Bros
 Syna
 The Henderson Collection
 The Touch
 Timeless Designs
 Tresor
 Vibhor Gems
 W.R. Cobb
 William August
 William Levine
 William Schraft Design
 Willis
 Ziva Jewels

New and NOTEWORTHY

Alternative Metal/Material

- Zoltan David of Bee Cave, Texas
- Janet Huddle of Crownsville, Maryland
- Cecilia Capisano of Buenos Aires, Argentina
- Elysha Roberts of Vineyard Haven, Massachusetts
- Joe Korth of Denver, Colorado

All entries in the Saul Bell Design Award competition are the original design of the designer who enters them. Competition categories are:

- New this year! **Alternative Metal/Material:** The predominant material is any metal or material not covered in other categories, such as base metals, reactive metals, resin, glass, wood, textiles or found objects.
- **Gold/Platinum:** The predominant metal is gold or a metal of platinum group.
- **Silver/Argentium® Silver:** The predominant metal is fine, sterling or Argentium® Silver or any combination.
- **Metal Clay:** The predominant material is silver, gold, bronze or copper metal clay.

- **Enamel:** The predominant surface material is enamel applied to any type of metal.
- **Hollowware/Art Object:** Includes vessels and non-wearable objects made of precious metal.

First place winners in each category of the Saul Bell Design Award receive a \$2,000 Rio Grande gift certificate and other prizes. Second place winners receive a \$1,000 Rio Grande gift certificate and other prizes.

Established in 2001 as a tribute to master bench jeweler and Rio Grande founder Saul Bell, the Saul Bell Design Award competition honors Mr. Bell's spirit and life's work through robust competition among jewelers and designers from around the world. In each of six categories, entries are judged for creativity, originality, functionality, quality and attention to detail. Past years' winning entries may be seen at www.saulbellaward.com. For information about the Saul Bell Design Award competition, please call 800.952.6222 or email marketing@riogrande.com, or visit www.saulbellaward.com.

>> Continued to Pg 62

Makur
DESIGNS®

*Mix Metal:
Argentium Silver and Rose Gold
The Perfect Match:
Rose Gold and Morganite*



Luxury Salon #502 | Toll-free: 877-77-MAKUR | makurdesigns.com

Designs © MAKUR DESIGNS®. All rights reserved. Made in the USA.



GREG ANTHONY

FINE JEWELRY

CUSTOM 3D DESIGNS
SPECIAL ORDERS
ALL TYPES OF METAL
HAND CARVED WAXES
CAD/CAM EXPERTS



We now offer
"19K Bright White"
No Rhodium Needed



3D CAD

TO THE FINISHED PRODUCT!
IN 5-7 BUSINESS DAYS

213.627.2130

email: info@greganthonyjewelry.com

WWW.GREGANTHONYJEWELRY.COM



 Polygon member
152085

**PROUDLY
MADE IN THE
U.S.A**

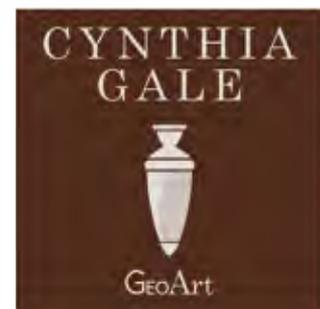


SILVER SALUTES THE SERVICE

A CAUSE MARKETING COLLECTION
ASSEMBLED TO BENEFIT THE
JEWELERS FOR VETERANS FOUNDATION.

PLEASE JOIN THE SILVER PROMOTION SERVICE AND
THESE SAVOR SILVER PARTICIPANTS IN SUPPORTING THIS
FINE ORGANIZATION BY FEATURING JEWELRY FROM
THIS COLLECTION IN YOUR STORE.





SAMUEL B.
New York • Bali

Frédéric Duclos
silver extraordinaire



Helping Veterans Find Work.

Jewelers for Veterans is a 501(c)(3) non-profit organization dedicated to connecting US Military veterans, men and women, able or disabled, with training and employment in the jewelry industry. Our Mission is to address the high unemployment rates prevalent among returning veterans by offering solutions within the jewelry industry. From sales to security, bench jeweler to watch maker, wholesale and retail, veterans will find a variety of job openings and other resources at www.JewelersForVeterans.org.





Thistle & Bee



Rotenier



The Samuel B Collection


SILVER™
Timely. Timeless.
www.savorsilver.com

SILVER SALUTES THE SERVICE



Join Us in Helping Our Veterans

The participating Savor Silver Brands have pledged a portion of the sales of these styles to the Jewelers for Veterans Foundation. You can help by featuring these pieces in your store and donating 10% of the sales to Jewelers for Veterans. Your tax deductible contribution will help meet the challenge of connecting our service men and women with training and employment in the jewelry industry.

Marketing Support Each piece of jewelry from this collection will feature a unique hang-tag that identifies it to your customers as part of your and their effort to support this worthwhile cause. Additionally you will receive graphics for print, web, and social media to help you promote the Silver Salutes the Service jewelry collection.

Cynthia Gale, JCK S10512
212.481.1845 • www.cynthiagale.com

Frederic Duclos, JCK S10513
866-898-3636 • www.fredericduclos.com

Phillip Gavriel, JCK B5305
888-262-4246 • www.phillipgavriel.com

Rotenier, not at shows, please call.
212-768-1117 • www.rotenier.com

The Samuel B. Collection, JCK B5166
855-SAMUEL B • www.samuelb.com

Thistle & Bee, JCK S10916
888-288-2801 • www.thistleandbee.net



For more information or to contribute please visit www.JewelersForVeterans.org



New and NOTEWORTHY

First Anniversary Gala Celebration Held For Wind & Fire Eco-Sustainable Jewelry

CG Creations hosted a gala event to celebrate the first anniversary of its Eco-sustainable Wind & Fire Jewelry brand at The Rosecliff Mansion in Newport, Rhode Island. Over 250 guests included 200 independent dealers, special guests and their Rhode Island-based manufacturing team. CEO Frank Fiasconaro began his jewelry company over 35 years ago in the back of a small shop in Pearl River NY, under the name C.G. Creations. It has grown to become a major US designer, manufacturer and wholesale distributor of fine jewelry.

The Wind & Fire jewelry brand was launched in March of 2013. The personalized jewelry brand allows consumers to define and express their own personalities with hundreds of unique charms. Wind & Fire jewelry is 100% made in the USA using reclaimed/recycled materials, and supports charities for children with disabilities, thus making it an eco-sustainable line. "We have been a high-quality gold charm manufacturer for over 35 years. What makes our Wind & Fire jewelry brand different from any other charm line on the market is the fact they we use fine jewelry designs and techniques. The quality and detail is stronger and the price point is lower. We wanted to hold our first-ever gala event in Rhode Island, where our jewelry manufacturing roots are strong," said Fiasconaro.

Fiasconaro and his wife Nina also presented Meeting Street with a donation for \$7,500. They also dedicated a Teacher's Charm to the organization that will receive a percentage of the charm's future sales. The couple draws inspiration for their charitable activism from their 16-year old son Nicholas who has cerebral palsy. Explained Fiasconaro, "Being so closely tied to the special needs community has provided us with many life lessons. We believe all children and adults with disabilities have something special to contribute and we want to play a part in helping them realize their value to us all."



Meeting Street (www.meetingstreet.org) is a nearly 70-year old non-profit organization in Providence, Rhode Island whose mission is to compassionately and innovatively empower children and their families to thrive by fostering the development of the whole child. Meeting Street is where infants, preschoolers and children of all ages and abilities

receive individualized attention from highly trained, dedicated educators, therapists, and staff who work as a team, sharing strategies and identifying solutions to bring out the best in each and every child.

Ashley DiSimone, Manager of Special Events at Meeting Street accepted the check on behalf of Meeting Street and said, "Thank you so much to everyone at Wind & Fire. Nina and Frank are two of the most genuine and generous people that I've had the pleasure to work with. We are so grateful for your contribution."

Wind & Fire takes a pro-active approach to supporting worthwhile causes, and top-most are those that benefit children in need. Because of that, Wind & Fire Jewelry frequently focuses on non-profit groups that help children with disabilities and benefit the communities they live through their "Charms for Charity Bangles." A portion of the proceeds from the bangles will go directly to these causes.



Milenyum Mining Names Custom Gem Cutting Ltd. Canadian Distributor of Csarite™

Milenyum Mining Limited (MML) is pleased to announce that Custom Gem Cutting Ltd/Wobito Gems, a master gem cutting firm based in Stouffville, Ontario is the first authorized distributor of Csarite™ in Canada. Brothers Ralph and Rudi Wobito continue the gem cutting tradition started by their father and grandfather in the renowned German gem cutting center of Idar-Oberstein.

"As the primary cutting facility for the rare and precious Csarite™, it makes perfect sense for our company to also distribute this product to our many constituents," stated Rudi Wobito. "Our intimate knowledge of the skill required to cut Csarite™ uniquely positions us to help teach the Canadian jewelry industry about the attributes of this color change gem." Milenyum Mining is kicking off the announcement with a donation of Csarite™ rough crystals to the Canadian Gemmological Association for study and education.



Your Donation Will Help US Veterans and their Families

Jewelers for Veterans is a 501(c)(3) non-profit organization, dedicated to connecting US Military veterans, men and women, able or disabled, with training and employment in the jewelry industry. Our mission is to address the high unemployment rates prevalent among returning veterans by offering solutions within our industry.

Post Your Job Openings for Free on The Jewelers for Veterans Job Board.

Do you have a job opening you are trying to fill? Do you know a veteran who may be interested in working in the jewelry industry? The Jewelers for Veterans' new on-line job board will help connect employers with prospective US Military veteran employees.

From sales to security, bench jeweler to watch maker, wholesale to retail sales, you are encouraged to post your job openings. Sign up is easy. There is no charge to post jobs on the job board and you may post as many as you need to.

Jobs for Those Who Served



For information or to contribute please visit
www.JewelersForVeterans.org



©2014 Jewelers for Veterans. All Rights Reserved.

Please visit us in the JCK Show Lobby Booth L9 and at the JA New York Show

GIVE THEM THE CUSTOM FIT WITHOUT THE CUSTOM RING.

MUMMA CONTOUR WEDDING BANDS



- ❖ Increasing your diamond wedding band sales is easy.
- ❖ Designed to provide a comfortable custom fit with nearly any engagement ring.
- ❖ Your customers can select from a collection of our best-selling, beautifully designed diamond bands.
- ❖ Eliminate the training burden and hassle of producing custom wedding bands.
- ❖ Easy to sell from the Mumma Premium Contour Wedding Band display.
- ❖ Your customers will be very pleased with the high quality and attractive styling of Mumma Contour Wedding bands.



THIS DISPLAY
WILL MAKE YOU
MONEY.

The display costs only \$275.



An American Family Tradition Since 1920.

800.521.2356
www.mbmumma.com

Made in USA

New and NOTEWORTHY

"We are thrilled with this contribution," stated Duncan Parker, president of the Canadian Gemmological Association. "Given its rarity and newness to the market, having material on hand is instrumental in teaching our students about this unusual and precious gem."

Csarite™ is the trade name for the finest of Turkish color change diaspore. Ethically sourced at its sole known source deep in the mountains of the Anatolia region of Turkey, Csarite has quickly become a favorite gemstone of luxury jewelry designers the world over.

Royal Chain Group Celebrates the 75th Anniversary of The Wizard of Oz

From Royal Chain, new Personality Jewelry beads and charms that celebrate the 75th Anniversary of the Wizard of Oz. The avid movie fan can add the Wicked Witch's hat, the Emerald City, Dorothy's ruby slippers, a rainbow, and many more charms and beads to their Personality bracelet. And, with over 1,500 sterling and enamel beads and charms in the Personality Collection, there's something for everyone. MSRP starts at \$39.



Mark Toupin Joins Dora

Dora International is happy to announce that Mark Toupin has joined Dora as Southeast Director of Sales. Mark has 25 years experience in the industry and has been recognized numerous times for his sales ability and his customer service. Dora International prides itself on providing superior customer service, customization and exceptional quality. Contact Mark Toupin directly at (919) 810-8442 or Dora International at 973-244-1344, usasales@dorainternational.com for further information.

>> Continued to Pg 68

BEACH MEMORIES™

JEWELRY COLLECTION

The Beach Memories™ Collection is an artisan-made jewelry item that has sand encased in Murano glass exclusively from your favorite Destination®

Sand Encased Inside Is Exclusively From Your Favorite Destination!



Seachelle Designs™
by Montesino International



REGIONAL

MEMORIES™ JEWELRY COLLECTION



Michele Lorraine

An Exclusive Signature Series



Seachelle Designs
by Montesino International



Your Destination®
Jewelry
Headquarters



Custom
Clasp
Collection™



Call 954-767-6185 for information regarding all of Montesino International's custom Destination® Jewelry lines
Visit CaribbeanBracelet.com to view all of Montesino International's latest creations!
Sale's Team Opportunities Are Available At This Time. Limited Territories. Contact Us: sales@montesinousea.com



Freida Rothman

Femme Luxure double gem drop turquoise earring in 14k gold plated sterling silver with cubic zirconia and reconstituted turquoise. MSRP: \$295.

Freida Rothman
718.513.4114 ext 10



Emilio

162 round diamonds, 3.35ctw, micro pave set in 18kt rose and white gold. MSRP \$3,400.

Emilio
212.730.0312 Ext 3

Diancee Bridal Collection

Handcrafted in USA - this 14kt white and rose gold two-tone engagement ring set with a 0.40ctw. diamonds. MSRP \$ 1750

Paragon Couture Group
800.435.6664



Ariana Rabbani

Registered design butterfly pave diamond necklace in 14kt gold. MSRP: \$2,350

Ariana Rabbani Jewelry
212.869.0973

Marco Moore

Rose quartz and pink sapphire ring. Numbered limited edition to 499 14kt rose gold featuring 1.57ctw of pink sapphires and 0.12ctw of diamonds. MSRP: \$1,300. Other colors and versions available in the collection.

Marco Moore
212.575.2090 ext 225



Pancis

Diamond engagement ring. 18kt mounting (without center stone) 0.36ctw. MSRP:\$2,695. Matching Band with 0.23ctw \$1,350 MSRP.

Pancis Gem
800.426.4435



Italgem

From the Catena Collection, a cascade of colored stones together with rhodium plated chains. MSRP earrings from \$210. Also available as bracelets from \$270.

Italgem
800.346.0101



Alberto Parada

Blue sapphire slice earrings with 0.40ctw diamonds. MSRP: \$4,095.

Alberto Parada Sustainable Fine Jewelry
301.908.1338



H Weiss

From the fabulous Runway Collection. Earrings with rich with 0.15ctw of diamonds and 18.00ctw of tanzanite set in 14k gold. MSRP \$1,995.

H Weiss Company
800.554.9989





Goldstein Diamonds

A beautiful gem 9.20cts rubellite and diamond ring, hand crafted in 18kt pink gold. Set with 42 diamonds weighing 3.29cts. MSRP: \$18,000.
Goldstein Diamonds
800.237.0364

James Breski

Vintage inspired pink sapphire and diamond ring with scalloped frame, hand engraving and milgrain details, set in 18kt white gold. Round pink sapphires 1.30 ctw., round diamonds 0.44 ctw. MSRP: \$4,300.



James Breski & Company
800.346.3436

Color Craft

From the Extra Facets Collection. Each stone in this collection has between 120 and 150 facets depending on the cut, for added brilliance. This blue topaz is 2.00cts with 40 micro pave diamonds. MSRP: \$250.

Color Craft
212.205.6542



Artistry, Ltd.

Affordable elegance in 14kt gold. Petite Fleur filigree necklace with .06ctw diamonds and adjustable 16"/18" chain is available in yellow, rose, or white gold. MSRP: \$460.

Artistry, Ltd.
888.674.3250



VIP Diamond

The perfect combination of natural color diamonds are brought together in this stunning diamond ring.

VIP Diamond
800.847.3426



Dilamani

A variety of shapes and colors of diamonds combine to make this beautiful pendant. 0.72cts of fancy color diamonds set in 18kt yellow gold. MSRP: \$2,850.

Dilamani
516.770.7498



Color Merchants

Inside-outside diamond hoops are available in both half and full carats in white gold, rose, or yellow gold. MSRP: \$1,399.99 for 0.50 ctw., \$2,199.99 for 1.00 ctw.

Color Merchants
212.682.4788



Frederic Duclos

Classic whip stitching accented pear shaped yellow gold plated necklace. MSRP: \$185.

Frederic Duclos
866.898.3636



Eternity Natural Emerald

Platinum and emerald bracelet featuring 10.52cts channel set princess cut emeralds. MSRP: \$45,000.

Eternity Natural Emerald
800.257.2130





NEW YORK GEMSTONE ASSOCIATION

THE CORE OF THE INDUSTRY

MEMBERS EXHIBITING IN LAS VEGAS

A. F. Greenwood Company Inc. (212) 719-4243
richardgreenwood@afggems.com • www.afggems.com
Plumb Club 435

A & D Gem Corp. (212) 944-2700
ronnie@jewelsbyad.com
LUX 335

Adasco Designs Inc. (212) 819-0288
isaac@adasco.com • www.adasco.com
AGTA 1016

Akiva Gil Co. Inc. (212) 371-0400
andrew@akivagi.com • www.akivagi.com
AGTA 415

Amba Gem Corporation (212) 840-6860
joe.ambalu@verizon.net
AGTA 405

Asian Gem Centre Inc. (212) 768-9760
gems2go@aol.com
AGTA 531

Atlantic Gem Corporation (212) 221-5777
bob@atlantcigem.com • www.atlantcigem.com
AGTA 400

Bayco Gem Corporation (212) 382-3390
bayco@bayco.com • www.bayco.com
LUX 1221

Colorline Inc. (212) 768-9340
colorline@msn.com • www.colorlineusa.com
AGTA 526

Fine Emeralds Inc. (212) 583-0899
suni@feiny.com • www.feiny.com
Antique Show 2116

Hakimi A. & Sons (212) 869-9600
william@ahakimi.com
AGTA 205

Harpaz Gem & Pearl Inc. (212) 575-9244
pini@harpazgem.com • www.harpazgem.com
AGTA 219

Ijadi Gem Inc. (212) 391-8030
sijadi@jadigem.com • www.jadigem.com
AGTA 505

Incon Gems Inc. (212) 221-8560
incongems@gmail.com
AGTA 522

Intercolor USA (212) 997-7755
david@intercolorinc.com
AGTA 715

Jack Abraham - The Precious Collection (212) 688-6700
jack@jackabraham.com • www.jackabraham.com
LUX 1117

Jeffrey Bilgore LLC (212) 223-5140
j.bilgore@verizon.net • www.jbilgore.com
AGTA 406

Malhotra Inc. (212) 319-6477
morten@malhotragem.com
AGTA 311

MCR Gems (212) 382-2053
info@morgems.com • www.morgems.com
LUX 504

Neli Gems Corporation (212) 319-9898
neligems@aol.com
LUX 637

NIG Corp. (212) 869-1200
nassimlangem@aol.com
AGTA 426

Original Gems Inc. (212) 768-2036
amit@originalgems.com • www.originalgems.com
AGTA 813

Oscar Heyman & Brothers (212) 593-0400
lewis@oscarheyman.com • www.oscarheyman.com
Prestige Promenade 19

Pioneer Gems (212) 391-4490
pioneer576@aol.com • www.pioneergems.com
AGTA 725

Precious Trade Inc. (212) 221-7700
info@preciustrade.us
AGTA 726

Premier Color Source Inc. (212) 869-3636
kevin@premiercolorsource.com
AGTA 704

Rawat Gems LLC (212) 765-6505
kailash@rawatgems.com • www.rawatgems.com
Antique Show 1329

Real Gems Inc. (212) 702-9690
info@realgemsinc.com • www.realgemsinc.com
AGTA 1205

Royal Stone Corp. (212) 944-2211
sales@royalstones.com • www.royalstones.com
AGTA 310

Sara Gem Corporation (212) 869-8000
ron@saragem.com • www.saragem.com
AGTA 410

Shaun Gems International Ltd. (212) 840-2868
shaun@shaungems.com • www.shaungems.com
AGTA 218

Takat Gems USA Inc. (646) 728-0151
rayzatak@takatgroup.com • www.takatjewels.com
LUX EE7 • AGTA1013

Trillion Emerald Inc. (212) 819-1020
trillionemerald@cs.com
AGTA 731

Vinod Kotahwala Inc. (212) 869-9407
vkotahwala@yahoo.com • www.vinodkotahwala.com
AGTA 604

4 G's Trading Corp. (212) 398-9085
info@4gsemeralds.com • www.4GSEmeralds.com

Bares, Gordon J., Inc. (212) 315-0415
barestones@gmail.com

Colormasters Gem Corp. (212) 221-7100
joe@colormasters.com • www.colormasters.com

Gempros Inc. (212) 391-2331
gemprosinc@cs.com

Isaac Gem International Corp. (212) 302-0506
cohenisaac@msn.com

Jerry Gil & Co. Ltd. (212) 355-8140
adam@jerrygil.com • www.jerrygil.com

Knupfer International Gems Inc. (212) 819-0530
info@kiggems.com • www.buysellmemo.com

NYC Gems Inc. (212) 819-0856
nycgemsinc@yahoo.com

Robert Bentley Co. Inc. (212) 302-4846
info@robertbentleygemstones.co
www.robertbentleygemstones.com

Shanu G. Inc. (845) 638-6300
pramod@shanu.us • www.shanugems.com

New and NOTEWORTHY

Peggy Jo Donahue Named Director of the MJSA Education Foundation

MJSA, the U.S. trade association dedicated to professional excellence in jewelry making and design, has announced that Peggy Jo Donahue has been named director of the non-profit MJSA Education Foundation.



Well-known throughout the industry for her broad-ranging contacts and exceptional communication skills, Donahue formerly served as Director of Public Affairs at MJSA, a position she held since joining the association in 2009. She is also the former editor in chief of both JCK and Professional Jeweler magazines, and her honors include two Jesse H. Neal National Business Journalism Awards and the Women's Jewelry Association Award for editorial excellence.

The Foundation, a 501(c)3 subsidiary of MJSA, supports educational programs and initiatives to help ensure the industry maintains a qualified, competitive workforce. It sponsors several seminar series and conferences, including the "At the Bench" demonstrations at AGTA GemFair Tucson; the seminar program at MJSA Expo New York; and the MJSA ConFab conference in New York City, which focuses on "profit lessons" for designers. In addition, the MJSA Education Foundation Scholarship Group has, since 1997, generated nearly \$165,000 to support U.S. students enrolled in jewelry-design and jewelry-making programs.

"Peggy Jo's contacts, energy, and knowledge of the industry are exactly what the Foundation needs to further its educational outreach," said Dave Meleski, president of the Richline Group and chair of the MJSA Education Foundation. "We look forward to having her lead the Foundation to its next level of success."

>> Continued to Pg 72

Day's Jewelers is serious about Inventory Management



"**Balance to Buy** was the answer to my prayers. It provides my company with both high level and detailed reports to analyze our vast inventory of over 40,000 items in our six retail stores. The reports are quick to run and easy to learn, while providing our Merchandising team with critical information we need to identify solutions for better inventory efficiencies and increased sales performance."



– **Kathy Corey, Day's Jewelers, Waterville, ME**

BALANCE TO BUY™

Serious Inventory Analysis & Inventory Management

Specializing in high volume and multi-store jewelry companies
Balance to Buy works with your Point of Sale system!

Are you serious?

HAVE YOU SEEN *the new*

JA NEW
YORK



Narciso Rodriguez



STYLED BY
Elizabeth Bonanno
EAB Consulting

JA NEW
YORK

July 27-29, 2014
The Javits Center NYC

Find these brands and many more.
REGISTER TODAY. ja-newyork.com

Sample of previous participants:

1. Frieda Rothman, \$101 2. Syna, \$1,625 3. Monica Rich Kosann, \$7,475 4. Cristina Sabatini, \$95



h. weiss
company
DESERT GOLD



Luxury/JCK #410
JA NY #2924
Select by Centurion

www.hweisscompany.com
800-554-9989



>> Continued from Pg 44

New and NOTEWORTHY

JBT Holds Annual Elections

The Jewelers Board of Trade® announced the election of the following Officers and Directors to its Board at the Company's Annual Meeting on February 12, 2014, and Board Meeting on March 12, 2014.

The Board elected the following Officers and Directors to serve a one-year term as follows:

- Chairman: Richard Weisenfeld, Pranda North America, Inc., Cranston, RI
- First Vice-Chairman: Todd Wolleman, Leo Wolleman, Inc., New York, NY
- Second Vice-Chairman: Michael L. Kaplan, Rocket Jewelry Box, Inc., Bronx, NY
- President: Dione D. Kenyon
- Secretary: Brenda M. Pimentel
- Treasurer: Alisa D. Dumond

JBT is pleased to note that Richard Weisenfeld is the organization's first second-generation Board Chair, having been preceded by his father, the late Mort Weisenfeld, JBT Chairman from 1984-1985, and industry leader.

- Ann S. Arnold of Arnold Advisory Group LLC was also appointed to the JBT Executive Committee.

Additionally, re-elected to the Board for a period of two years are:

- Ann S. Arnold, Arnold Advisory Group, LLC, Norwood, NJ
- Anthony J. Capuano, HSBC Bank USA, N.A., Rehoboth, MA
- Edward N. DeCristofaro, LDC, Inc., E. Providence, RI
- Philip Holden, The Gordon Company, Inc., Ft. Lauderdale, FL
- Basant Johari, Kuber Manufacturing, Inc., New York, NY
- Roderick H. Lichtenfels, W. R. Cobb Company, E. Providence, RI

New and NOTEWORTHY

- Richard Weisenfeld, Pranda North America, Inc., Cranston, RI
- Todd Wolleman, Leo Wolleman, Inc., New York, NY

Additionally, elected to the Advisory Board for a period of two years is:

- Richard Greenwood, A. F. Greenwood Co., Inc., New York, NY

Additionally, re-elected to the Advisory Board for a period of two years is:

- F. Daniel Pharr, Pharr Valuation & Business Svcs. LLC, Richmond, VA

The following Board members continue to serve their existing terms:

- Phyllis Bergman, Mercury Ring (Div. of Interjewel USA, Inc.), New York, NY
- Brian D. Fleming, Carla Corporation, E. Providence, RI
- Kevin Green, Seiko Corporation of America, Mahwah, NJ
- Michael L. Kaplan, Rocket Jewelry Box, Inc., Bronx, NY
- Richard Katz, Samuel Aaron, Inc., Long Island City, NY
- Richard LeStage, LeStage Manufacturing Company, Attleboro Falls, MA
- Avi Raz, A & Z Pearls, Inc., Los Angeles, CA
- Pinny Rubin, Quality Gold Inc., Fairfield, OH

Established in 1884, The Jewelers Board of Trade® provides credit information and collection services to the jewelry industry and related sectors. Headquartered in Warwick, Rhode Island the JBT is sponsored and maintained by firms both in the United States and abroad engaged in the jewelry trade.

GIA Appoints Matt Crimmin as VP of Laboratory Operations

GIA has appointed Matt Crimmin as vice president of Laboratory Operations. Crimmin, who helped lead operational aspects of GIA's international lab expansion from 2006 to 2009, brings valuable experience with global management and strategic initiatives to the role.

"As a member of our growing team, Matt Crimmin will help improve operations at GIA's laboratories," said Tom Moses, executive vice president and chief laboratory and research officer for GIA. "He made a significant contribution to the development of lab processes as GIA expanded, and has since gained experience in cross-functional management on

Color Merchants^{PC}



THE LEADER IN BEAUTIFUL
DIAMOND & GEMSTONE JEWELRY.

VISIT US AT JCK LAS VEGAS
MAY 30 - JUNE 2
BOOTH B5633



*Serving the independent retailer
for 30 precious years.*

ColorMerchants.com

1.800.356.3851



Eternity

Natural Emerald



EMERALD IS OUR ONLY BUSINESS

Huge inventory in all shapes, sizes, qualities & price ranges including single stones, matched pairs, melee and layouts

We specialize in restoration of damaged emeralds including; re-cutting, polishing and enhancement services

Memorandum selection available

Eternity Natural Emeralds feature the ExCel Process, the world's finest clarity enhancement for emerald

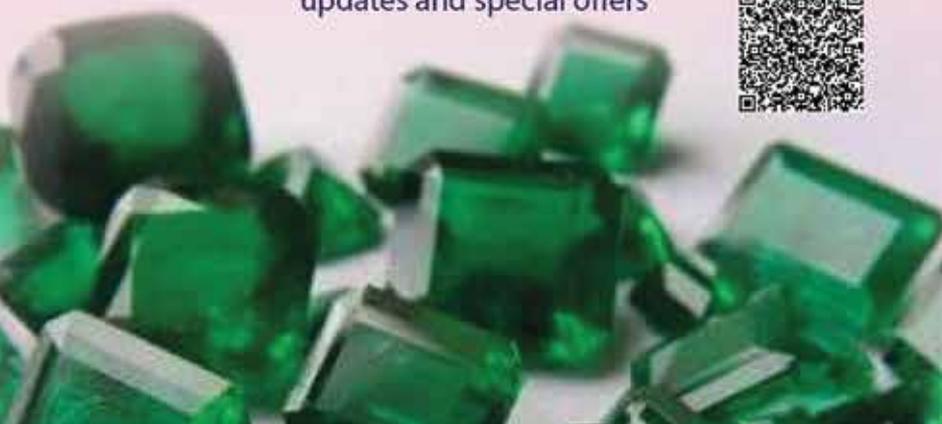
The only emerald with a lifetime guarantee

- AGTA GemFair Tucson #603
- Hong Kong March #11-C36
- Smart Show Chicago #712
- JCK Las Vegas #1121
- JA New York Summer #2667
- Hong Kong September #10-J22
- JIS Miami October #1625

mail@eternitynaturalemerald.com
www.eternitynaturalemerald.com

(800) 257-2130

Scan QR code or text: 'ETERNITY' to 22828
to join our email list for news,
updates and special offers



New and NOTEWORTHY

a global scale. I'm confident Matt will again make a significant contribution as we work to meet the expanding demand for services while maintaining our quality standards."

Crimmin joins GIA from multinational consumer goods company Procter & Gamble. From 2010 to 2011, he served as GIA's director of Laboratory Strategic Initiatives, prior to that he worked as consultant for GIA and other consumer and luxury goods companies. He holds a Masters in Business Administration from Cornell University and a Bachelor of Arts from Brown University.



Matt Crimmin, GIA's vice president of Laboratory Operations.

Crimmin began his current tenure with GIA on April 8 and will report to Tom Moses. He will oversee regional laboratory operations, focusing on Africa and the Middle East.

For press inquiries, please contact Kristin Mahan at kristin.mahan@gia.edu or 760-603-4184.

Northwest Jewelry Conference Announces Date

August 15-17, 2014 Bellevue, WA

The history, science and artistry of fine jewelry will be highlighted at the second annual Northwest Jewelry Conference (NWJC), August 15-17 2014 in Bellevue, WA. Noted jewelry historians Diana Singer and Peter Shemonsky will be returning with new topics of value to collectors, jewelers and appraisers. In all, eight industry leaders will provide in-depth presentations plus hands on workshops for up to twenty-four students.

"This is an information-dense weekend," explains Ted Irwin, director of Northwest Gemological Institute (NGI), the conference host. "It all started 25 years ago with period jewelry seminars by Karen Lorene (who will also be speaking this year), and grew into full weekend programs, first with Christie Romero and then Peter Shemonsky. Last year we transitioned to a multi-speaker format. Our intent is to bring world-class speakers to a small group environment. It may not make the school money but it does provide an opportunity for those passionate about period jewelry to explore the topic at home in the Pacific Northwest."

The NGI classes have expanded outside its original localized audience. Students have come from seven western states and Canada to attend the NGI programs, and inquiries have spread

New and NOTEWORTHY

to the other coast. "We are not trying to compete with the other great programs out there" says Irwin, "but offer a unique class where students can really interact with their instructors". And the instructors seem to like that. "Diana's "Great Jewelry Heists" was a big hit last year and Peter has been an NGI favorite instructor here for several years, so they have to be back – both even asked if they could return."

The conference kicks off this year with a champagne/hors d'oeuvre reception on Friday, August 15 where Singer will present What Makes Good 'Good'. We know it when we see it; good things always stand out from the crowd. But what are the elements that determine excellence in jewelry? Singer will discuss stone quality, workmanship issues, and the components of good design, including mathematical principles, color usage, negative and positive space. You will never look at jewelry the same way again.

On Saturday, August 16, Singer and Shemonsky will team up to cover the formidable history of Tiffany & Co., its innovations, designers and imposters. This presentation is the launch of an in-depth coverage of one major jewelry house at each conference. Another planned yearly presentation is Another Time and Place, which will offer a 360° look the influences, developments and transitions within a slice of jewelry history.

This year, Shemonsky will examine 1890-1905, the closing of the 19th Century to the dawning of a new era, navigating the political, socio-economic and technical influences that shaped the 20th century and the jewelry associated with it.

Diana Singer is owner of D & E Singer Inc., buyers and sellers of estate jewelry and gemstones out of New York City. Singer is a Board of Directors member and Program Chair of the American Society of Jewelry Historians (ASJH).

Peter Shemonsky, is president of Peter Jon Shemonsky Fine Antique Jewelry, as a buyer and seller of estate jewelry based in San Francisco, and provides restorations, design and appraisals. He is the author of the International Society of Appraisers Antique and Period Jewelry course, co-director of ASJH West Coast chapter. This will mark his fourth year as instructor with NGI.

The Evolution of Diamond Cutting will be a comprehensive history from Al Gilbertson cut historian at the Gemological Institute of America, and Scott Sucher, principal of The

Engaging Your Customers Just Got Easier

Our latest collection of halo rings can help you engage customers in conversations that lead to engagement ring sales.

Here's how:

1. Get our new sterling silver and CZ Halo Ring Showcase for only \$275.
2. Use it to easily show customers the large collection of halo ring designs.
3. Explain how the rings can accommodate a 1/3, 1/2, 3/4 or 1-carat center stone—whether they have their own or want to buy one from you.
4. Surprise them with the affordable prices, especially when compared to custom rings.
5. Let them know they won't have to wait weeks for their ring—it will be ready in about 7 days.



Invest just \$275 in your business to start selling more engagement rings!

Call 1.800.521.2356 to order your Mumma Halo Ring Showcase today.



An American Family Tradition Since 1920.



MONEY TO BURN?

We didn't think so.

Don't pay more than you have to for your going-out-of-business, retirement, liquidation, moving or anniversary sale event.

Why burn through your profits by paying a percentage of your sales, having strangers work in your store or being forced to buy inferior inventory?

WE DO IT ALL FOR A SIMPLE, FLAT FEE

- Consultation
- Media Planning
- Advertising
- Sales Projection
- Inventory Analysis

We'll save you more than 50% of your money!

Call or email us for a free consultation and references of recent sales.



SALE EVENT MARKETING

SEM@NulmanGroup.com

888 440-3367

The Nulman Group

New and NOTEWORTHY

Stonecutter who provides museums with replicas of the world's most famous diamonds.

Al Gilbertson has helped develop many of the industry's analytics that determine a diamond's light performance, including the American Gem Society's (AGS) cut grade system and GIA's cut grade system with his current research being on the metrics for fancy cuts as GIA's Cut Project Director, Carlsbad, CA. He is author of *The American Cut – the first 100 years*.

Scott Sucher has degrees in semiconductor manufacturing, chemistry and management. He has done exhaustive historical and hands on studies of the Hope Diamond and its lineage from the French Blue as published by GIA's *Gems and Gemology* as well as television productions by National Geographic and The Discovery Channel.

Jewelry as Art is Karen Lorene's look at designers who create jewelry for artistry sake over intrinsic value and how it is evaluated. Karen Lorene is the owner of *Facère Jewelry Art*, Seattle, WA. She is an authority on antique jewelry as an appraiser since 1972 and author of *Buying Antique Jewelry – Skipping the Mistakes*. Lorene is a senior member of the National Association of Jewelry Appraisers.

A lighter, but informative close to Saturday's schedule will be a Pearl Stringing Demonstration by Evie Chung, who presented a comprehensive pearls workshop last year. Students will see what happens when a strand is submitted for re-stringing. While she demonstrates the traditional Japanese hand-knotting technique, Chung will discuss stringing options and restoration of period pearl strands.

Sunday's sessions are heavy-duty workshops on materials and markings to aid in the identification, origin and time placement of jewelry. Shemonsky will present *What is It?* with examples and testing procedures for the many organics and their substitutes used in jewelry.

William Whetstone and Danusia Niklewicz of the Hallmark Research Institute will provide great insight into deciphering jewelry marks through their presentation *Where is it From?* - an interactive presentation and hands on hallmarks workshop. With Lindy Matula, Whetstone and Niklewicz are the authors of *World Hallmarks, Volume One, Europe*, and are doing continuing research for hallmarks outside of Europe for volume two, due out later this year.

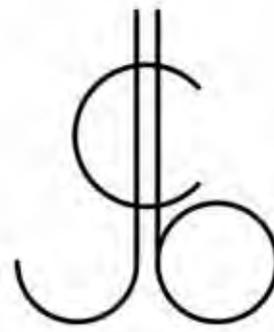


OPALS·OPALS·OPALS·OPALS·OPALS

MANNING INTERNATIONAL

140 SHERMAN STREET · FIFTH FLOOR · FAIRFIELD, CT 06824
800-223-2555 · INFO@MANNINGINTL.COM

72 YEARS, SERVING ALL LEVELS OF THE
TRADE WITH THE FINEST IN NATURAL
AND GILSON CREATED OPAL PRODUCTS



ROCK PILE



JAMES BRESKI
THE BEST IN COLOR & MORE

Visit us at JCK Vegas LUX1001A
800-346-3436 breski.com

William Whetstone is a historian, antiquarian jeweler, numismatist, educator and goldsmith. He is twice past president of the International Society of Appraisers, where he wrote and taught on the appraisal of gems, jewelry and fine arts.

Danusia Niklewicz is a highly respected independent jewelry appraiser to the antique and high-end jewelry community in the Los Angeles area for over twenty of her thirty-year industry career. She taught at GIA and ISA, holding G.G. and CAPP credentials, and earned her fellowship from the Gemmological Association of Great Britain as well as credentials with the American Society of Appraisers.

Cost of the conference sessions, which includes the reception, breakfasts and lunches is \$595 and will be held at Northwest Gemological Institute in Bellevue, WA. Further information on the Institute is available through www.nwgem.com with complete conference and registration details at www.northwestjewelryconference.com. Mr. Irwin can be reached at 425.455.0985.

Atlanta Show Offers GIA Diamond Grading Class

Providing a mix of lecture and hands-on training in an action-oriented environment, the GIA Diamond Grading Lab Class will be held on Tuesday, August 5 to Saturday, August 9, 2014. The Atlanta Jewelry Show runs August 9 -11, 2014. The August 2014 class space is limited, so retailers are encouraged

www.junghans.de

JUNGHANS
GERMANY · SINCE 1861

max bill Automatic
027/3401.00

**Be a Retailer of
Germany's Best Known
Watch Brand!**

Junghans Watches USA
855-828-1969 sales@junghanswatchesusa.net
www.junghanswatchesusa.net

Your Road Map to Financial Security



You have worked long and hard for your achievements. At Main Street Financial Solutions we believe that you've earned the right to choose a firm that is as accomplished as you are – one that is successful, entrepreneurial, and committed to developing with you a financial life plan. We offer fee-based customized financial planning and investment advisory services for individuals, families and businesses. This fee-based structure assures you receive accurate, unbiased advice. As your fiduciary, our legal duty of trust and responsibility is to you, the client.

We help our clients avoid mistakes, understand the bigger picture and prepare for the inevitable while exercising prudence and patience.

Communication between Main Street Financial Solutions, our clients, and their other trusted advisors is the cornerstone of our investment process. A well-informed investor makes smarter decisions.

- **Business Planning** – Employee Benefits Evaluation,

Defined Contribution Plans and Business Succession Planning

- **Retirement/Cash Flow Management**
- **Asset Management** – Market Efficiencies, Asset Allocation and Diversification, Evaluating Risk

**Are You In Compliance?
New Ruling by Dept. of Labor
401(k) Plans - Transparency Fees**

Workshops and Group Presentations – MSFS partners and advisors speak regularly across the country on financial life planning issues. Please contact us for additional information.

John A. Politi, Jr. Direct: 914-517-7574 • Mobile: 917-747-4848 • Facsimile: 914-517-7577 • jpoliti@msfsolutions.com
Main Street Financial Solutions, LLC • 500 Mamaroneck Avenue, Suite 320, Harrison, NY 10528



Main Street

FINANCIAL SOLUTIONS, LLC

Helping People Make Smarter Decisions with their Money

Locations: Pennington NJ • Basking Ridge NJ • New York NY • Harrison NY • www.msfsolutions.com

New and NOTEWORTHY

to register now. Running from 9 am - 5 pm Tuesday, August 5 - Saturday, August 9, the Diamond Grading Lab Class will bring together hands-on training, one-on-one coaching and integrated multimedia presentations.

Required for GIA Graduate Diamonds Diplomas, this lab class price is \$1971. During the class, participants will learn to grade diamonds consistently and accurately using a modern gem microscope and jeweler's loupe; become proficient in GIA's Diamond Grading System; discover time-saving shortcuts to determine a variety of grading factors, and learn to read a GIA Laboratory Diamond Grading Report. All told, they will spend more than 18 hours practicing grading technique of diamonds that were carefully selected and graded in the GIA Laboratory. In the process, they will learn to recognize the most common diamond features. Students must pass a two-stone practical test to complete the class successfully and earn the letter of Completion. To register or receive more information, contact SJTA | Judy Lince at jlince@atlantajewelrysthew.com or 800.241.0399, 404.634.3434 or visit www.atlantajewelrysthew.com.

Sponsors at the Starting Line for Second Rings of Strength Tour

Sponsors for the second edition of the Jewelers for Children Rings of Strength Tour have already stepped up to support the second installment of the very successful 2013 kick-off. As of April 18, Tag Heuer, JCK Events, Rio Tinto Diamonds, Blue Nile, Brinks, The Harmon Group, Jewelry Creations, Coast Diamonds, Leo Schachter Diamonds, Malca-Amit, and Freeman have signed on to sponsor the event.

On Thursday, May 29, 2014 participants will have the opportunity to bike one of two different trails, run, walk, or any variation they're comfortable with.

Bikers can bring their own cycles or rent one. There are two courses available; one is a 50K route that will challenge riders on a route through the beautiful Red Rock Canyon with varying challenges and different altitudes. The second, a 15K route will snake through surface roads in defined bike lanes. Bikes are available for rent from a standard road bike to a high performance mountain bike. Runners and walkers will enjoy a leisurely 5K route that they can work at their own pace.

All funds raised will benefit the Jewelers for Children charity partners.

>> Continued to Pg 86

A lifelong customer can begin with *a single stone.*



Start a meaningful *relationship* with Shivani.

Specialists in Marquise, Oval, Pear, Princess, and Round

D - L/M color | VVS - I₂ Clarity | 0.03ct to 3ct

Singles, Matched Pairs and Sets, Layouts, and Parcels

Certificates available on select gems.



Offices in New York, Antwerp, Mumbai, Hong Kong, Bangkok

Cutting factories in Antwerp and Mumbai

800-343-6287

212-593-2750 • Fax: 212-593-2844

589 Fifth Ave, Suite 1107, New York, NY 10017

sales@shivanigems.com | www.shivanigems.com

Members of -
AGS | CBG | DDC | IDCA | IJO | JA | JBT | Leading Jewelers

CENTER STAGE



THE BENCHMARK
JEWELRY COLLECTION

BENCHMARK
JEWELRY COLLECTION

SEE YOU IN VEGAS
PLUMBCLUB-450



Makur
DESIGNS®

Mix Metal:
Argentium Silver
& Rose Gold

Luxury Salon #502
Toll-free: 877-77-MAKUR
makurdesigns.com

Jewelers Mutual®
INSURANCE COMPANY

Visit us at JCK Las Vegas!
Booths L106 and LUX432

TRUSTED ADVISOR

World-class insurance protection plus advice, training and tools to help your business succeed. Contact us today!

800-558-6411 | JewelersMutual.com

FENGARI™
Sterling Silver & Gemstones

MIDAS®
The Premier Jewelry Manufacturer

JCK
BOOTH #5216

(877) 643-2765
www.midaschain.com
sales@midaschain.com

IN-SHOWCASE DISPLAYS
AWARD-WINNING DESIGNS
CO-OP ADVERTISING PROGRAM
HAND-MADE

sara blaine®
SARABLAIN.COM • 713.683.0929

SEE YOU IN VEGAS
PLUMBCLUB-450

A whole lotta Luv.
(And a whole lotta products!)

★★★★★

I Luv Luv Luv my Rio Grande catalog!
Ahhhh, heaven in paper!

—Shannon Stallard,
jewelry design and artist

Rio Grande.
Recommended by jewelers since 1944.

Rio Grande has been the trusted jewelry supplier for 70 years. Thousands & thousands of products, know-how and customer service you'll love. Click or call today for your Rio Grande catalog!

800.545.6566 riogrande.com

THE studio

RIO GRANDE
Since 1944

Original designs.
Custom orders.
Handcrafted in USA.

LUXURY
Lux1204

SATURN JEWELS



Diancée®
Bridal Collection

PARAGON
Couture Group
(800)-435-8848

JCK
LAS VEGAS

BOOTH S10242
SHORELINES, LEVEL II
BRIDAL PAVILION

ARIVA
living in fine jewelry

See us at JCK Las Vegas, Plumb Club Booth PC740
401.490.5100 | arivafinejewelry.com

SILVER PARTNER

Copyright © 2013 Ariva

TAKAT
ESTD. 1933

TAKAT.COM
1-855-TAKAT
RTAKAT@TAKAT.COM
NEW YORK | DALLAS | BEVERLY HILLS

ARTISTRY, Ltd.

Luxury/JCK - Luxury Privé - Select Shows - Centurion South Beach
www.artistrylimited.com

MARS
A World Apart. Since 1987.

See us at the JCK Las Vegas Show.
May 30th to June 2nd, Booth #S-10441

LOS ANGELES | 888-592-MARS (6277) | marsjewelry.com

RELIABLE

Elegant design,
solid construction.
Steam cleaners whose beauty
is a lot more than skin deep.

Gesswein The Right Tools
800.243.4466 | www.gesswein.com

BYOI
"Bring Your Old Inventory" to our
show booth, LUX416. Let us show you
how easy it is to sell or exchange it.

BUYERS OF:

- Diamonds - melee and up. None too small, none too large, Broken stones, European cuts, Old Mine cuts
- Antique and modern jewelry
- Vintage and modern watches

Immediate payment - Total confidentiality

GOLDSTEIN DIAMONDS
Bringing the fun back to doing business.

800-237-0364 602-549-1930 - DAVID'S CELL AVAILABLE AT THE SHOW

MiDAS®
The Premier Jewelry Manufacturer

Stackable
Gold Ring Collection

JCK
85216

(877) 643-2765
www.midaschain.com
sales@midaschain.com

Unmatched Expertise.
Financing designed for the industry
by professionals from the industry

Contact us today to learn what GE Capital's
unmatched expertise can do for you.
gogecapital.com/luxury
1.866.209.4457

Trusted Partner.
First Choice.

Credit is extended by GE Capital Retail Bank.
© 2014 General Electric Company. All Rights Reserved.

An Evening with



*Your
cocktails
are on us!*

**OPEN INVITATION TO ALL
RETAILERS WITH BADGE
COME JOIN US FOR
HORS D'OEUVRES & COCKTAILS**

**FRIDAY, MAY 30TH 2014
6:00PM - 8:00PM**

**SOUTH SEAS BALLROOM
MANDALAY BAY HOTEL, LAS VEGAS**

**RSVP TO: OFFICE@IDCANY.ORG
WITH COMPANY NAME AND NAMES OF ATTENDEES
ENTRY TO THE EVENT WITH RETAILERS BADGE AND RSVP ONLY**

The Indian Diamond & Colorstone Association (IDCA) is a US based not-for-profit organization founded in 1984, comprising of prominent diamantaires, color stone dealers and jewelry manufacturers.

The association's mission is to increase awareness and promote products manufactured by our members. IDCA is dedicated to creating networking opportunities between its members and gem and jewelry industry manufacturers and retailers.

* Dinner and awards ceremony by invitation only. Contact IDCA for more info at: office@idcany.org

The widest
Selection
of findings.



Order them today.
Create with them tomorrow.

stuller.com 800.877.7777

STULLER
CHOOSE • CHANGE • CREATE

Belle etoile

Visit us at JCK
Booth B5317



International Jewelry Design Excellence Award
Hong Kong Show

2014 JCK CHOICE AWARDS
2013 JCK CHOICE AWARDS
2012 JCK CHOICE AWARDS

sales@belleetailejewelry.com 415.626.9223

shine like the star you are

JCK Las Vegas
Design Center - #510416

THISTLE & BEE
NEW YORK

Thistleandbee.net • 888.288.2801



Special Glass and Gemstones
Excellent in Handling them

ALLISON-KAUFMAN
C O M P A N Y

Timeless Sands



Colored Diamond
Ring, Earring and Necklace Examples

Eternity 
Natural Emerald
by Arthur Groom & Co.

EMERALD IS OUR ONLY BUSINESS
Memorandum selection available

JCK SHOW
AGTA GemFair Las Vegas #1121

The only emerald with a lifetime guarantee

mail@eternitynaturalemerald.com
www.eternitynaturalemerald.com

(800) 257-2130



WIND & FIRE® American Made...
...America Strong™

The Premier Brand of Expandable Bangles

Wind & Fire Jewelry elevates the art of Eco-Sustainable jewelry to new heights. Our core values are established in social, economic and environmental responsibility. Our jewelry is Made in USA and finished in both antique gold and antique silver. We place meaningful, distinctive and beautifully familiar icons on our jewelry to symbolize aspects of the wearer's personality and values.

Visit us at JCK • Booth #B5332

800.431.1606
WindAndFireJewelry.com



© 2013 - 2014
US PAT 0701,088 S

Frédéric Duclos
silver extraordinaire
866.898.3636 fredericduclos.com




1st PLACE

2014 JCK JEWELERS' CHOICE AWARDS

JCK DESIGN CENTER S-10513


CHARLES & COLVARD
Created MOISSANITE®

FOREVER BRILLIANT
the world's most brilliant gem™

JCK Booth S10329



TRADE SERVICES

GAD CAM CAST & FINISHED FAST
BEST-CAST
 180 9001 CERTIFIED

Email Us → proto@best-cast.com 201.225.1750

BIZ FOR SALE

Custom Jewelry Store for Sale
 in Gig Harbor, WA

Voted 5th Best U.S. Small Town, Smithsonian Magazine

- Proven Sales (\$400,000 2 yr. Gross Avg.)
- 27 Yrs. of Success, Same Spot
- Long Lease/Reasonable Rent
- Sold With or Without Inventory

253-318-0195 www.kitkuhn.com
 See our ad at bizbuysell.com

MARKETPLACE

CLASSIFIED ADS
 email for information
EdCoyne@TheRetailJeweler.com
 or call 908-637-8461

HELP WANTED

Belle Étoile Sales Reps Wanted
 Belle Étoile seeks independent sales reps for multiple US territories, including Northwest, Inner Mountain, parts of the Midwest, South, and Florida. Please email résumés to careers@belleetoilejewelry.com.

HELP WANTED

MARS is looking to hire independent sales reps to service existing accounts as well as develop new clients. Very strong in-house support. Just released a brand new 250 page catalog as well as interactive B to B Website. **MARS** also specializes in custom orders which it also pays commission on. Looking for candidates with experience in diamond bridal jewelry. Most territories available. Generous commission structure. Please email resume to art@marsjewelry.com or call 888-592-6277 x135.

Beach Loving Reps Wanted
Dune Jewelry, The Original Beach Sand Jewelry Co.™
 is looking for dynamic reps who want to represent an exciting product line that's so unique, it practically sells itself. Several territories open. Must be self-motivated with a successful track record and solid customer base.
Contact holly@dunejewelry.com
617.962.4211 - see ad on page 53

SALES REP'S WANTED
 Manufacturer of bridal, fashion and men's jewelry with well established and highly successful brands currently seeks experienced and motivated sales representatives to join our team. Several territories available. For confidential inquiries, email resume to rzadel@paragon-gem.com or call Robert at 212-391-6996
PARAGON
Costume Group

Ladies Jewelry, a premium brand for Quality Gold is looking for hard working reps that have strong relationships with the nation's INDEPENDENT JEWELERS. Line is well made, competitively priced, fast turning and has marketing support to help your JEWELERS SELL! Many territories available.
 Send your resume in confidence to Pinny Rubin at rubinp@ggold.com

Prime manufacturer of gold and silver jewelry is looking for sales reps. Non-competing lines are okay.
MIDAS Contact VP of Sales, mark@midaschain.com or call 201-244-1150

JYE LUXURY COLLECTION
 Winner of the JCK Jewelers' Choice Awards and premier luxury jewelry designer is seeking qualified independent sales representatives with high-end jewelry trade experience. West Coast region. Please send resumes to jyescorp@yahoo.com

Sales Professional Wanted
 We are looking for seasoned road reps to sell our very popular line of hand bags and accessories. Minimum 5 years reping other established jewelry lines. Call 845-255-4015
Debbie Brooks
HANDBAG COLLECTION

A FEW GOOD REPS WANTED
 Established & the most elaborate fine fashion designer looking for experienced road reps to cover a few territories. Industry leading commission. Fax resume to: 866.601.7972
SHARON WEI
 The Fashion of Fine Jewelry®

SAMUEL B.
 New York • Bali
 The Samuel B. Collection, award-winning silver jewelry company, is seeking a qualified, experienced independent sales representative with strong relationships with major retailers. If you are presently carrying non-competing lines and are interested in carrying the designer Samuel B. brand, please send your resume to info@samuelb.com or fax to 516-466-1827. Many territories are available. If you have any questions, please feel free to contact us at 516-466-1826.
www.samuelb.com

PEUGEOT
Sales Reps Wanted
 Peugeot Watches
 See us at JCK booth # B2504 or email seida@vivatime.com for more information

SOUND OFF

Have you been seduced by email?

Email's popularity really began in the 1990s with the dramatic rise of the personal computer. The once popular novelty has grown to the point where it is estimated the average knowledge worker spends 13 hours per week managing emails. That is 28% of their time. The average person receives approximately 256 emails per day!



We all use email all the time to communicate; it's unavoidable and certainly with services like Constant Contact or Mail Chimp it is remarkably easy to flood mail boxes with email advertisements.

But, like many things that are cheap and easy, email may not be the best choice as a primary source for promoting your store. In my totally unscientific study of myself and a few friends and colleagues, combined with a little research, I've found that most emails either get opened or deleted based on who the sender is even before the subject line is read. If it's a commercial (advertisement) email most people will only open it if it says "sale" in the subject line. This is great news if you're having a sale but not so good if you're promoting a new brand, event, or occasion that doesn't have to do with deep discounts.

In spite of the growth of ecommerce your business is still based on the sale of a tangible, tactile product that will have strong emotional connections to the giver and the recipient. Regardless of what the electronic media gurus (they're biased) say about print being dead, it still works well. The irony is that people receive less mail so what they do receive really stands out. Granted the production and distribution of a direct mail piece is more expensive than email but there is nothing like receiving a colorful, well produced tangible, tactile brochure, catalog or magazine in the mail to deliver a strong marketing message.

So the next time you're about to be seduced by cheap and easy remember there is prestige in print.

Andrew Kohler
 Co-publisher of The Retail Jeweler
 Email: Andy@TheRetailJeweler.com

DISCOVER AN INTERNATIONAL WORLD OF

JEWELRY

"Perfectly Timed, Expertly Located, Unique in the World"

OCTOBER | JANUARY | APRIL



Jewelry Trade Shows Since 1979

OCTOBER 11-14, 2014

1,250 Booths & 12,000 Attendees
Miami Beach, Florida USA

Contact us using the below to find out why the jewelry industry is rushing to JIS this October.

www.jisshow.com | +1 (561) 998-0205 | info@jisshow.com

ADVERTISERS INDEX

The advertisers make The Retail Jeweler possible. Please make our advertisers your suppliers.

24 Karat Rose 47 800-843-8131 www.24KartaRose.com	H. Weiss..... 72 800-554-9989 www.hweisscompany.com
AGTA..... Back Cover 800-972-1162 www.agta.org	IDCA..... 82 office@idcany.org
Allison Kaufman..... 9 800-800-8908 www.allison-kaufman.com	JA Show..... 71 www.ja-newyork.com
Ariva 35 401-490-5100 www.arivafinejewelry.com	James Breski..... 77 800-346-3436 www.breski.com
Arthur Groom/Eternity Emerald... 74 800-257-2130 www.eternitynaturalemerald.com	JIS Show 85 561-998-0205 www.jisshow.com
Artistry Limited. 54 847-674-3250 www.artistrylimited.com	Jewelers for Veterans 63 www.JewelersForVeterans.org
Benchmark..... 2 800-633-5950 www.benchmarkrings.com	Junghans Watch 77 855-828-1969 www.JunghansWatchesUSA.net
Belle Etoile 5 877-838-6728 www.belleetoilejewelry.com	Jye's Luxury 4 866-633-8880 www.jyescorp.com
BIG Group 70 770-257-1456 www.bigjewelers.com	Karina Ariana-Ross Metal .. 50, 51 800-654-7677
C G Creations..... 87 845-735-7373 www.cgcreations.com	Kelim 41 www.kelimjewelry.com
Charles & Colvard 25 800-210-4367 www.foreverbrilliant.com	Luxury Giftware by Jere..... 52 877-425-8880 www.byjere.com
Color Merchants..... 73 800-356-3851 www.colormerchants.com	M. Geller..... 33 800-643-5537 www.gellerdiamonds.com
Debbie Brooks..... 11 800-DEB-BROOKS www.debbiebrooks.com	Main Street Financial..... 78 914-517-7574 www.msfsolutions.com
Dune Jewelry..... 53 617-364-1065 www.dunejewelry.com	M. B. Mumma..... 64, 75 800-521-2356 www.mbmumma.com
Frederick Duclos..... 39 617-364-1065 www.dunejewelry.com	Makur 56 877-77-MAKUR www.makurdesigns.com
GE Capital 44, 45 866-209-4466 www.gogecapital.com	Manning Int 77 800-223-2555 www.manningintl.com
Gesswein 23 800-243-4466 www.gesswein.com	Mars Jewelry..... 13 888-592-MARS www.marsjewelry.com
Gold Craft West..... 49 800-944-0302 www.GoldCraftWest.com	Midas Chain..... 21, 31 888-685-1150 www.midaschain.com
Goldstein Diamonds..... 3 800-237-0364 www.goldsteindiamonds.com	Mr. Baguette..... 68 212-883-6682 www.mrbaguette.com
Greg Anthony Inc 57 213-627-2130 www.GregAnthonyJewelry.com	The Nulman Group..... 76 888-440-3367 www.nulmangroup.com
	NY Gem Assoc 69 www.nygagroup.com

New and NOTEWORTHY

Arch Crown Introduces New Multi-Color Poly-Lam Computer Tags

Arch Crown is pleased to introduce new Hi-gloss, Poly-Lam material that is stronger than polyester or Kimdura® with superior print quality and durability. Poly-Lam can withstand ultrasonic cleaning. Text and bar coding will not rub off. Versatile computer string tags with adhesive free adjustable loops and barbell tags with adhesive free shanks are designed for jewelry tagging. Ideal for color-coding, special promotional offers and inventory control. Five styles are available in white, yellow, blue, pink, orange, silver and gold. Custom colors also available with smaller minimum runs. Made in the USA. For free samples and brochure, call 800-526-8353. **TRJ**



Paragon Jewelry Mfg..... 17 800-435-8848 www.paragon-gem.com	Silver Promotion 34 212-704-2084 www.savorsilver.com
Rio Grande 48 800-545-6566 www.riogrande.com	Star Gems..... 45 800-474-5579 www.stargems.com
Royal Chain Group 29, 37 800-622-0960 www.royalchain.com	Stuller 15 800-877-7777 www.stuller.com
Sara Blaine..... 2 770-650-0999 www.sarablaine.com	Takat 19 855-RATAKAT www.takat.com
Seachelle/My Beach Bead..... 65 sales@montesinousa.com	Thistle & Bee 7 888-288-2801 www.thistleandbee.net
Select Show 55 888-427-4697 www.selectjewelryshow.com	Wells Fargo..... 27 855-298-6993 www.wellsfargojewelryadvantage.com
Shivani Gems..... 79 800-343-6287 www.shivanigems.com	

WIND & FIRE®

The Premier Brand of Expandable Bangles



American Made... 
...America Strong™

The Art of Eco-Sustainable Jewelry™



ENVIRONMENTAL

Made with recycled and reclaimed materials.



SOCIAL

A portion of the proceeds are donated to various charities supporting children with disabilities.



ECONOMIC

Made in U.S.A.
Supports your neighbors.



Like us on Facebook!
Be the first to see NEW styles.

Come See us at JCK - Las Vegas • Booth # B5332 • May 30 - June 2
C.G. Creations • 800.431.1606 • WindAndFireJewelry.com

© 2013 - 2014
US PAT D703,088 S

WHAT HAPPENS IN VEGAS,

can help you improve profits and distinguish yourself in the marketplace. That's why adding colored gemstones and cultured pearls to your business is important. **Buy smart and buy safe from an AGTA Member.** Our Members annually sign the strictest Code of Ethics that signifies their commitment to maintaining the industry's highest standards and they fully disclose gem enhancements. Look to an AGTA Member to help you grow your business at the AGTA GemFair™ at the JCK Las Vegas Show located in the South Pacific and Islander Ballrooms in the Mandalay Bay Convention Center. You'll connect with U.S.- and Canadian-based professionals, plus attend seminars and workshops that will educate and inspire.

MAY 29 - JUNE 2



- Show/Hotel Information: <http://lasvegas.jckonline.com/>
- AGTA Office: 800-972-1162
- More Information: <http://www.agta.org/tradeshows/gemfair-las-vegas.html>