

# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 9, Issue 4 • June 2018



Actor  
Garcelle Beauvais



**Costar**  
Page 59



**Jeffery Bilgore**  
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**Beverley K**  
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### COVER COURTESY OF AGTA

Actor: Garcelle Beauvais

Photographer - Brian Bowen Smith for Copious Management. Producer and Fashion Stylist – Tod Hallman for THPFashion Inc.

Hair – Kendra Garvey for Six K. Makeup – Ernesto Casillas for Only Agency. Manicurist – Carla Kay.

Clothing: Jovani – White Ruffled One-Shoulder Gown.

Necklace: Cara Becker, My Blue Heaven - 18K white and rose gold necklace featuring checkerboard-cut Amethysts on a strand of 11mm to 14.5mm Chinese lavender Pearls.

Earrings: Gregore Morin, Gregore & Jennifer-Rabe Jewelers - 18K white gold and aluminum earrings featuring freshwater cultured Pearls accented with purple Garnets.

Ring #1: Jeffrey Post, Gem Platinum - Platinum ring featuring a 6.64 ct. oval black Opal cabochon accented with Diamonds.

Ring #2: Brent Malgarin, Elegant Gems, Ltd. - 18K white gold ring featuring a 13.1mm pink cultured Pearl accented with Diamonds.

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## PERSPECTIVE: One Man's View of the Jewelry Business

Much of my work at The Retail Jeweler is editing articles and press releases each issue. Editing feature stories is interesting work because I get an opportunity to read and occasionally edit the work submitted by industry gurus like security expert David Sexton of Jewelers Mutual and marketing expert Jim Ackerman. Editing press releases is more mundane and routine work. Occasionally, however, I come across one that has something more to say than the usual self-promotion press releases offer.



At a time of so many changes in the business world, the jewelry industry has struggled to develop a path forward during the changes of the past ten years. Has the Internet been the cause of the struggle? Has Amazon been the cause? What about the sociologic and economic changes affecting the Millennials? Once again, a long-range perspective is useful and necessary to

consider what the jewelry industry is all about. To re-think, to re-look at the basics and fundamentals of the business.

In our May issue, there was a press release on Sal Praschnick Jewelers Golden Anniversary celebration. The release followed the usual format of history and accomplishment over the fifty years Praschnick Jewelers has been in business. What was unusual was the quote by Sol Praschnick at the end of the article. He said:

*"I'm very thankful to have reached this milestone in my career. Looking back, I feel enriched by the experience of seeing the evolution that both our industry and fashion have gone through. Waking up every morning to come to work still feels like a joy rather than a job, and, creating beautiful things in the company of my family and my team is my dream come true. Looking to the future, I still believe that as long as there is appreciation for elegance, there will always be a need for jewelry."*

It is remarkable, I think, to read a short paragraph so beautifully summing up a man's life, his work, and his perspective in the jewelry industry. Praschnick's story is typical of many who have come to the US to escape the tyranny of mind, body, soul, and poverty. America is a country of opportunity. The jewelry industry is one where the creativity of a designer can be expressed and rewarded as Praschnick has demonstrated.

With all of the continuing negative talk within the industry that:

- Business is going to the Internet
- Millennials do not want or like jewelry
- The base of independent jewelers has declined
- Electronics are taking away the business

It is refreshing to read and contemplate the thoughts of one man who obviously loves what he does. His perspective is one of a truly thoughtful individual who has lived through the ups and downs of the business in the past fifty years working to build a successful, substantial family business. You can just imagine the passion he brought to his vocation. It is truly a vocation when you can say, "Waking up every morning to come to work still feels like a joy rather than a job." We all should have such a perspective on our life's work.

People buy jewelry for many reasons, but primarily, because the product itself is considered special and connotes a special message from the giver to the recipient. In the case of self-purchases, the selection is equally special and generally it is in recognition of a personal achievement. Jewelry is purchased for many specific life events: an engagement, a wedding, an anniversary, a birthday, a promotion, a graduation. Jewelry has for centuries been used to decorate and differentiate human beings. Once, only royalty or the very wealthy wore jewelry. Today, jewelry is ubiquitous. Today, virtually everyone wears jewelry.

Mr. Praschnick's concluding words: *"Looking to the future, I still believe that as long as there is appreciation for elegance, there will always be a need for jewelry."* His words should provide comfort and reassurance to those in the business today. For retail jewelers, the question is how to appeal to the consumers of today to attract them to their stores? The Internet and websites are just different methods of communicating in today's market place. In retrospect, when television burst on the scene, it was a commonly held belief that radio, as a medium, was on its way out as was the motion picture business. What happened? Both radio and motion pictures are still with us. Both have learned to innovate and grow, Sirius radio to cite one example! The market adjusted, just as it will to the Internet.

Remember, *"that as long as there is appreciation for elegance, there will always be a need for jewelry."*



**Frank Dallahan**

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S P A R K L E

# WHEN WAS THE LAST TIME YOU SAID "DESKTOP?"

By Anne Drummond



Marketers obsess over "being there" for their consumers. Whether it's share at the store shelf or share of voice on TV, these are metrics used to judge how present a brand actually is. But what about on a mobile device, where there are billions of products researched every day? Are you devoting the same amount of resources to your mobile marketing strategy and your brand's role of being there whenever consumer's needs arise?

Mobile devices overtook desktop and laptop in 2013. In fact, 60% of the time we are online, it's on a mobile device. If your digital presence isn't optimized for a smartphone, you're not only behind, you are actively depleting your business. 84% of the population has a second device in hand while they are watching television. 65% check their phones within 15 minutes of rising each morning, and 87% of millennials have smartphones on their person 100% of the time. 75% of Facebook users are mobile-only. If you aren't competing for attention in the digital space or have a mobile strategy, you should be.

Preparing your content for the mobile user isn't difficult, but it does take thought. Mobile users want to learn, do, find, or buy something right now. Whether in the form of a search, an interaction with an app or visiting your site (or all of these), your content should answer the question they are asking.

Think bite-sized. While the user should be able to click to a lengthier or downloadable version of the bite-sized content, small and easily consumed is key. Try to focus on learn, do, or find to start. In the jewelry world, this could be a single graphic on cuts of stones, or an illustration about the 4C's of diamonds. Consider lists, such as the 5 things to consider before buying a diamond, or 6 reasons to visit a custom designer.

Tie your bite-sized pieces together with larger artifacts that tell more of the story. For instance, a 5 minute video on choosing a gemstone could be placed on your business's YouTube channel. A highly edited, "snippet" version of :15 seconds could be placed on Instagram, and another on facebook, both linking to your online blog. Your website contains a short narrative on the same topic, with a link to the YouTube video for the full story. You crafted a few paragraphs, and a single video, but now these pieces are interwoven and amplify one another, creating an affordable tactic without a upfront cost.

Consistency counts. The stream of consciousness is impacted by frequency of message. We'll all recall something after having seen it several times, so the look, layout and word choice matter. But most important is the consistent delivery of content.

Once you've created a flow of valuable information for your clientele (and those not yet in your ecosystem), you'll be the voice they seek out for advice, understanding or clarity. 93% of marketers choose social media, and 81% choose blogs. 76% use illustrations or photos, and 67% infographics. Remember that mixing up the media is a great way to generate more impact.



But most important, the content you generate and deliver via digital environments must keep your customer's point of view in mind. This isn't a commercial, it's an offer of something valuable and unexpected. "Over time, marketers have developed theories about why consumers buy. Most of these err by viewing the consumer through the lens of the product. Marketers start with the features and benefits of a product and conduct consumer research to find matching needs and motivations," Psychology Today reported. "Consumers do not have a Pavlovian response to products and to their marketing programs. Nor do the fundamentals of consumer behavior change to accommodate the latest innovation.... An understanding of consumer purchase behavior must be based on knowledge of human emotion and include the paramount influence that emotions have on decision-making."

In retail jewelry, content is the most cost-effective tool available. Surprise and delight your audience, with relevant information that keeps their needs in mind. Generate a steady stream of this material, and reap the rewards in your revenue.



**Anne Drummond**

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

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## WHAT IMPRESSION DOES YOUR BUSINESS MAKE?

You have your view of your business and what you offer your customers. You may have established this over a long period of time and worked carefully to cultivate this image as a key part of your offering. The question is do your customers see you the same way? Two decades ago you may have been left wondering but today it's no mystery. What your customers think of you will already be easy to see – via the online world.

Have you Googled your business? What do you see? Unfortunately for many business owners the reading isn't pretty. Review sites and forums provide customers with an easy opportunity to assess you and research shows that over 80% of potential customers will do online research before choosing to shop. Most will also believe the reviews they read.

Even if your impression is positive does it tie in with the message you want to get across? If you are trying to be an affordable shopping option and customers perceive you as up-market and expensive you have a problem.

Here are a few areas to focus your attention if you are looking to make a good first impression with customers.

### HOW DO YOU ANSWER THE PHONE?



A standard and consistent response shows your organization is professional. How many rings before your phone must be answered? Worse still, many calls can often go unanswered. Customers don't like having to wait. What about putting customers on hold...do you have a set of rules for this? Phone monitoring software products exist that can provide you with feedback on this important area of your business.

### CUSTOMER GREETING?



How are customers greeted when they enter your store? Does your staff smile? How long does a customer have to wait before they are greeted? It can be difficult to judge the fine line between leaving a customer unattended and jumping down their throat but a policy guideline and expectation will definitely help.

### BUSINESS CARDS?



Does your staff have business cards? How do they look? Have they been updated for social media addresses and other online changes that may have happened in recent years?

### MARKETING?



What does your marketing say about your business? Is your message consistent with how you want to represent yourself to the public? Do your product offerings, fonts and colors tie in with the image you see yourself as having?



### SOCIAL MEDIA?

Your personal social media accounts and those of your staff will also speak for your business. Are these personal accounts professional? Is there anything posted on personal social media pages that you would be uncomfortable with customers seeing? Many business owners view the social media accounts of potential staff they may hire – your customers may be doing the same with you.



### DRESS CODE?

Does your store have a dress code? Is it written? Is it clear? Have you gotten input from your staff?



### STOREFRONT?

How does your storefront look? Does it need a re-do? What are the rules around cleaning and presentation of inventory?



**WINDOWS.** How do your windows present? Do you rotate your inventory regularly? Are tickets tired and tatty?

### HOW WOULD YOU DESCRIBE YOUR BUSINESS?

Are you offering products and services customers won't get elsewhere and can you articulate it in less than 30 seconds? A genuine point of difference encompasses more than just "we give good service". Good service should be a given. You must genuinely provide customers with something your competition won't do. Business guru Tom Peters tells a great story of four competing gas stations within a block. Three were quiet while the fourth was run off their feet. Despite all were self-service, the one that had all the business was offering a gas pumped for you service which customers loved.

It's not what you say you do that matters, it's the actions you take that speak volumes.



**David Brown**

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

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# Aleah's Best *Sales TIPS*

By Aleah Arundale



- Make your customer feel important. People buy jewelry to feel important, attractive, rich. You can sell the feeling of importance by asking people their opinion. Try asking your customer something like, "Oh I just finished these two ads. Which do YOU like better?" Even something as simple as, "Will you hold this" can make people feel more important and more comfortable in your store.
- Talk up the occasion why they are buying jewelry. Talk about how special and meaningful Christmas can be. Talk about how lucky they are to be getting engaged and how special it is when you meet the person of your dreams. The more important the event becomes, the less the price matters.
- Everyone wants to feel unique. One way you can emphasize this point is to talk about the rarity of the piece you are showing. Lines such as these can be used to make your customer feel special. "Only the top 1% of women own an engagement ring over a carat." "She will have a unique piece of jewelry that you won't find anywhere else." Make your customer feel unique and they will buy from you.
- You must have a VALUE STORY. In order to close a sale, you need a clear reason why you provide the best value. Your value story can be that you buy second hand diamonds, or that you have 40 years buying experience, or that you just got back from a buying trip to Antwerp. Telling customers you have the best warranty, can give them that feeling of value. The price does not matter, customers buy the feeling of value.
- You need one clear message. If I throw six balls at you, you won't catch any of them. The same is with messages. Pick one idea and make it crystal clear.
- People buy stories. In a study by Anne Bowers she sold the same for three different prices and the only thing that was

different was the story. Find a way to be a better story teller either by practicing telling stories or by attaching a pre-written story to each piece of jewelry in your case.

- Have someone else sing your praises. Have your associates say something like "Let me have you talk to Jim, he has over 30 years of diamond experience" or "Oh, You should talk to Beth, she is a pearl fanatic." This way you are already instilling confidence before you even meet the customer.
- #8Sales Diva Kate Peterson of Performance Concepts tells us to make the engagement ring sale all about the girl. Guys cannot tell you her favorite color, but he can talk about her hobbies, her job, and her interests. If you get him talking about her, it gets him more invested emotionally and makes him realize all the many wonderful things he loves about her, prompting him to spend more.
- Another stunning tip from Kate Peterson is that the new and best way to sell jewelry is to customize your presentation. You can't just tell why a ring is good any more, you must tell them why the ring is good for THEM. People want customized rings and customized sales presentations too. Do this by listening to the customer then repeating back to them. Ask her likes. She likes to cook? Oh well this ring is perfect for a cook because there are not too many places food can get trapped in it. She likes to bike? Well with this necklace she won't even need a bike light because people will see her coming a mile away. Make the jewelry good for them and you will make the sale.
- Turn everything into a question. Want to tell your customer why platinum is great? The fastest way to bore someone is to tell them something they already know. However if you turn it into a question such as, "Do you know what makes Platinum so much better than white gold?" Then you're asking instead of telling and you will be more engaging.



## EDITOR'S NOTE

Aleah Arundale is a regular contributor to *The Retail Jeweler*. Her selling insights are instructive as well as humorous if not a little brash. They are fun to read and to share with your staff. This first group of ten Best Sales Tips will be followed up by the next group in the July/August issue. The sales tips are not in numeric order of importance. They are just the first ten! We hope you find Aleah's insights into the sales process.

## Now go sell some jewelry! ALEAH



**Aleah Arundale**

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

country. Sign up for her fun newsletter by emailing her at [Aleah@olympiandiamonds.com](mailto:Aleah@olympiandiamonds.com)

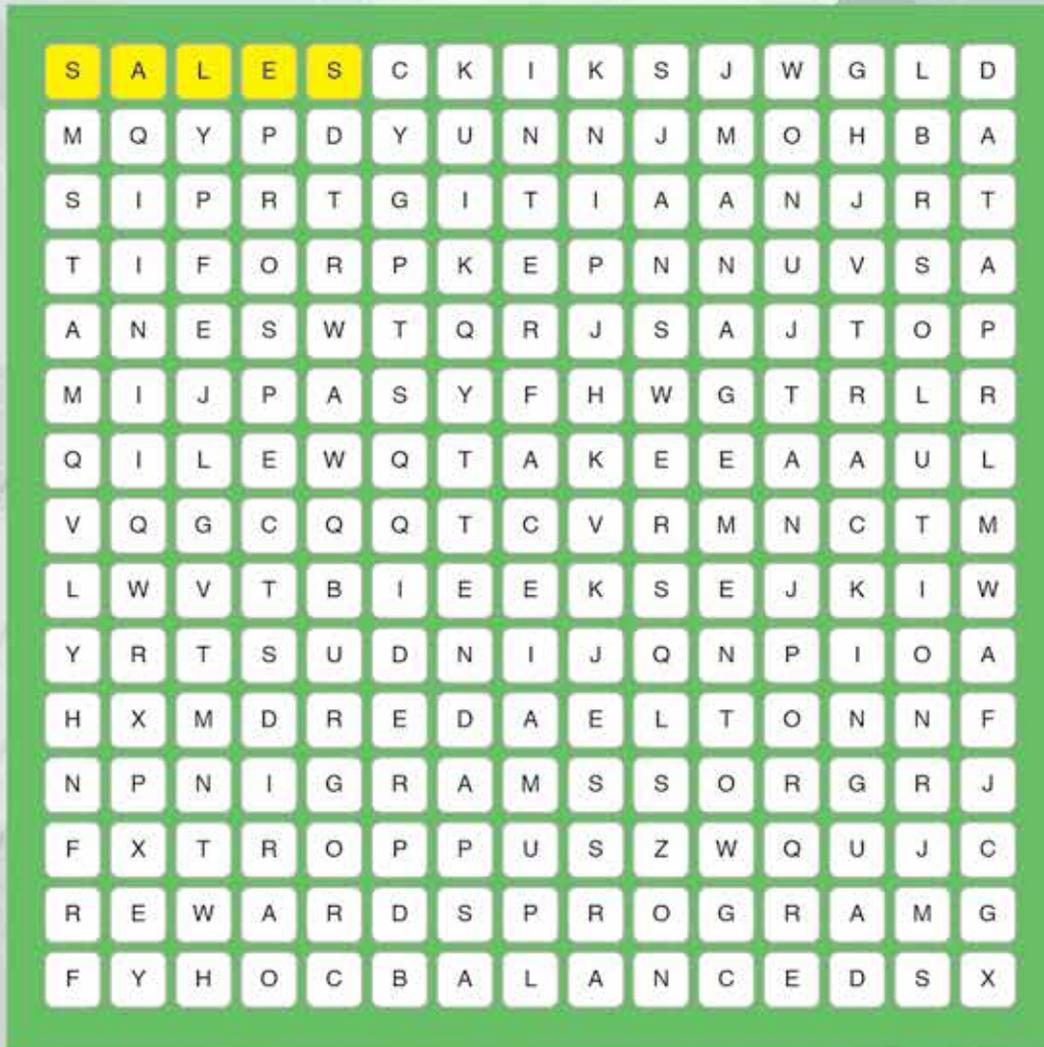
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# TO PAY OR NOT TO PAY?

## That Is The Bonus Question.

By Susan Arli

But it's certainly not the ONLY question.

"Should I offer a bonus system?"

"How should I determine commission?"

"Who receives it—everybody or only top performers?"

"Should I bonus the back office/support staff?"

Compensation is a complex problem—and one that requires a cautious approach as part of your overall strategy.



### There is no 'One Size Fits All' compensation system!

There are plenty of articles out there touting the 'natural desire of top sales people to influence their own income'. Therefore, they say, an incentive-based, pay for performance system is the BEST. This is still up for debate, as there are definite disadvantages of using a pay for performance system too. The question is not whether or not this is the best system. The question is—is this the best system for YOU?

The complexity involves not only the dollar amount to pay, or whether a commission/bonus system should be utilized, but also a myriad of other elements. From a strategic standpoint all questions must start at the cultural level. Who are you? What is your culture? What level of internal competition do you desire? How much teamwork will you demand? Why are you considering this?



### Why Consider This?

Many times the question of a bonus or commission is raised not by the senior leadership, but by the team members. It is often accompanied by pressure from the employees, indicating their unhappiness with the system. As a result, the leadership attempts to fix it. Many times this is more complicated than simply being a 'quick fix'. The actual source of the unhappiness may be far more difficult to diagnose.

It may be translating from 'I don't get paid enough to do this job' or 'It's not worth it for me to suffer \_\_\_\_\_ anymore, unless they'll pay me more.' (you fill in the blank—poor leadership, low base pay, inconsistent HR practices, lack of training and development, unreachable goals, etc.). Therefore, the question 'why are you considering this' is a critical one. Are you attempting to fix a broken system? If so, asking what is truly broken may lead you to a different solution. The bonus or commission request is simply a symptom. Other reasons for considering a bonus or commission system may include a desire

to motivate for higher performance, reward high performers, share in overall profits when times are good, or attempting to bump employees' income without risking high payroll levels when business is in a down time.



### HOW to Pay?

Once you have determined the WHY, then the HOW comes into play. Consider the level of control that the employee has. Often lost in this equation are two factors—external environment and the organizational stage of the business.



### External Environment

In an isolated environment—such as those with limited population in rural areas, there may not be much opportunity to perform beyond a ceiling. These businesses often plateau at a set volume, and cannot seem to produce beyond it despite herculean efforts. In this situation, the business owner often tries to put the responsibility on the employees to be the difference—to be the ones to drive an increase in sales. "If they would just sell more, we could grow!" This 'hail Mary' strategy is a desperation move, and typically has an adverse affect of dis-incentivizes employees, rather than driving performance.

### As Confucius says:

"The hardest thing of all is to find a black cat in a dark room, especially if there is no cat."

Expecting your employees to find that 'Black Cat' is futile. Without some sort of ability to drive business in from the outside (i.e. marketing, change of location, new product lines, etc.), nothing will change for this business. And that is neither the responsibility, nor in the control of the employee.

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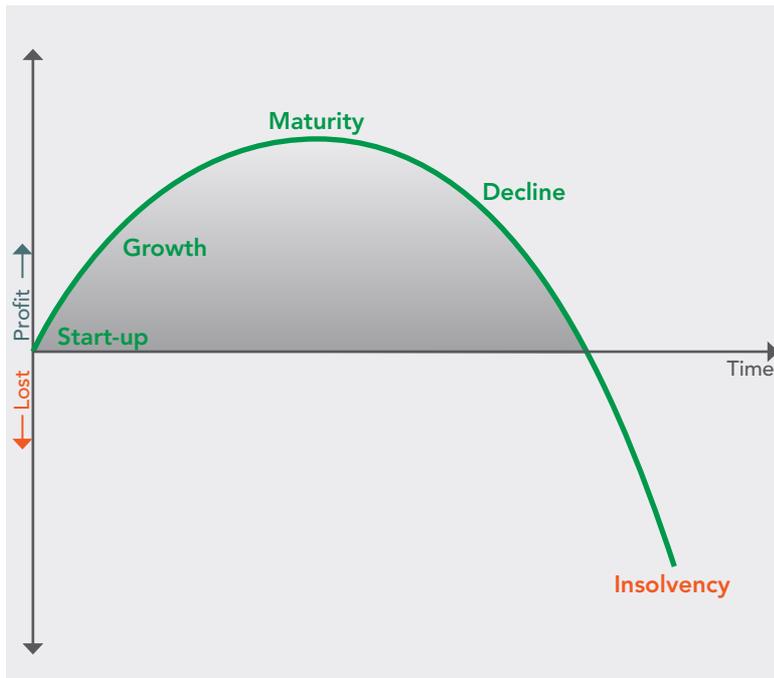
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# TO PAY OR NOT TO PAY? That Is The Bonus Question.



## Corporate Life Cycle

Another consideration revolves around which stage of the life cycle the organization is in.



When in the growth stage, business is flowing through the doors faster than the system can handle. This is a great time to utilize a pay for performance system. It encourages top performance, time management, and has a huge reward potential for the individual. When implemented properly, team dynamics can also maximize.

When in the maturity stages, business is at a comfortable even pace. An incentive system may be appropriate here—with careful consideration of what to incentivize.

When in the decline stage, compensation may need to be shifted to a stable income in order to retain employees while the business (hopefully) redefines its business model to become viable once again.



*If you are interested in a checklist of questions to ask prior to determining your bonus or commission system, send your name, your business' name, and your email to: [susan@brilliantgrp.com](mailto:susan@brilliantgrp.com)*



## WHO to Pay?

Careful consideration must be given to WHO you are compensating as well.

Every member on your team plays a role in the success (or failure) of the business, yet most commission systems are designed to reward only those who sell. This is one of ways in which front-to-back conflict arises. In order for your team to perform at the highest levels, each member must feel equally important, valued and responsible for success.



## Bottom Line

The bottom line is that money matters. Determining what to pay, when to pay, and who to pay it to requires careful thought. As part of your overall strategic vision, what are you trying to accomplish? A strong compensation system can determine your ability to attract the best people. Then, when you hire carefully to fit within your culture and your job models, compensation, along with many other components (i.e. leadership, culture, benefits package, growth potential, training, etc.) can ensure your ability to retain this high performer. Pay attention to the 'equal pay' elements that are critical for legal and moral compliance. Finally, the element of security, or safety must be considered. Employees vary in their desire for consistency in income levels. The fluctuations of the business can wreak havoc on a person's ability to pay their bills. This may or may not be important to your team members. Carefully consider your options when it comes to the bonus question, 'To Pay or Not to Pay'!



**Susan Arlin**

Susan Arlin is a staff and leadership development specialist in the jewelry industry. With over 30 years of experience in the jewelry industry, and a Master's Degree in Organizational Behavior, her specialty lies in developing groups of individuals into high-performance teams. Her company,

Brilliant Performance Group, LLC™ <https://www.brilliantgrp.com> is dedicated maximizing the return from your most important asset—your team. To contact Susan directly to discuss how your team can improve, email her at [susan@brilliantgrp.com](mailto:susan@brilliantgrp.com).



# Engraving Services

## WHILE THEY WAIT



Item#: 821-5939



### BESTBUILT BB5S

#### Dual Ring/Flat Engraver

Multi-Purpose

#### Key Features for BB1S and BB5S:

- Import your custom logos and intricate designs with ease without compromising the detail.
- Outside engraving mode features a laser guide for centering and alignment.
- Ability to engrave multiple lines of engraving inside the ring, with single line, double line, and hatching style engraving options.
- Integration of bluetooth technology with tablet included.



Item#: 821-5937

### BESTBUILT BB1S

#### Ring Engraver

Compact for Any Counter



- Easily engraves curved surfaces inside (comfort fit bands) and outside a ring.
- Unlimited fonts and alphabets available, with Windows based software automatic access to the Internet and your computer. Provides upgraded program (Magic Art-5).
- BB5S is a dual engraver that engraves rings as well as flat surfaces such as pendants.

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DILAMANI

LUCA  
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Nava Dee  
Collection



MCE  
JEWELRY



Denny Wong

MAZZA  
THE MAZZA COMPANY



Eli

Nozell  
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STEVEN ROYCE

Yael

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Collection

NORMAN COVAN

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Not all Brands exhibit at all shows. Check the Select Show website for an updated list by show.

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**Foxwoods Resort & Casino**  
Ledyard, CT August 19-20, 2018



**Ritz-Carlton Hotel**  
Dallas, TX September 16-17, 2018



**Washington DC National Harbor**  
Oxon Hill, MD October 14-15, 2018

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

Qualified retailers receive-

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

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

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*Fine Jewels*

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PREVIEW



Foxwoods, Ledyard, CT - 8/19-20 Ritz  
Carlton, Dallas, TX - 9/16-17  
Wash DC, Oxon Hill, MD - 10/14-15  
[www.SelectJewelryShow.com](http://www.SelectJewelryShow.com)



**Asher** - This Nature Leaf Ring by Asher features 0.16ctw of white diamond set in 14K yellow gold with a mill grain finish. MSRP: \$595. [www.ashercollection.com](http://www.ashercollection.com)

**Costar Imports** - Two-tone double halo engagement ring with a three row split shank is set up to hold a 7.00mm round diamond center stone. Engagement ring, 0.90ctw MSRP \$3,750, wedding band, 0.15ctw - \$1,050. [www.costarimports.com](http://www.costarimports.com)

**Dilamani** - Rock Candy Collection Starting with the rose cut marquis garnet and diamond halo design. Set in 14K yellow gold. MSRP: \$1,020. [www.dilamani.com](http://www.dilamani.com)

**Marika Desert Gold** - Gingko leaf pendant handmade in 14K yellow gold on adjustable chain, set with one shimmering 0.03ct diamond. MSRP \$700. [www.marikadesertgold.com](http://www.marikadesertgold.com)



**MIA Katrin for Jewel Couture** - Ruby and diamond Dream Collection Egg in a Cage pendant crafted in 18K gold and set with 27.2 carat ruby, 17.4 points diamonds MSRP: \$1,690. [www.jeweljewel.com](http://www.jeweljewel.com)

**Norman Covan** - This 18K white gold diamond ring is masterly set with 1.02ctw of diamonds. MSRP: \$4,300. [www.normancovan.com](http://www.normancovan.com)



**Norman Silverman** - understated elegance. Three-stone ring with 3.08ctw of diamonds, twelve 0.23ctw set in platinum. [www.normansilverman.com](http://www.normansilverman.com)

**Rembrandt Charms** - Bracelet shown in 14K yellow gold, MSRP: \$4,994. Cartouche shown in 14K yellow gold, MSRP \$577. (Gold prices subject to change.) Also available in sterling silver, gold plate, 10K yellow gold, and 14K yellow and white gold. [www.rembrandtcharms.com](http://www.rembrandtcharms.com)

**Sterling Reputation** - Trendy earrings handcrafted in Italy from .925 sterling silver with black and white rhodium. MSRP: \$79. [www.sterlingreputation.com](http://www.sterlingreputation.com)

**William Levine** - Beautiful pear shape diamond platinum bracelet featuring 64 pear shape diamonds weighing 19.78ctw. MSRP: \$80,000. [www.wlfj.com](http://www.wlfj.com)



**Yael Designs** - Part of the new Toi et Moi Collection, Yael Designs created this young and fresh design featuring a 5.06ct pear shape pink tourmaline surrounded by a halo of diamonds paired with a pavé of diamonds. MSRP: \$6,377. [www.yaeldesigins.com](http://www.yaeldesigins.com)

# CHALLENGES & CONTINUITY IN FAMILY BUSINESSES



Family businesses are the backbone of the U.S. economy and they most certainly are the backbone of the jewelry industry economy. But there is great misunderstanding about the role of family members in a business and whether the business exists to serve the family or whether the family exists to serve the business.

## Healthy Family Systems and Healthy Business Systems

There is a big difference between a healthy family system and a healthy business system. In a traditional business system, the business comes first and specific personal needs are secondary. In a business controlled by a family system, the business is often viewed as a vehicle to serve the family's needs. As a result, families owning businesses often put personal needs ahead of the needs of the business. The business can therefore easily become a tool to serve the interests of its owners or even other individual family members who lobby to put their desires ahead of the business itself. The result is decisions based on emotional concerns instead of logical, rational thinking and best business practices. Worse yet, jealousy, bitterness, and strife fuel even deeper problems which cause family breakups and the impossibility of business continuity.

## Friction and Heartache

The friction and heartache I so often see in family businesses in our industry – particularly among parents and children, and most often between fathers and sons – is debilitating, demoralizing, and disheartening. But it doesn't have to exist if people are capable of getting their egos out of the way, understanding their blind spots, not being greedy, aligning their values, getting past the baggage that each carries and agreeing to move forward with reconciliation. None of this is easy, but all of it is doable with the right counsel.

The main problem lies not with the business itself, but with the family system and relationships that have reached a critical point. Changes to the business system can attempt to accommodate the problems but seldom do because the root of the problems lies with family relationships that get in the way. There are countless stories of deep-seated psychological factors that cause family dysfunction and inevitable business dysfunction.

## How to Resolve the Problems

So, what can members of a family business do to hope to resolve such conflicts? First, acknowledge that you have a problem and that you are operating a business where decisions should

be based on sound business principles instead of sentimental and emotional considerations. Second, recognize how these same sentimental and emotional factors that are inherent in your family system have brought you to a no-win situation in your business. You may not even know that these factors are present, may not recognize or even acknowledge them, or just assume that this is normal and to be expected.

The beauty of family businesses is that the individuals involved have a vested interest in the success of the business and in the well-being of each individual in it. The ugly side of family businesses reveals itself when individuals put their own personal interests ahead of what is best for the business.

## A Solution to Achieve Family and Business Harmony

I encourage people to treat their business as a family business that is owned and operated by people who are much more than mere business associates, but who, for all the right reasons, agree to put the interests of the business ahead of their own personal interests. I also encourage people to treat owners with the respect they deserve, having invested their time, energy, money, and personal identity behind a vision for the future of their enterprise and their family. But I also encourage these same owners to have mutual respect for family members who are not exactly like them.

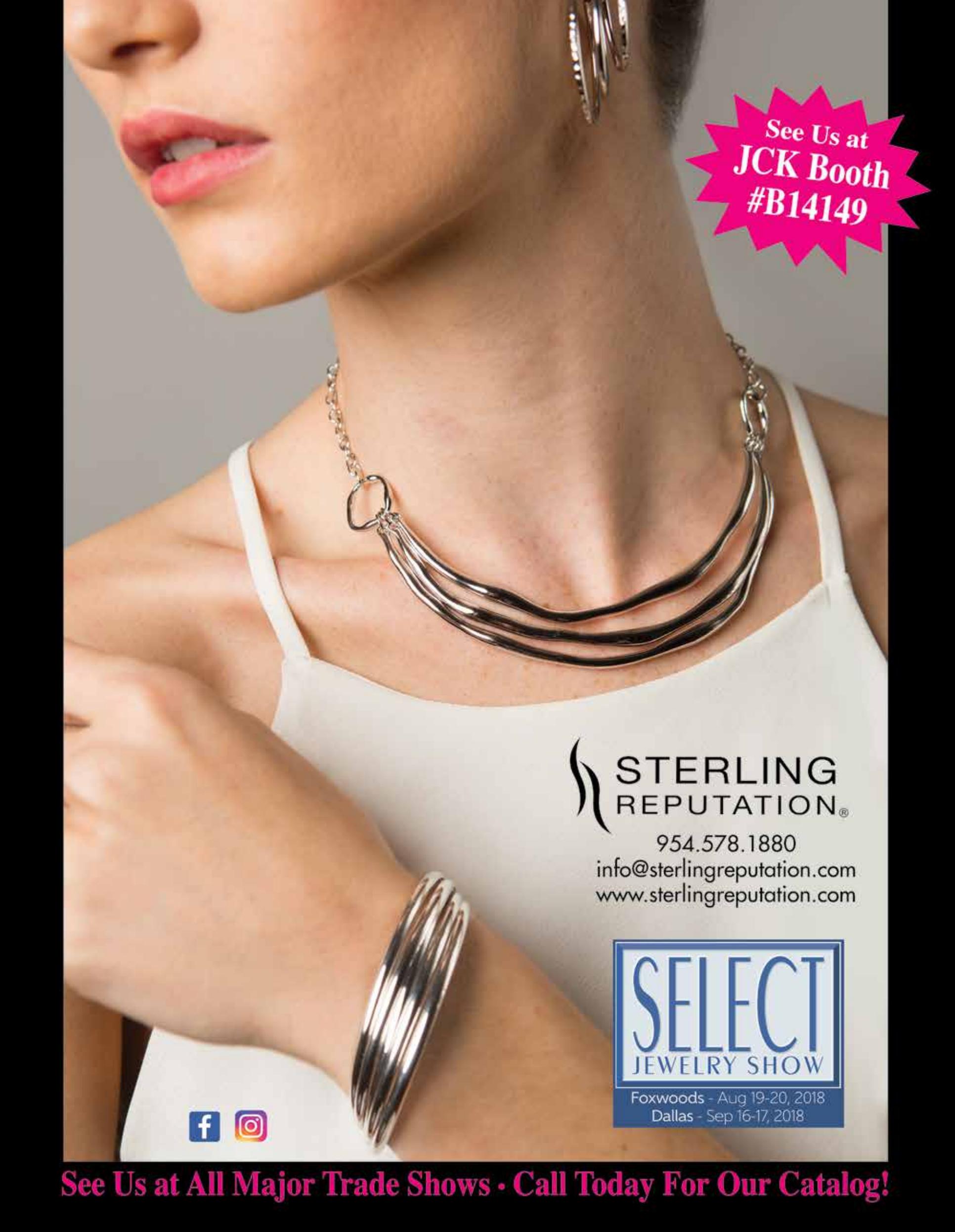
Finally, I encourage anyone reading this to have the courage and intelligence to get some help if you need it from an outside professional who can intervene and address these issues in a fair and unbiased way. This may be the only way to gain the peace and harmony you seek – let alone the business continuity you so desperately want and deserve – in your decades old family business.



**Bill Boyajian**

Bill is the former long-time president of the Gemological Institute of America, and is currently founder & president of Bill Boyajian & Associates, Inc. His company consults for a wide variety of businesses in the gem and jewelry industry, specializing in leadership, business, and organizational development, family transition, and succession planning. Bill

is the author of *Developing the Mind of a Leader – Your Path to Lead and Inspire People*. He is a sought-after business coach and speaker, and can be reached at [bill@billboyajianassociates.com](mailto:bill@billboyajianassociates.com).



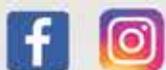
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## Show **SAFETY TIPS** for Jewelers – Retailers and Exhibitors

By David Sexton

### RETAIL JEWELERS

The Las Vegas Show scene is on us now. For retail jewelers, trade shows always bring excitement in anticipation of seeing new merchandise and learning about new marketing programs. Additionally, shows also provide the learning opportunities for owners and store sales personnel. There is also the element of stress which accompanies all the shows in Vegas. That stress is compounded with the number of shows you choose to attend. With limited time, the stress is accentuated! You can manage the stress better with advance thought, planning and focused concentration while travelling to and from the shows. While at the show, you need to be especially alert and aware of your surroundings at all times.

If you are a retail jeweler, the first thing you need to consider before attending a trade show is to take only the jewelry you will actually wear during the show. It is never a good practice to bring jewelry stock with you to the shows. If there is a specific need to do so, be sure to keep it with you at all times. In other words, don't let it out of your sight. While at the show, if you are buying and want to assure you receive what you selected, insist the vendor pack and ships the items directly to your store. Some shows, for good security reasons, do not permit the physical transfer of merchandise at the show.

For those shows who offer immediate delivery at the show, be sure to take advantage of the shipping services offered at the show. Do not take the merchandise with you unless there is some extraordinary reason to do so. And, then follow the advice in this article, namely, keep the merchandise with you at all times; do not leave merchandise in a hotel safe, do not use a case that is obviously intended for jewelry.

For your own safety ship all jewelry that is bought at the show to your place of business.

### FOR MANUFACTURERS AND EXHIBITORS

Manufacturers and seasoned exhibitors, because of their travel and industry experience may be better prepared for the trip to Vegas and to the show proper. It is however, important to be especially alert at airports, taxi stands, and while checking in at your hotel. Distraction techniques by professional con-artist/thieves are effectively used every year at shows and result in the loss of hundreds of thousands of dollars. Remember, criminals are well organized and prepared to target traveling sales personnel when they are most vulnerable. So, make sure you don't have any weak spots in your security plan. Here are some good tips to consider in developing your personal security plan.

#### Before the Show

- Check with your insurance company and review what your coverage limits are.

- Document all of the jewelry that you take or take pictures or video of it while packing.
- Arrange for your line to be shipped to the show by an armored courier service. Never put jewelry in checked bags. Instead, take and use a carry-on bag. Depending on the value of the line, you may want to consider buying an additional seat to carry the line.
- If you can't have it shipped, on your safe arrival at the show site, immediately place your line in the secure vaults at the show.
- Do not ever trust that your hotel safe will suffice.
- Book a reputable hotel that is highly secure.
- Be discreet and don't share your plans or identity with other travelers. Create a believable cover story, like you're attending a business conference.
- Don't feel compelled to answer questions from strangers.

#### During the Show

- Provide one-to-one attention for each customer visiting your booth.
- Show only one item at a time.
- Your displays should always be locked. No exceptions!
- Use wrist key holders for each member of your staff who presents merchandise.
- Switch thefts are common at trade shows, so carefully re-examine each piece after it is handled by a visitor.
- All the slots in trays should be filled at all times, so, a missing item is quickly recognized.

#### After the Show

- Take your badge off immediately after leaving the show so criminals can't identify you. This applies equally to retail jewelers and vendors.
- Showing and selling your jewelry is meant for the trade show floor, not informally back at your hotel room after hours.
- Avoid use of any bags, cases, or other branded merchandise of show vendors that can make you a target.
- Arrange for a ride to pick you up and avoid hailing a cab at all costs.

These security tips will help protect you and your line. A lot of effort is put into protecting you and the merchandise you sell. Following the advice contained in this article will save you grief, aggravation and money.

For more information about security check out Jewelers Mutual The Clarity Blog -[info.jewelersmutual.com/clarity-blog/](http://info.jewelersmutual.com/clarity-blog/)



**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.

**40**  
NINE

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By Gloria Maccaroni

# MARKETING TO MILLENNIALS

## doesn't have to be a #STRUGGLE

They're smart, tech-savvy, energetic, spoiled, demanding, motivated and well-funded. They are the Millennials.

Also known as "Gen Y" as they followed the infamous "Gen X" and as "Echo Boomers" as they are mostly the offspring of the "Baby Boomers", this emerging demographic group is vast. Estimates of the size of this cohort vary depending on birth years used, but the segment commonly referred to as the Millennials are estimated to be the roughly 80 million Americans born between the years 1979 and 1999. So, what makes them so important to your business?

In 2017 it was estimated that millennials in the U.S. alone spent \$200 billion, and this year they will have the most spending power of any generation.



▲ Sterling silver pendant  
Samuel B MSRP \$174  
samuelb.com

▲ Sterling silver pendant  
Bastian Inverun  
MSRP \$369  
bastian-inverun.com

▲ Sterling silver pendant  
Pam Zamore  
MSRP \$195  
pamzamore.com

Their population is so big that they carry a lot of influence with them, both in sociocultural and economic ways. Your business needs to appeal to their generation as a whole in order to gain customer loyalty and to allow the, hopefully positive, reputation of your brand to spread. Their average higher education also attributes to their smarter shopping habits and elevated expectations of brands. Ironically, millennials don't cash ridiculously huge paychecks, but their sheer numbers still create quite the impact - especially since these people tend to rely on their peers for social reference regarding the brands they support.



## 6 THINGS THAT WORK

When considering your marketing strategy for connecting with Millennials, consider the following:

1

### USE INNOVATIVE TECHNOLOGY IN EFFECTIVE WAYS

If you do not have an e-marketing strategy, establish one now! A website is a necessity. Without one, you have no credibility with Millennials. And be sure that it is mobile optimized, as they are more than likely going to visit it with a smartphone or tablet rather than a computer. Integrate email newsletters and SMS text messaging into your advertising strategies. And begin to build a good database of email addresses, the sooner you begin building this database, the sooner you can begin to implement these hi-tech campaign strategies. Establish ways to interact beyond the store: gift cards, invitations to events, news about new collections and sales. Challenge your staff to obtain this information with each and every sale.



▲ Sterling silver bracelet Phillip Gavriel MSRP \$199  
phillipgavriel.com

*"We believe in reaching Millennials through their preferred source of information such as Instagram and through storytelling with videos"*  
Phillip Gavriel phillipgavriel.com

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## MARKETING TO MILLENNIALS

doesn't have to be a #STRUGGLE

### 2 BE INTERACTIVE

This starts offline by listening to your customers. Create surveys and customer interviews to solicit their input to everything from new product offerings, to store appearance to marketing techniques or campaigns. Develop promotions to collect contact points – sweepstakes entries by email address or text opt-in. Tweet links on Twitter to redeem offers in your store and create ways online for them to talk about their experiences and purchases to their social networks. Get them involved, don't just talk at them.



◀ Sterling silver earrings  
E.L. Designs MSRP \$286  
elldesigns.com

*"E.L. has a very strong social presence across Facebook, Instagram, and Pinterest – with over 65,000 combined followers on these platforms. E.L. brings playful imagery combined with our "Handmade in the USA" principals to engage with this demographic."*  
Ed Levin- ELDesigns

### 3 MOVE FAST AND HIT HARD

Remember, this generation is easily bored, don't linger on messages or make them wait too long for payback. Provide information in short bursts and respond quickly to communications. And make offers short-term with an urgency to act quickly. As an example, make coupon life only a day or two or have instant redemption offers tweeted or texted when they are in the store.



◀ All piece's sterling silver Lika Behar  
likabehar.com

*You have to be genuine: Truth, honesty, integrity should become the pillars of the strategy for marketing to millennials"*  
Lika Behar

### 4 FIND AND ENGAGE INFLUENCERS

More than any other generation, this is a word-of-mouth group. They like to share their experiences with friends. Identify your best customers and designate them as Ambassadors for your store. Confer special status and provide them offers that they can share with their friends. Reward them for their referrals and feature them in your social media.



Sterling silver millennial pink pendant Alex Woo  
MSRP \$168 alexwoo.com

*"We continue to market Millennials through our social media accounts including Instagram, Facebook, and Twitter where we encourage followers to share their stories with the hashtag #HowWeWoo."*  
Alex Woo

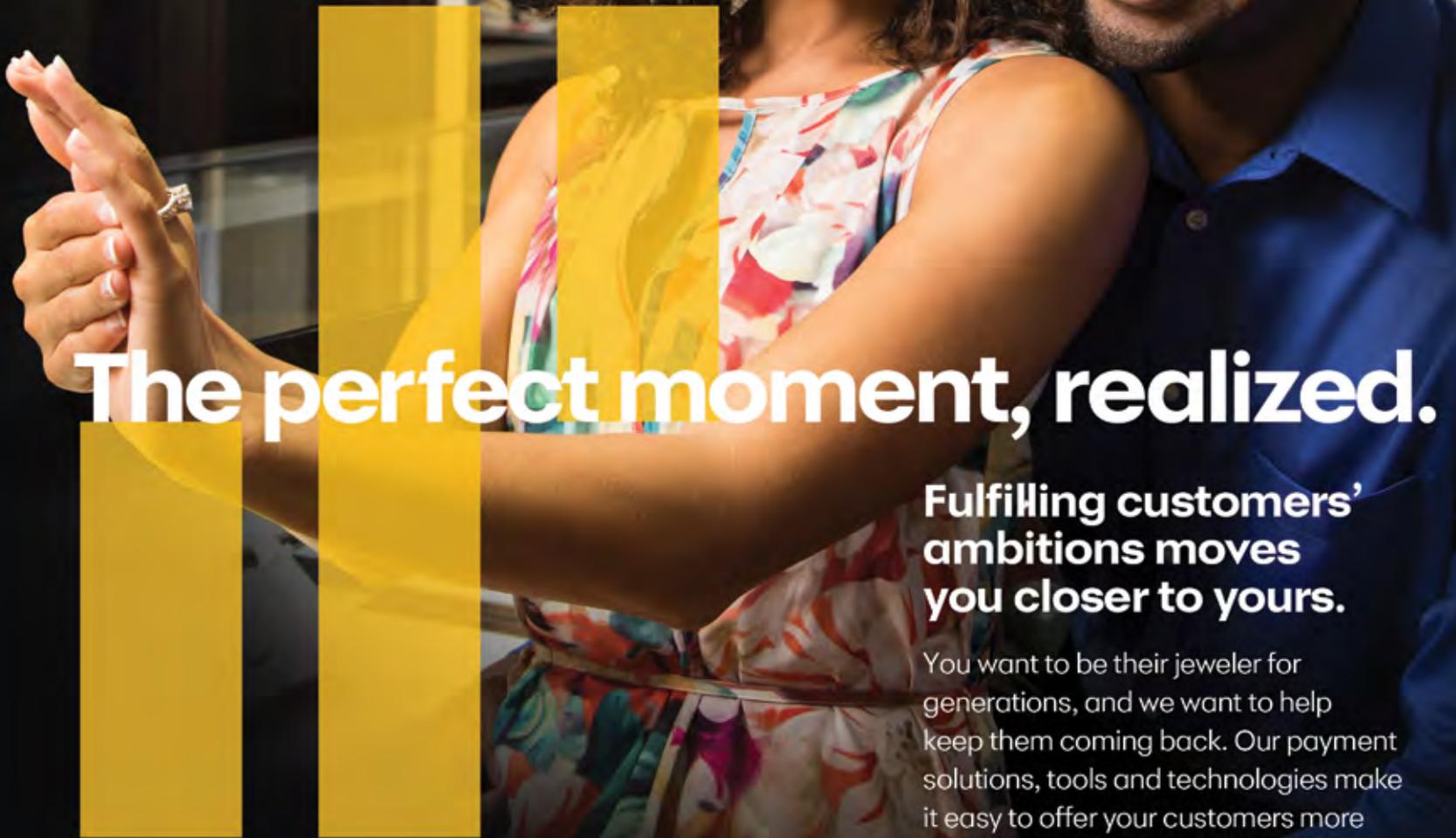
### 5 USE RELEVANT CAUSE-RELATED MARKETING

Finally, this is a generation that is unimpressed with superficial support of causes. They want your commitment to a cause to permeate your entire organization. Get your staff involved and establish a commitment to something important to your neighborhood. Sponsor a food or coat drive for the homeless, making your stores collection points and your staff the delivery team, collect change from transactions and donate to a local charity. And be sure to publicize your activities in your social media, website and with email and text messaging.



Sterling silver ring Belle Étoile MSRP \$195  
belleetoilejewelry.com

*Giving back to the community is a strong goal of ours that we feel meets the millennial mindset. We have teamed up with different charities to help honor causes close to our hearts and in this way, it also helps tell a stronger story with our jewelry. Our pieces become more than pretty accessories but a reminder of the good that can be done in this world and we feel these messages can really resonate with a new generation.*



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## MARKETING TO MILLENNIALS

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6

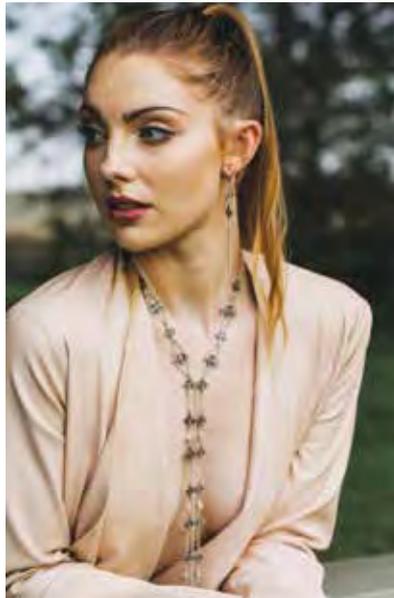
### TAP INTO BRANDS THAT ARE ALREADY ENGAGING THE MILLENNIALS

Sterling silver jewelry is the perfect price point for this target consumer- so tap into the social media and marketing programs offered by the silver brands shown here. Use their hash tags – “like” their posts and link into all they have offer to reach this key and growing market segment.

The most important thing to understand is that this is a demographic group like no other that came before them. Treating them like past customers, not being able to connect with them technologically and not understanding their value will make your future much more challenging than it needs to be. Do your homework, connect with resources that understand this generation and develop a marketing strategy for the future, today.

*“Marketing to Millennials is a social game for KIR. Instagram is our platform of choice (though we keep up on Facebook and Twitter as well). We keep our feed simple and beautiful, always using high quality images and keeping an authentic voice while telling our brand story.”*

KIR



Sterling silver necklace with black onyx MSRP \$780. [kircollection.com](http://kircollection.com) ▲

*“ We carefully craft and design a specific percentage of our collection that we feel will appeal to this very generation of women that have disposable incomes to treat themselves to a fabulous piece of jewelry. They do not adhere to the trend du jour but rather mix and match to truly express their individual characters.”*

Frederic Duclos



Frederic Duclos [fredericduclos.com](http://fredericduclos.com) ▲

### SOME OF THE STATS:

- Social media, is playing a huge role with **65% of millennials** saying that if a brand engages with them **on social networks**, they are more likely to become a loyal customer.( Microsoft)
- **Millennials buy the most silver jewelry** according to 47% of the retailers surveye.
- Millennials make up **1/4 of the US population** with a total of **77 million**. (Nielsen)
- Their generation is **larger than the Baby Boomers** and **3 times the size of Gen. X**. (Aimia)
- **53% of retailers** said that the best-selling opportunity with silver is the female self-purchase.
- Millennials are the best-educated group of young adults in US history, with **1/3 of older millennials** (ages 26-33) having earned at least a **four-year college degree**. (Pew Research Center)
- **64%** believe that **social media** is one of the **most effective channels for reaching brands**. (Microsoft)
- **41%** of millennials have already made **purchases** with **smartphones**. (Edelman Digital)
- **Over 85%** of millennials **own smartphones**. (Nielsen)
- Millennials touch their smartphones **45 times a day**. (SDL)
- **66%** of millennials **follow a company or brand on Twitter** and **64% like a company or brand on Facebook** to score a **coupon** or **discount**. (University of Massachusetts Dartmouth)



Gloria Maccaroni

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



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## Custom Studio App has an internal messaging system

Notification feature that allows easy communication between both the Retailer and the Customer.



## Your customers can pay via the app

For any product or services.



## Custom Studio app has designs you will not find anywhere else

Surpassing any regular catalogs providing higher profit margins to retailer.



## Custom Studio App has an internal image sharing option.

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42 INCH TOUCH SCREEN SMART SHOWCASE (NOT INCLUDED)

**GOLD** \$1750

APP MONTHLY SUBSCRIPTION FEE:

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**PALLADIUM** UNIT PRICE \$2900

APP INITIATION FEE: \$275 (One Time)

42 INCH TOUCH SCREEN SMART SHOWCASE (INCLUDED)

**PLATINUM** UNIT PRICE \$3900

APP INITIATION FEE: \$275 (One Time)



**ANISH DESAI**  
PRESIDENT-CEO STAR GEMS INC.

◆ To set up an appointment for App test drive, send email to [sales@stargems.com](mailto:sales@stargems.com) ◆

## YOU ARE CORDIALLY INVITED.... FOR LIVE APP DEMOS IN LAS VEGAS

June 1 - June 3, 2018

9.00 am - 4.00 pm

By Appointment only Caesar's Palace  
Julius Royal Duplex Suite

International patent pending for the app



# SOCIAL MEDIA MESSAGING IS QUICKLY REPLACING THE TELEPHONE

By Matthew Perosi

Not every business is able to attribute sales directly to their social media activity. The value of social media isn't always measured by increased cash in your register. Measuring sales from social media activity isn't even achievable unless you have some sort of tracking system in place, or your online sales directly tracks clicks from social media. Measuring the results between your social media activity and your website usually needs to be a coordinated effort between the people who manage your social media and those who manage your website.



Every social media platform has some type of metric of likes, shares, and comments; but those actions are usually measured in ways that make each platform look good. No one social media platform is better than another because each one functions slightly differently and smartphones make it easy for your customers to seamlessly jump from one network to another. In today's world, you should be utilizing the popular networks of Facebook, Instagram, Twitter, YouTube, and Pinterest.



Although there are a lot of trade show seminars and magazine articles about how to post and measure social media engagement, everyone is overlooking the fact that smartphones and social media have also changed the way customers want to ask you questions. Each of the five social networks I named above have their own private messaging systems through which customers can contact you. These systems even allow customers to see when you've read their message which gives them the expectation of a reply shortly thereafter.



Facebook even makes it easy for customers to see what your average direct chat response time is and it reveals when you are active. Even though chatting takes longer than telephone calls, the new online customer mentality is to have a typed conversation instead of a phone

call. You have the potential to lose a lot of new business if you don't have someone in your store actively monitoring your social media accounts every day.

Social media messaging is already very important for jewelers with ecommerce websites. As customers from around the world find your website, they will want to ask questions 24/7 and they won't know your time zone. You could use an extra-cost 3rd party website chat widget to invite customers to message you, but those only work effectively when you are actively monitoring. When you are offline, the customer has to leave their email address and wait for your reply; but that's no more effective than sending a message through your online contact form.

Instead of the 3rd party chat system, you could invite website visitors to use Facebook Messenger or one of the other systems to contact you. Thanks to smartphone push notifications, you will see the social media message pop up on your screen even when you are not monitoring. Customers will appreciate that you are using social messaging platforms that they know, and where they can easily save your message for later without it getting lost in a spam filled inbox.

Even though you can't easily measure the ROI of your social activity, this expected new method of communication makes it an essential part of your business operations. About 18 years ago, I started telling clients that their email address was more important than their telephone, but now that importance seems to be shifting to social media messaging.

Jewelry clients ask me all the time to manage their social media accounts, but I have to remind them that I make websites, manage SEO, and create online marketing strategies for them to follow. When it comes to jewelry businesses, I firmly believe that paying for an outside social media marketing agency is a waste of money because only the trained staff in the store



is qualified to post online and answer customer questions. If you are currently paying an outside social media marketing agency, or you want to get started on your own, I invite you to send me an email or a direct message so I can explain how to do this yourself and save that monthly service fee.

Although your customers want to chat with you through a social platform, they hope--but don't expect--small businesses to reply as fast as they would answer the phone. The customer would consider it a great experience if you did reply to them within minutes through social media chat, and their perception of your company would improve. There's no way you could pay a social media marketing company to reply quickly and correctly on your behalf without extensive product and company training.

Getting started with social media messaging doesn't take any extra time or work. All you need is a smartphone with the social media messaging apps installed and push notifications turned

on; you could even share the responsibility between different employees every day. Customers already expect you to have a telephone number, website, and an email address. Customers currently hope that you are responsive to their social media direct messages, but in a very short time that hope will turn to standard expectation.

Even if you don't actively post to your social accounts, you should still invite customers to contact you through social media messaging.



**Matthew A Perosi**

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

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- Jamie Parkerson, Owner, J. Parkerson Jewelers



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Retail Locator



Business Building Charm Program



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**JCK** B55063



# 2017 RETAIL SURVEY\* R CONSECUTIVE YEAR O JEWELRY SALES GROW

IN 2017 SILVER JEWELRY SALES REPRESENTED, ON AVERAGE, 36% OF RETAILER UNIT VOLUME AND 29% OF DOLLAR VOLUME.

**56%**

of retailers said they increased their silver jewelry inventory in 2017

**59%**

of retailers said their silver jewelry sales increased in 2017

**57%**

of retailers said silver experienced the best inventory turnover rate in 2017

**51%**

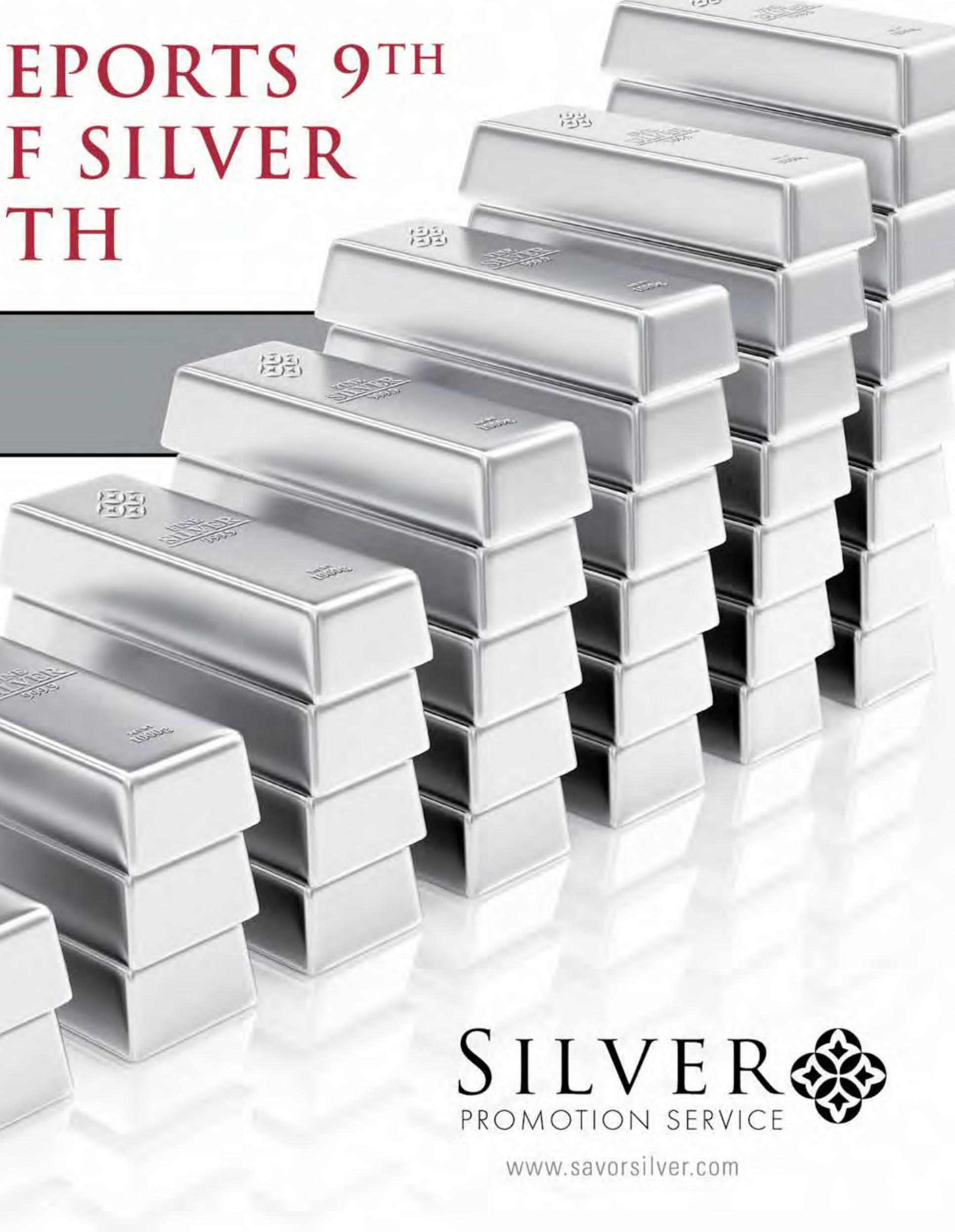
of retailers said silver had the best maintained margins during the 2017 Holiday Season

**93%**

of retailers said they are optimistic that silver jewelry sales will continue to grow.



# REPORTS 9<sup>TH</sup> OF SILVER 7<sup>TH</sup>



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PROMOTION SERVICE

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

*Belle Étoile*

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



  
SILVER™

# Belle Étoile®



 **JCK JEWELERS' CHOICE AWARDS**  
2017 WINNER

  
**SILVER™**  
STYLE PARTNER

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Hong Kong Show

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# SAMUEL B.

New York • Bali

Inspired by the immeasurable beauty of nature and the ancient traditions of Balinese and Thai jewelry craftsmanship, Samuel has made designing stunning jewelry his life's work.

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

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



## Royal Bali Collection

STERLING SILVER (MULTI GEMSTONE RING) \$402



## Bali Five™ COLLECTION

STERLING SILVER & 18K BRACELET \$492



## Diamanti COLLECTION

STERLING SILVER & 18K GOLD PAVE DIAMOND  
CENTER GOLD BORDER BRACELET (MIDDLE) \$915



## Thai Tribal COLLECTION

STERLING SILVER BALINESE SCROLL  
HAMMERED EARRINGS \$132



## Imperial Bali

MEN'S COLLECTION  
STERLING SILVER & 18K GOLD TULANG  
NAGA DRAGON BRACELET \$397



# SAMUEL B.

New York • Bali

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*Little treasures from  
the "Island of the Gods" Bali*



#### Warranty, Resizing & Brand Packaging

Samuel B. stands behind every piece of jewelry sold. Samuel B. offers a One-Year Limited Warranty on all pieces, which includes free resizing and repairs. Each piece sold also includes a quality Samuel B. pouch, polish cloth, and hand-tag.

#### PARTNERSHIP BENEFITS

##### Online Portal & Support

Login to your personal account on Samuel B.'s online portal. Easily access current stock availability, new designs, and past order information.

To request access, visit:  
[www.samuelb.com/request-access](http://www.samuelb.com/request-access)



##### Shop-in-Shop & Customized Displays

The Samuel B. Bali inspired designer displays are tailor-made to complement any order. With extensive options available, our unique displays are an effective way to showcase merchandise and attract customers.

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Toll: 1.855.SAMUELB • Tel: 1.516.466.1826



JCK LAS VEGAS - BOOTH B16147

## Expressive jewelry for independent women

At bastian inverun, we have been designing expressive jewelry with exclusive materials since 1974 – always in vogue, always timeless. The internationally operating business, founded by a jeweler in the Hanseatic City of Bremen/Germany, is well-known for being a pioneer in creating breathtaking pieces with real gemstones and diamonds set in bright sterling silver. Love and devotion for our products is what drives us at bastian inverun. Our vision is to create unique pieces of jewelry that underline the personal style and individual elegance of independent women. We aim to maintain our high quality and design standard and be a reliable, enduring and faithful partner.



1



2



3



5



4



6



7

- 1 | pendant silver 925/-,  
dia. 0,02ct, scratch matt  
(chain sold separately) MSRP \$ 369
- 2 | ring silver 925/-,  
dia. 0,02ct, scratch matt  
MSRP \$ 369
- 3 | hinge earrings silver 925/-,  
dia. 0,05ct, satin matt  
MSRP \$ 389
- 4 | ring silver 925/-,  
dia. 0,035ct, satin matt  
MSRP \$ 389
- 5 | ear studs silver 925/-,  
blue topaz 0,70ct, satin matt  
MSRP \$ 179
- 6 | ring silver 925/-,  
blue topaz 0,68ct, satin matt  
MSRP \$ 309
- 7 | pendant silver 925/-,  
blue topaz 1,15ct, satin matt  
(chain sold separately) MSRP \$ 209



necklace silver 925/-,  
scratch matt, lobster lock  
19,2 inches + 1.1 inches  
MSRP \$ 779

earrings silver 925/-,  
scratch matt  
MSRP \$ 369

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DESIGN JEWELLERY

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*el*  
**E.L. Designs**  
Ed Levin Studio

We believe our jewelry speaks for itself, so we're gratified that the designs pictured here have caused you to linger on these pages. While you take a look, we'll take this opportunity to tell you about our company. E.L. Designs holds a unique position as a leading design studio offering American-made fashion forward jewelry for today's competitive marketplace. Because E.L. Designs are hand-crafted, not mass-produced, each piece is imbued with unparalleled beauty, function and quality. After 70+ years in the business, our creative energies continue to excite attention with unique, wearable fashion jewelry that never goes out of style – some of our oldest designs are continually rediscovered by new generations. Our love of innovation becomes apparent in the intriguing function of our jewelry - bracelets that expand or swing or flip open, or necklaces that enhance your wardrobe with two separate looks. Delightful jewelry and jewelry suites from E.L. Design define the fashion jewelry and sterling silver market.

Give us a call – we'd love an opportunity to show you the not-so-obvious qualities that set us apart.



Free Flight  
Earrings and Pendant



Secret Devotion Bracelet  
shown closed and open



Signature Bracelet



Encore Earrings  
Winner of the 2017  
InDesign Awards  
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el



## THE MARK OF INDULGENCE

When only the finest in fashion forward jewelry will do, discover the mark of sheer indulgence – E.L. Design. Each piece is skillfully made in the U.S. for flawless design and lasting perfection. Stylish, sophisticated, universally appealing, our creations are undeniably desirable.

To discover this new way to increase your sales, call us today to become a brand partner at 800.828.1122 or visit us at [edlevinjewelry.com](http://edlevinjewelry.com).

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E.L. Designs

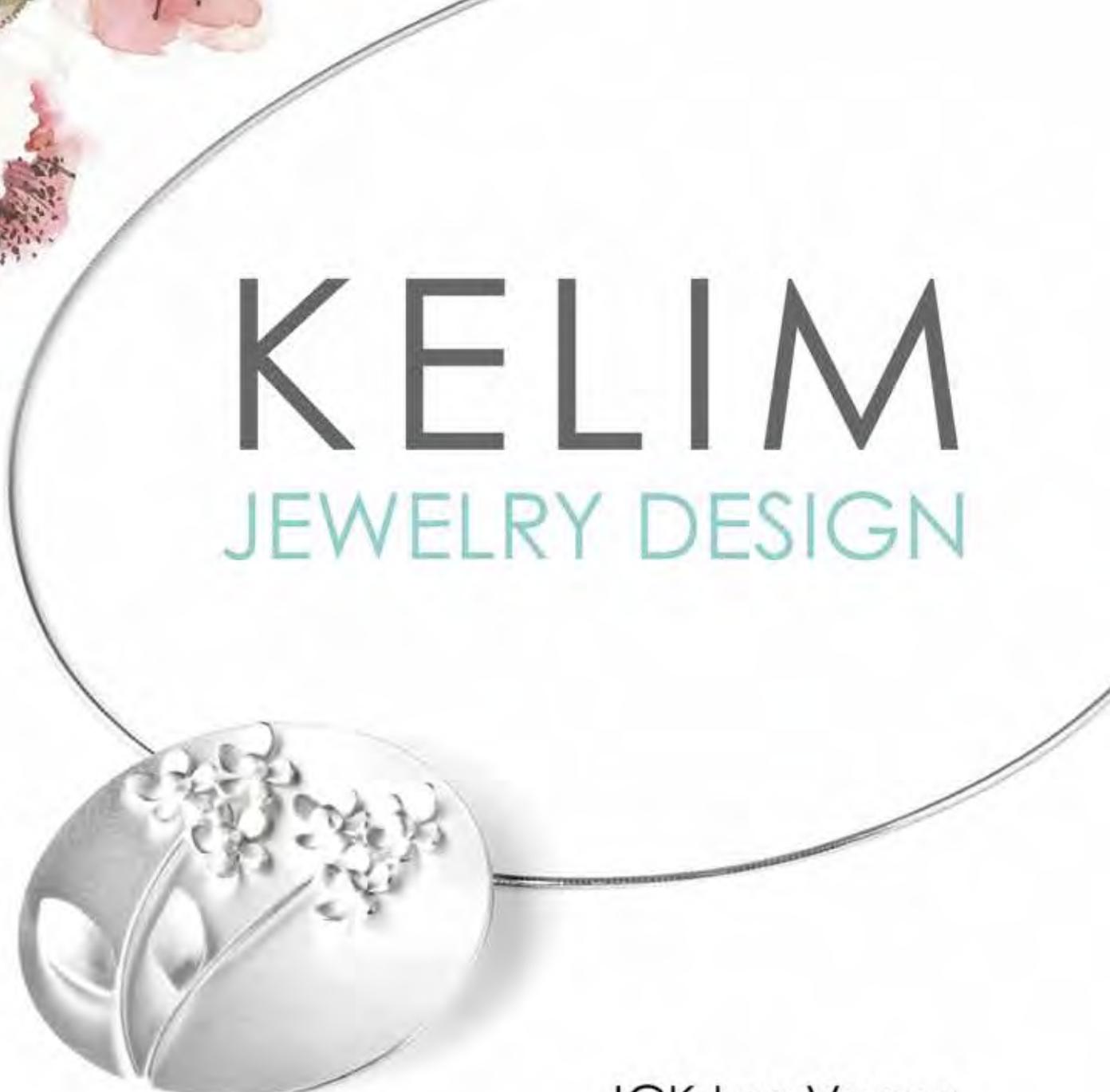
ED LEVIN STUDIO

# KELIM

JEWELRY DESIGN

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





# KELIM

## JEWELRY DESIGN

JCK Las Vegas  
Design Center  
JUNE 1 - 4 | Booth #17124

JA New York  
JULY 15 - 17 | Booth TBA



*Come see our spring and  
summer collections!*



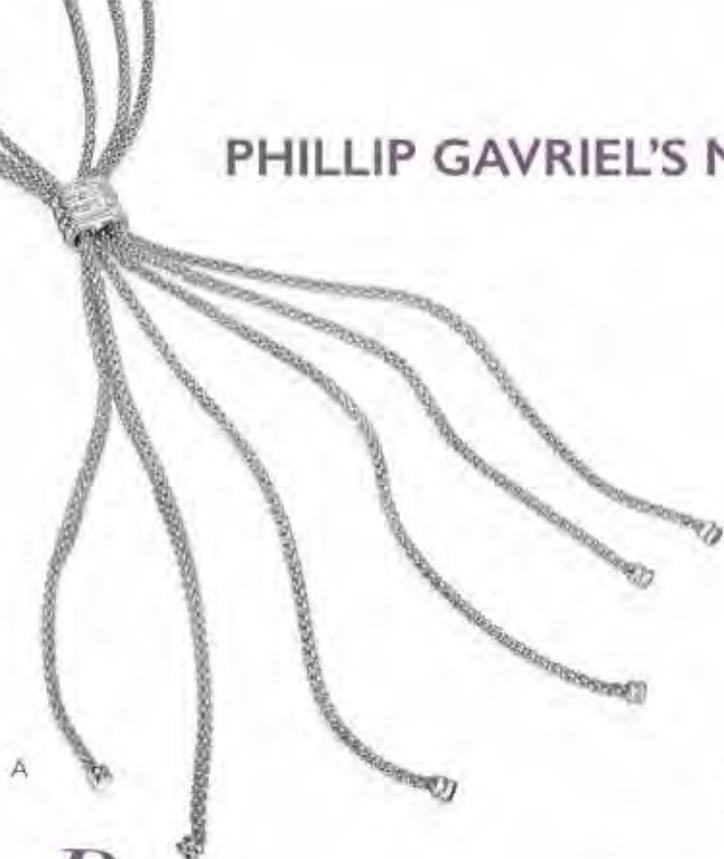
SILVER  
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[kelimjewelry.com](http://kelimjewelry.com)



# PHILLIP GAVRIEL'S NEW SPRING POPCORN COLLECTION

is a beautiful blend of casual and classic elegance



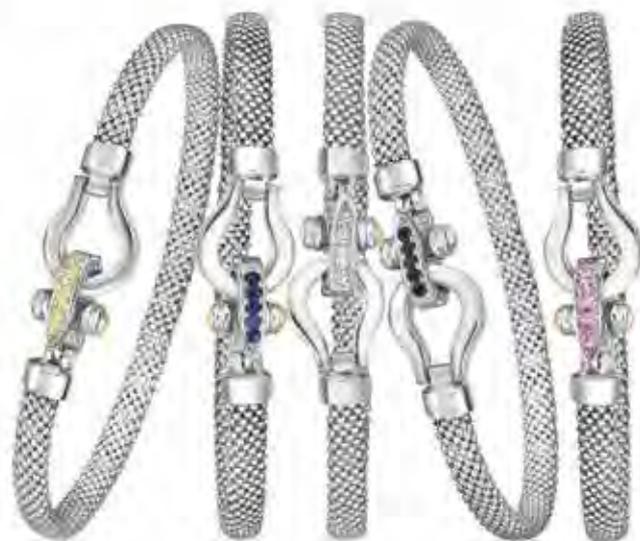
A



B

**P**hillip Gavriel is a brand that continues to have tremendous growth. The success has been in part due to the styling which speaks to today's consumers' more "casual luxury" lifestyle. The pieces are versatile and easy to wear. From a morning of yoga, a day at work, and through a night out, each piece fits the bill perfectly. "The pieces in this collection strike the right balance between fashion and fine jewelry," says designer Phillip Gabriel Maroof. The second element to the brand's huge success has been the price points. With retails that start at \$100, the pieces are a great gift and perfect for that self-purchase. Each piece is crafted using only precious metals; many are highlighted by natural gemstones and diamonds. When you combine this with the up to 3-time markup, proven fast turn, and Royal Chain's unmatched reputation for customer service, it's a great addition to your store's presentation.

## PHILLIP GAVRIEL®



C

### Spreading The Word

*Phillip Gavriel is committed to building consumer awareness and recognition of its brand. We do this through full-page ads in America's leading fashion magazines combined with a consistent presence on many social media platforms.*

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D

A. PGRC1685 Silver & Diamond Tassel Necklace \$550

B. Silver & 18K Gemstone or Diamond Bangles: SILBG2275 (Onyx), SILBG2200 (Amethyst), SILBG2271 (Blue Topaz), SILBG2273 (Peridot) all \$295, SILBG2276 (Diamond) \$395.

C. Silver & 18K Colored Sapphire or Diamond Buckle Bracelets: SILRC1338 (Yellow), SILRC1340 (Blue), SILRC1339 (Black), SILRC1341 (Pink) all \$199, SILRC1337 (Diamond) \$250.

D. Silver & 18K Gemstone or Diamond Heart Studs: SILER6544 (Onyx), SILER6541 (Blue Topaz), SILER6542 (Garnet), SILER6539 (Amethyst) all \$195, SILER6545 (Diamond) \$295.

# *Popcorn Collection*



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DISTINCTION  
SILVER 

PHILLIP  GAVRIEL®

nambe®  
MEN'S



  
SILVER  
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### Vahan

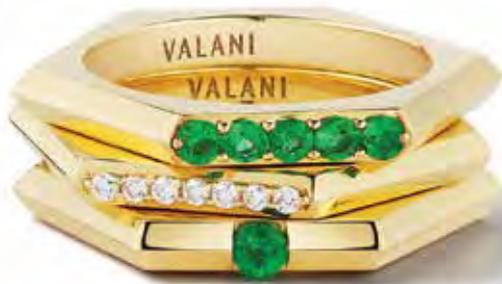
From the Petite Collection, 3mm bangle bracelet in two-tone sterling silver and 14K gold. MSRP: \$690.

914-937-1800

### Frederic Duclos

The Kepler pendant in sterling silver, celebrates the complexity of space in its design. MSRP \$295.

714-898-3636



### Valani Atelier

Stackable Hexa Rings with 18K yellow gold, emerald and diamonds. MSRP: \$650-\$1,500 each.

212-702-9703

### Jeffrey Bilgore

Mint tourmaline earrings. Mint tourmaline (28ctw) and diamonds, set in platinum. Price upon request.

212-223-5140



### Artistry Ltd

Diamond and birthstone stackable rings in 14K white gold with diamonds and available in a full complement of birthstones. MSRP: \$560-\$950.

847-674-3250



### Costar

Beautifully crafted vintage engagement ring is set up to hold a 6mm princess and cushion shape diamond. This styling also is available with as oval halo, round halo, and emerald halo. MSRP Ring \$1,950, band \$1,350.

650-389-6969



### Italgem

This modern and masterfully crafted ring showcases the rich colors of ruby, sapphire and emerald in 14K gold. MSRP from \$2,700 - \$ 3,450.

212-840-6677

### M. Spalten

Fringe Ring- pink tourmaline set in 18K rose gold. MSRP \$1,936.



### Anzie

Cléo geometric hoops with multicolored sapphires and 14K gold MSRP: \$1,650.

888-341-2604

### Dana Bronfman

Burnished-set holly pendant in 18K gold and diamond. MSRP: \$3,390.

650-269-1101

sales@danabronfman.com



### Belle Étoile

Colorful Toucan hinged bangle, enamel and faceted crystals in sterling silver. MSRP: \$595.

877-838-7628





**Omi Prive**

R1933-RC1260-EMEC  
Platinum ring featuring a 4.84 ct. emerald cut emerald accented by 0.66ctw. of trapezoid cut diamonds and 0.38 ctw. of round diamonds. MSRP \$130,000.

877-OMI-GEMS



**Christina Malle**

Golden south sea pearl ring in recycled 18K yellow gold. Made by hand in NYC. MSRP: \$2,250.

917-488-9338

**Beverly K**

Floral style tanzanite ring with diamonds in luminous rose gold. Available with various center gemstones and in all metals. MSRP in 18K gold \$1,661.

619-465-4789



**ALISA**

A chic fashion look from Italy, this new 24" necklace in sterling silver and 18K yellow gold features a distinctive link pattern. MSRP: \$1,795. Also available in 36".

888-253-6600

**Color Jewels**

Opal and emerald earrings in 14K gold. Pear shape opals are 9 x 15mm weighing 6.24ctw and the pear shape Columbian emeralds are 1/3 carat each and 32 full cut diamonds weighing 0.27ctw. MSRP: \$1,999.

212-764-2823



# We Would Not Be Where We Are...

**W**e had been involved in the jewelry business for quite some time and our former employer was not a member of IJO before we started Erickson Jewelers in 2009. We were familiar with a couple of other IJO jewelers and were intrigued by the organization. We spoke with Penny Palmer about joining and they flew us to the very next show.

To say that we were overwhelmed would be an understatement. From the family-like atmosphere of members greeting each other with hugs and grins, to all of the educational seminars, it was easy to see that we made the right choice. That was in January of 2012. We joined and jumped in with both feet and by October that year we were on a plane to Belgium. The Antwerp trips that IJO leads have given us a huge boost in our diamond sales. It's the most important thing we do each year for our business.



Since joining IJO our sales have nearly doubled. But, more importantly, we know that we have a network available to us that will help us with or through anything. We have made some of our very closest friends in IJO through the Antwerp trips and shows twice a year.

Now we start a new adventure! We're renovating and moving into a new store in July. We don't believe this would be possible without the guidance we've received from IJO resources and fellow members. It's truly family to us, and we would not be where we are without them. If you're even slightly wondering if it's for you, give Penny a call and come to a show. You'll be kicking yourself for not doing it sooner.

**Randy & Sherri Erickson**  
Erickson Jewelers, Iron Mountain, MI

**IJO will be at the Hilton in Cleveland July 27-31.**

**To see if you're eligible to attend, call Penny Palmer at 800-624-9252.**



**For information on IJO membership please call Penny Palmer at 800.624.9252.**

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

## Ashi Diamonds Launches The 2018 Bridal Marketing Program

Ashi Diamonds' new 2018 Bridal Program - Journey of Love offers a variety of marketing support to help retailers.

"Our team has worked tirelessly to provide our customers with a fantastic presentation of copyrighted styles that exemplify our commitment to quality and workmanship, both of which have become synonymous with Ashi," states Mr. Pandya, Partner of Ashi Diamonds. "Our comprehensive marketing program provides our partners a platform that enables them to extend their presence to newer markets. At Ashi, we strive to be our retail partners' product and service solution so that they can focus on the demands of their own Customers."

This beautiful 24-page book highlights more than 165 magnificent bridal pieces, which include more than 45 new designs of contemporary, vintage, and traditional bridal designs.

This year, Ashi is proud to unveil its exclusive Endless Embrace Collection®. A brand-new French cut pavé set bridal engagement ring and wedding band collection. These copyrighted and trademarked engagement rings and wedding bands will only be available through select independent retailers.

The Ashi 2018 Bridal Marketing Program incorporates all the print to digital marketing, ecommerce, and merchandising strategies essential for establishing your store as the premier bridal source in your market.

### Bridal Program 2018 Highlights:

- 24 Page Bridal Book: This book showcases today's most innovative and stunning new bridal styles. The book can be customized with your store's logo and picture, store history, other bridal brands, coupons and social media sweepstakes.
- In-Stock Program & 5-Day Preview Program: Utilize Ashi's no obligation 5-day invoice-memo, to preview and close the sale, on most styles featured in the Bridal Book. This 5-day Preview Program has a historically proven 40% sell through rate. Most styles are stocked for overnight delivery.



- Matching Bridal Max Memo & Extended Terms for approved retailers.
- Advertising CO-OP Subsidy: Receive a 4% advertising subsidy against net asset purchases to offset the cost of the Bridal Marketing Program.
- Special Order Delivery: 2-week delivery on most special orders\*.
- Brand Customization: Option of customizing 4 or 8 pages in this 24-page book with your jewelry and watch brands to obtain CO-OP from other lines that perform well in your store.
- Digital Marketing (FREE): Digital marketing benefits include: QR code, email campaign, and most importantly a free responsive bridal store micro-website, branded with your company name & logo, store info & picture, integrated email system, customized retail markups and integrated shopping cart with PayPal and order by phone options.
- Bridal Sweepstakes: Take part in Ashi's Global Bridal Sweepstakes with your store's brand. The sweepstakes provides you with a unique marketing opportunity to increase and broaden your customer base.
- Television Commercial & Marketing Visuals (free): TV and print advertising materials in high resolution images optimized for websites or localized advertising purposes.
- In-store Marketing Visuals (free): In-store looping DVD's for your store locations as well as handouts for your potential bridal customer.

Call Ashi at 800-622-Ashi (2744) for more information.

## Select Jewelry Show Announces Education Program

Select Jewelry Show has announced their educational speaker line-up for 2018. Select Jewelry Shows are "right sized" events featuring 55-65 of the most popular brands and designers in an intimate and comfortable venue. The premise of Select is to help retailers improve their businesses by exposing them to some of the best-selling lines, creating networking opportunities, and providing smart, useful information.

For 2018 Select Shows are proud to announce this year's educational speaker line-up includes Susan Arlin, Jackie LaBental, and Barbara Palumbo.

### The Compensation Conundrum - Susan Arlin

Join us for an exciting and thought provoking session that tackles the complex subject of compensation in today's ever-changing world. How much should you pay? Salary or hourly? What about commission? Walk away with a



Susan Arlin

strategy for determining the best compensation structure for your team to attract and retain the top talent in your market.

**Communicating in the Jewelry World - Jackie LeBental**

How well are you communicating with your customer? Are you using technology to communicate and connect with new and existing customers? Learn how channels of communication have evolved and the importance of utilizing current methods of interacting and acquiring new customers through technology.



Jackie LeBental

**Beyond the Basics - Barbara Palumbo**

Join Barbara to discover what is involved in taking your store's social media up a notch to increase its effectiveness.



Barbara Palumbo

**The Real Deal - Barbara Palumbo**

Barbara discusses how turning transparency into sales helps build valuable long term jewelry business relationships.

**Foxwoods, Ledyard, CT**

- Susan Arlin - The Compensation Conundrum - on Sunday 8/19 morning
- Jackie LaBental - Communicating in the Jewelry World - Monday 8/20 morning

**Ritz-Carlton Hotel, Dallas, TX**

- Barbara Palumbo - The Real Deal - Sunday 9/16 morning
- Susan Arlin - The Compensation Conundrum - Monday 9/17 morning

**Wash DC at Gaylord National, Oxon Hill, MD**

- Barbara Palumbo - Beyond the Basics - Sunday 10/14 morning
- Susan Arlin - The Compensation Conundrum - Monday 10/15 morning

At Select Shows qualified retailers may receive a room in the host hotel, travel voucher to be spent at the show, a chance to win part of \$10,000 to be spent at the show. Breakfast and lunch are available to all attendees.

Register to attend a Select Show, visit [www.SelectJewelryShow.com](http://www.SelectJewelryShow.com).



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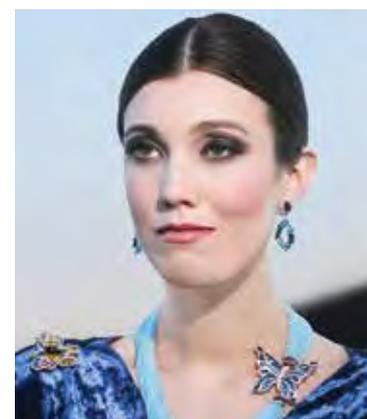
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## New and Noteworthy

### Bellarri Marketing Program

Romance and dreams come alive in Bellarri's sensual ad campaign launch in May introducing her signature 2018 Collections. The new ad campaign features high fashion videos and print ads which highlight the versatility and breadth of the brand. It was launched in conjunction with a fresh, interactive Bellarri website in May. The media campaign will be featured in both industry and consumer publications, as well as, cable outlets both domestically and internationally. It will be available to all Bellarri retailers in all markets. The print ads and commercials will be tailored for each retailer's needs and demographics. The theme continues to be Bellarri....Moving Fashion Forward!



The theme continues to be Bellarri....Moving Fashion Forward!

### Junghans Introduces Form Damen

With its clear lines, the minimalist fashion style focuses on the essentials. An elegant look is achieved through concise tailoring – frequently purist, always discreetly avantgarde. Junghans has now brought this zeitgeist to the wrist with its new gem. The Form Damen makes a clear design statement, adhering consistently to the creative principles of the Form line. An look of depth is achieved by the concave doming of the dial and the embossed minute track – details that underscore the geometric design.

The Form style creates an impression of lightness. The Form Damen is a watch for every occasion. The interchangeable straps make it a colourful eye-catcher. Whether worn with a business outfit, blazer and pencil skirt or casually with a white shirt, jeans and sneakers – it can be combined with any look.



The Form Damen from Junghans – good style, très chic.



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### Jared Sadowsky Joins MDJ Advantage

Sadowsky joins the firm as their newest Regional Sales Consultant covering the state of Pennsylvania. Jared is joining a decades old family dynasty in the jewelry industry and has honed his skills in acquisitions, sales and systems management under the expert tutelage of MDJ founders, Michael Indelicato, Dominic Mainella, and his father, Jeffrey Sadowsky.

"Jared is a natural," said Dominic Mainella, Managing Partner of MDJ Advantage, "It's in his blood and it shows in his passion and dedication."

Jared is GIA Certified and has studied Business and Psychology at the State University of Buffalo. He is excited to continue the family history following in the footsteps of his late grandfather Alvin, who specialized in manufacturing and father Jeffrey, former Director of Acquisitions of FKA Gordon Brothers / GBC Inc. and Vice President and Founder of White Pine Trading's fine jewelry division, and current Managing Partner of MDJ Advantage.

"I'm excited to join the team at MDJ," said Jared, "I look forward to working with my mentors everyday to bring the very best inventory to independent Jewelers throughout Western Pennsylvania."

MDJ Advantage has introduced a buying experience for retail jewelers that allows them to obtain bargains fast and easy. Started by three industry experts with over 100 years of combined experience, they bring diversified collections of fine jewelry at multiple price points. Most of these collections are not available to retailers and MDJ Advantage is able to offer these items below manufacturer's cost, while also specializing in one-of-a-kind and signed pieces. These pieces and price points range from the finest selection of jewelry, to estate, signed, branded, and antique. MDJ Advantage is bringing jewelers branded products they might not have been able to acquire on their own.



Jared Sadowsky, MDJ Advantage Regional Sales Consultant



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# LOOK BOOK

By Jackie LeBental

## {Summer Style-Under \$2000}

I'm sort of biased because I love summer and even if you are at the beach jewelry is always a good idea. I've spotted some unique and fashionable beach pieces that are all under \$2000 retail. Accessorizing in the summer should be filled with fun, pops of color and easy to wear jewelry!

01

### Boo and Boo Factory

Handmade and created in her Chicago studio, architectural designer Christina Anton specializes in bold neon jewelry that is unique and super fun to accessorize with. Wearing a big and colorful earring makes any outfit pop and when it's designed in a beach friend material like acrylic it's even better. Totally obsessing over these multi color laser cut earrings that are vegan friendly and made with non toxic eco paint and resin.

Retail \$52

Info@BooandBooFactory.com



02

### Netali Nissim

Beautiful and talented, fine jewelry designer Netali comes from a long legacy of jewelry design. Her rich European style and heritage can be felt through out her chic luxurious collections. She creates highly crafted iconic pieces that are everyday necessities. Netali's gold plated enamel bracelets are perfect beach arm candy. Available in various colors combinations.

Retail \$270

800.364.1874



03

### Jessica Arden Jewelry

Artisan designer Jessica Arden fell in love with jewelry design at an early age. Now as a metropolitan woman, she is always on the go and felt compelled to create her one of a kind and bespoke pieces in the big apple. She uses only the finest metals, gemstones and ethically sourced diamonds in each of her beautiful creations. I thought these baroque pearl and coral drop earrings set in 18K yellow gold were simple divine and ready for a resort vacation.

Retail \$925

jessicaardenjewelry@gmail.com



04

### Artisan of IQ

World traveler Ileana Quinones founder of Artisan of IQ, was inspired to build an artisan accessory brand after one of her trips to South East Asia. She wanted to empower local and talented Cambodian and Thailand artisans by developing jewelry and accessories that embrace rich and traditional styles. This handmade turquoise cuff from the Wanderlust Collection set in 18K gold vermeil is perfect for everyday summer style.

Retail \$310

929.235.4878



#### Jackie LeBental

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

05

**Melis Goral**

Sophisticated and modern, Istanbul native Melis Goral brings her European flare to the US. Designing since 2008, her collections embody classic and heritage vibes with contemporary twists. Who wouldn't want to wear this elegant Carnelian and Diamond pendant set in 18K rose gold sipping a chilled summer cocktail!

**Retail \$1,900**  
[www.melisgoral.com](http://www.melisgoral.com)  
US Contact 201.248.0800



09

**Lulu DK**

Naturally artistic and passionate about patterns and color, designer

Lulu was inspired by her mother's vibrant esthetic growing up and her international travels. She not only designs jewelry but also luxury home and children accessories. I am totally in love with all of her fun and wearable pieces especially her enamel mantra necklaces. This beachy medallion necklace that has "Grateful for Each Day" inscribed on the back, is not only a wonderful mantra to live by but also the perfect statement piece. Enamel and 14K gold plated brass, 40mm, 28" chain.

**Retail \$98**  
212.223.4234



06

**Eden Presley**

Always on trend Gwen Myers designer behind Eden Presley creates modern and chic styles that can be worn from day to night. Since summer always makes me smile, I thought her large smiley charm ring accented with white and black diamonds set in 14K yellow gold would be amazing dancing in the summer sun!

**Retail \$1,470**  
[Gwenmyers@edenpresley.com](mailto:Gwenmyers@edenpresley.com)



07

**Lynn Ban**

Effortless, bold and as she says "unapologetic" this fierce and beyond artistic designer always pushes the limits of fashion and style with her jewelry design. Lynn's collections are smooth and sleek with modern edges that last forever in your jewelry wardrobe. I am ready to rock and roll at the beach with this sterling silver multi color rhodium coil ring.

**Retail \$550**  
212.480.1359



08

**Loriann Jewelry**

Loriann Friedman and her collections are a cheerful, sweet and naturally lovely. She took her love of watercolor painting and created fine jewelry

which embodies her natural artistic palette. These layered earrings with exclusive cut Amethyst and London Blue Topaz, Orange Sapphire and Diamond accents set in 14K yellow gold, simply remind me of ocean sea glass.

**Retail \$1,850**  
[Loriannjewelry@gmail.com](mailto:Loriannjewelry@gmail.com)



**Rembrandt Charms Movable Charms**

Rembrandt Charms puts the motion in emotion with over 200 charms that have movable parts! Movable charms are a fun way for collectors to recall a family vacation to an amusement park with the ferris wheel or carousel charm. For the musically inclined, a piano that opens makes a charming gift. The compass charm is the perfect way for your customers to show that they have direction in life or just love the outdoors. For foodies, a mixer charm or a corkscrew charm will stir their emotions and feed their appetites for more charms. Rembrandt offers thousands of charms in gold and silver, so that every customer can tell their story. The entire collection is covered by their lifetime warranty, reflecting the craftsmanship, dedication and commitment of Rembrandt's entire staff. Just what you would expect from a company that values quality and craftsmanship as much as you do!

"Retail jewelers and their charm collectors expect exceptional quality and customer service. We pride ourselves in providing both. The beauty of a charm bracelet is that it is a timeless

collectible that can be passed down for generations. Each charm bracelet tells a unique and personal story. As we continue to invest in supporting our retailers, we ask that retailers continue to select Rembrandt Charms, a company dedicated fully to charms, rather than alternative companies that do not specialize in the charm business," states Michael Metzger, Chief Operating Officer, Rembrandt Charms.

Rembrandt's charm collectors return to their jewelers throughout the year to add to their charm bracelets, and to shop for family and friends. With every charm bracelet sale, retail jewelers learn more about their customers' interests and lives. Relationships are developed leading to repeat business. By offering Rembrandt's vast charm collection in sterling silver and karat gold, retail jewelers can offer the perfect charms and price-points to every customer. Whether it's movable or one piece, Rembrandt has a charm for every interest, event, hobby or memory!

Rembrandt Charms is a family owned company that has been designing and manufacturing charms and charm bracelets for more than two generations. Rembrandt Charms merchandise is sold exclusively by retail jewelers and available in more than 14,000 retail jewelry stores throughout North America. The charm collection is offered in 14K white and yellow gold, 10K yellow gold, gold plate, and sterling silver. All Rembrandt Charms merchandise is made entirely in the United States and Canada, and sterling silver charms are rhodium plated to prevent tarnishing. For more information call 800-828-7840.



**Kindred Keepsake New IJO Member**

Kindred Keepsake announced that it has become a new supplier member of the Independent Jewelers Organization. IJO members are an elite group of retailers who are hand-selected based on their high ethical standards and superior professional integrity. As a supplier member, Kindred Keepsake will offer group purchasing discounts on their high quality personalized and memorial products like their fingerprint jewelry, photo jewelry and cremation jewelry. For more information please call 877-265-7994.



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



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Mar/Apr	02/09/18	03/22/18	JIS*
May	03/23/18	04/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	04/23/18	05/28/18	JCK, JIS
July/Aug	06/11/18	07/17/18	JANY, SJTA*, Select*
September	07/27/18	09/03/18	Centurion*, JIS*, Select
October	08/24/18	10/05/18	Select, JA-Special Delivery
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**Belle Étoile** Sales Reps Wanted  
Belle Étoile, award-winning designer brand, is looking for independent sales reps for multiple territories. Please email résumés to Bryce at [careers@belleetoilejewelry.com](mailto:careers@belleetoilejewelry.com).

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www.jewelersmutual.com
- Jye Luxury Collection**..... 7  
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www.
- Kelim** ..... 52, 53  
www.kelimjewelry.com
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- Select Jewelry Show** ..... 24, 25  
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www.selectjewelryshow.com
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- Star Gems** ..... 37  
770-394-6727  
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- Sterling Reputation** ..... 29  
954-578-1880  
www.sterlingreputation.com
- Synchrony Financial**..... 35  
855-433-3772  
www.synchronybusiness.com/luxury
- Variety Gem** ..... 63  
800-735-4367  
www.varietygem.com

### Mars Social Media Mondays

Mars Jewelry shares weekly social media content every Monday with their active customers. The content can be copied and pasted with suggested hashtags to help your store get more followers. Mar's marketing department offers a vast collection of lifestyles and product posts that your customers will love. Follow Mars on Instagram and Facebook. For more information call 888-592-6277.



### Samuel B. Launches New Mobile Friendly B2B Portal

Samuel B.'s new web portal was created after incorporating feedback from many of its retailers who liked ordering on its original portal but found it somewhat difficult to use, especially from their phones or I pads. The new portal incorporates feedback from these retailers and makes it easier for independent retailers to place orders while in their storefront or speaking to customers. Mathew Behnam, VP of Business Development at Samuel B. stated that "Our sole focus in creating this new portal was to make it easier for our retail partners to place orders easily and effectively and from the positive feedback we have gotten so far I am confident that we've done that, I think this is the most easy to use B2B portal in the industry". Samuel B. will also be stocking all items on the B2B store to allow orders to be shipped within 1-2 days.

Existing customers should have already received their login credentials for the new portal and new customers can request access at [wholesale.samuelb.com](http://wholesale.samuelb.com)

### Doug Hucker Awarded the Shipley Award by AGS

Doug Hucker of the American Gem Trade Association, is the recipient of the American Gem Society's most prestigious honor, the Robert M. Shipley Award®. Mr. Hucker was presented the award at the Society's annual Conclave in Nashville, TN

Mr. Hucker received the award based on his commitment to the jewelry industry and because of his friendship and service toward the Society over the years.

"I cannot imagine a more worthy recipient of the Shipley award," said Mark Moeller, former chair of the American Gem Society Board of Directors. Mr. Moeller gave the award to Mr. Hucker during the Robert M. Shipley Award Luncheon sponsored by GIA. "Doug was my instructor at GIA and was instrumental in convincing me to come to Los Angeles and meet Al Woodill. Doug has given of himself and his expertise to AGS members for decades."

As chief executive officer of the American Gem Trade Association, Hucker represents the premier Association of United States and Canadian colored gemstone professionals. He represents the AGTA in numerous national and international industry groups. In addition to his efforts to promote appreciation and enthusiasm for colored gemstones, Doug oversees the Association's unflagging commitment to ethics, professionalism, and consumer protection.

In 2016, Mr. Hucker received the Society's prestigious Triple Zero® Award at the annual Circle of Distinction Dinner. He was also the recipient of the 2015 Sallie Morton Award at the Society's Conclave in New Orleans.



Mark Moeller and Doug Hucker

### Scott Issacs Offers Jewelry Laser Welding Seminar

Join your colleagues in Nashville, TN on July 27th & 28th for a fun and informative workshop on intermediate and advanced laser welding techniques.

This workshop will focus on high-margin-return repairs and teach new skills to increase your bottom line. Prong re-tipping, sizing-the-impossible, and hinge repair will be highlighted.

Also included will be hands on instruction on bread and butter repairs such as chain repair and eyeglass repair. This is a unique opportunity to attend an event that will bring together the innovators of our industry. This weekend is to share, inspire, to be inspired and to help maximize productivity in today's jewelry shop.

This class is offered by expert laser welder Scott Isaacs, one of the pioneers of laser welding in the jewelry industry. The cost for the seminar is \$585. The hotel is offering a \$169 per night special for this event. Also, meet Southern Jewelry News and Mid-America Jewelry News columnist Chuck Koehler and attend one of his very informative seminars. This event is being held in the country music capital of the world. There will be plenty of time to see the sights and sounds of Nashville. Visit the Ryman auditorium and catch a performance of the Grand Old Opry, or spend some time honky tonkin' at the world famous Tootsies Orchid lounge and all of the other live music venues in Downtown Nashville. Bring the family and make a vacation out of it.

For more information contact Scott Isaacs 615-423-7214 or email. Scott.E.Isaacs@gmail

### Samuel B. Releases Catalog

Samuel B.'s new 56-page catalog was created incorporating feedback from many of its more than 200 retail partners who wanted a catalog with retail pricing to aid them in placing reorders, as well as to show customers in store for special orders of styles that the retailer did not have in stock. Mathew Behnam, VP of Business Development at Samuel B. stated that "Unlike many other product catalogs that designers release, ours was designed with its aesthetic at the forefront, this will allow or retail partners to feel confident when using the catalog as an in-store sales tool".

Customers can view the new catalog online at wholesale.samuelb.com, where they can also request to have a copy sent to their store.



### John Carter, CGA Appointed President

During the annual membership breakfast of the AGS Conclave, membership voted in the new Board of Directors for 2018/2019.

John Carter, CGA, was appointed president. Mr. Carter has served on the Board since 2011. "I look forward to working with the newest additions to the AGS Board of Directors," said Mr. Carter. "I'm excited and confident that their fresh perspectives on our industry, the AGS, and AGS Laboratories will help propel us forward."

Scott Berg, CG, finished his term as president of the AGS Board of Directors. "I'd like to thank Scott for his hard work, dedication and leadership that he gave the AGS during his time as president and while he served on the Board," said Katherine Bodoh, RJ, CEO of the American Gem Society and AGS Laboratories.

### The AGS Board of Directors for 2018/2019 is as follows:

#### Executive Committee:

President: John Carter, CGA  
 President-Elect: Michael Richards, CG  
 Secretary: Lisa Bridge, CG  
 Sr. Advisor: Georgie Gleim, CG  
 Treasurer: Larry Rickert

#### Chairs:

AGS Laboratories Advisory Committee:  
 C. Clayton Bromberg, CG  
 Conclave Sub-Committee: Alexis Padis, CGA  
 Education Committee: Sarah Person, CG  
 Finance, Audit and Legal Committee: Larry Rickert  
 Gemological Sciences Committee: Bryan Moeller, CGA  
 International Guilds Council: Marc Altman, CGA  
 Membership Committee and Grievance & Review Committee: Kelly Newton, CGA  
 Young Titleholders Committee: Marc Nanasi, RS  
 Directors-at-Large:  
 Mitchell Clark, CG  
 Amanda Coleman-Phelps, CGA  
 Scott Murphy  
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## SAVE THE DATE

2018 Competition Deadlines:

Submit Entries/Dallas: **June 29, 2018**

New York Drop Off: **July 10, 2018**

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