

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 10, Issue 4 • June 2019

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COVER: Our cover model is wearing beautiful pearl jewelry from Jye's Luxury Collection. Pictured is Jye's designer Jennifer Chang styling the model during the photo shoot. For more information on Jye's call 415-621-8880.

THE RETAIL JEWELER™

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MORE GOOD NEWS



By Frank Dallahan

During the course of the past year or so my son Fran, a former member of the industry, and I have had an ongoing conversation perhaps even a debate about what's happening at retail. It is a story, I'm sure, that has been a dinner table conversation in many households within the industry, both in the retail and the manufacturing sectors. And, between the older and younger generations. It is of course the story of the changing purchase habits of the current demographic groups: the Millennials, the Baby Boomers and the Gen X groups.

It is interesting to note that when I started in the jewelry business in 1974 there were approximately 2.5 million marriages taking place every year. I recently read a statistic that today in 2019, there will be 2.45 million marriages taking place this year. Given the population growth, seeing the marriage rate decline is not good news for the industry. We are wedding dependent.

I've maintained all along that retail is not dying. It is going through just another momentous change. Fran would point out to me how much business was going to the Internet every Monday after Thanksgiving. It's hard to argue with the facts and the logic seeming to be running against your point of view.

The National Retail Federation bolstered my position by stating, the sales of product through the Internet is growing at 20% a year, but the share of the retail business is still very firmly weighted in bricks and mortar stores taking 80% of the retail business versus 20% for Internet retail sales. An 80% share of market growing at 4% a year is a significant positive.

Recently, Fran sent me an article from Bloomberg Businessweek, entitled "Millennials Tried to Kill the American Mall, But Gen Z Might Save It." The title certainly grabbed my attention. The title of his email was even more compelling: "The Truth About Millennials and Brick-and-Mortar Retail Might Surprise You." The first paragraph of the story tells the story:

"Gen Z keeps confounding Corporate America. They've shunned beer. They want companies to take political stands and they trust Kardashians to make their makeup choices. But perhaps the biggest surprise about this new cohort of teenagers is the most unexpected of all: They love the shopping mall."

Perhaps, most amazing is their stated belief that going to a brick and mortar store was a better experience than online. In a survey done by the International Council of Shopping Centers, 75% of the Gen Z-ers expressed this opinion.

So, you may rightly ask "How come? What has changed?" The answer is what many have been saying for the past few years. First, you have to keep up with technology. It was said you have to have a website. Next, you had to make sure your website was compatible with any smart phone. It seems that Gen Z-ers respond to notices they receive about special deals while they are shopping.

The article gives an example of old guard Macy's launching a new concept within their Herald Square store called "Story." "Story" is intended to provide something different for the Gen Z consumer. Macy's rolled out this concept to 36 other locations. "Story" is a colorful themed shop within a shop concept. Macy's jazzed up "Story" with " a brightly colored painted space, a pillar made of Crayola crayons, a ping pong table and a rainbow tunnel." In short, Macy's has made shopping fun again. It's not the same old - same old!

Speaking of same old – same old, what could be more boring than to walk into any bank. They are all the same except for Capital One banks. Their whole approach is different. Their fixturing is different. They offer coffee and tea. One store in Philadelphia actually has a Peets coffee shop within the bank's four walls! Do you think Gen Z customers would respond positively to a change like this?

Creating a difference in the mind of your customer base is the key to attracting walk-in traffic and attracting new customers. If you think of a typical jewelry store, you likely think of the color gray. Blue is in the top five as well. You think of mahogany finished display cases. You think of Breakfast at Tiffany's sales personnel in subdued gray or black dresses or men in grey suits with white shirts and maroon ties with a lapel flower and of course a handkerchief in the breast pocket of the suit jacket.

A jewelry store's look is muted. Maybe it's time to shake things up and do something to appeal to the Gen Z crowd. The thing about retail is that it is in constant change to appeal to the new consumers coming into the market place. And, that is Good News indeed.



Frank Dallahan

co-publisher of The Retail Jeweler
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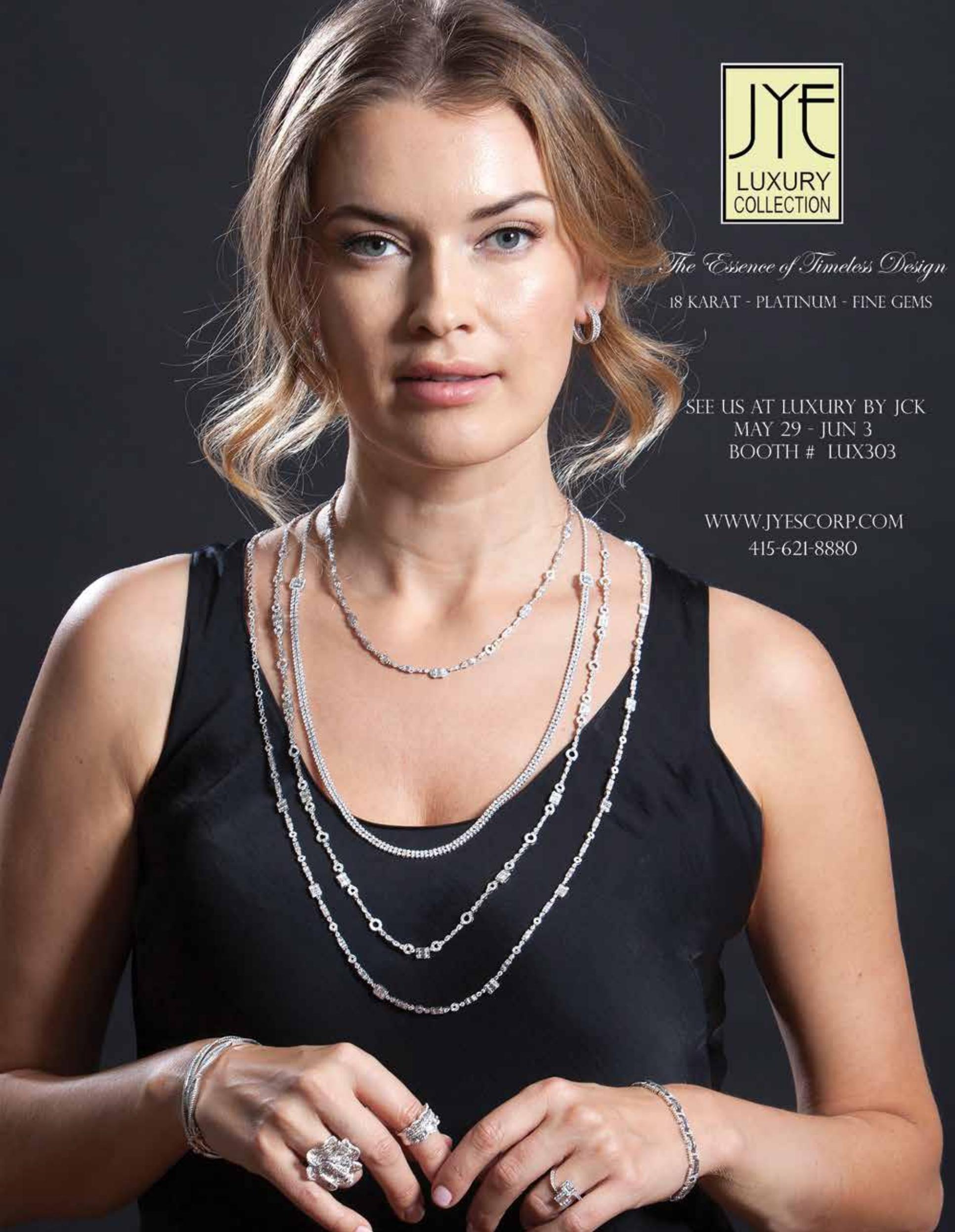


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WHAT IMPRESSION DOES YOUR BUSINESS MAKE?

By David Brown



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 does 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 on if you are looking to make a good first impression with customers.



David Brown

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further

information about the Academy's management mentoring and industry benchmarking reports contact inquiries@edgeretailacademy.com or Phone toll free (877) 5698657



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.

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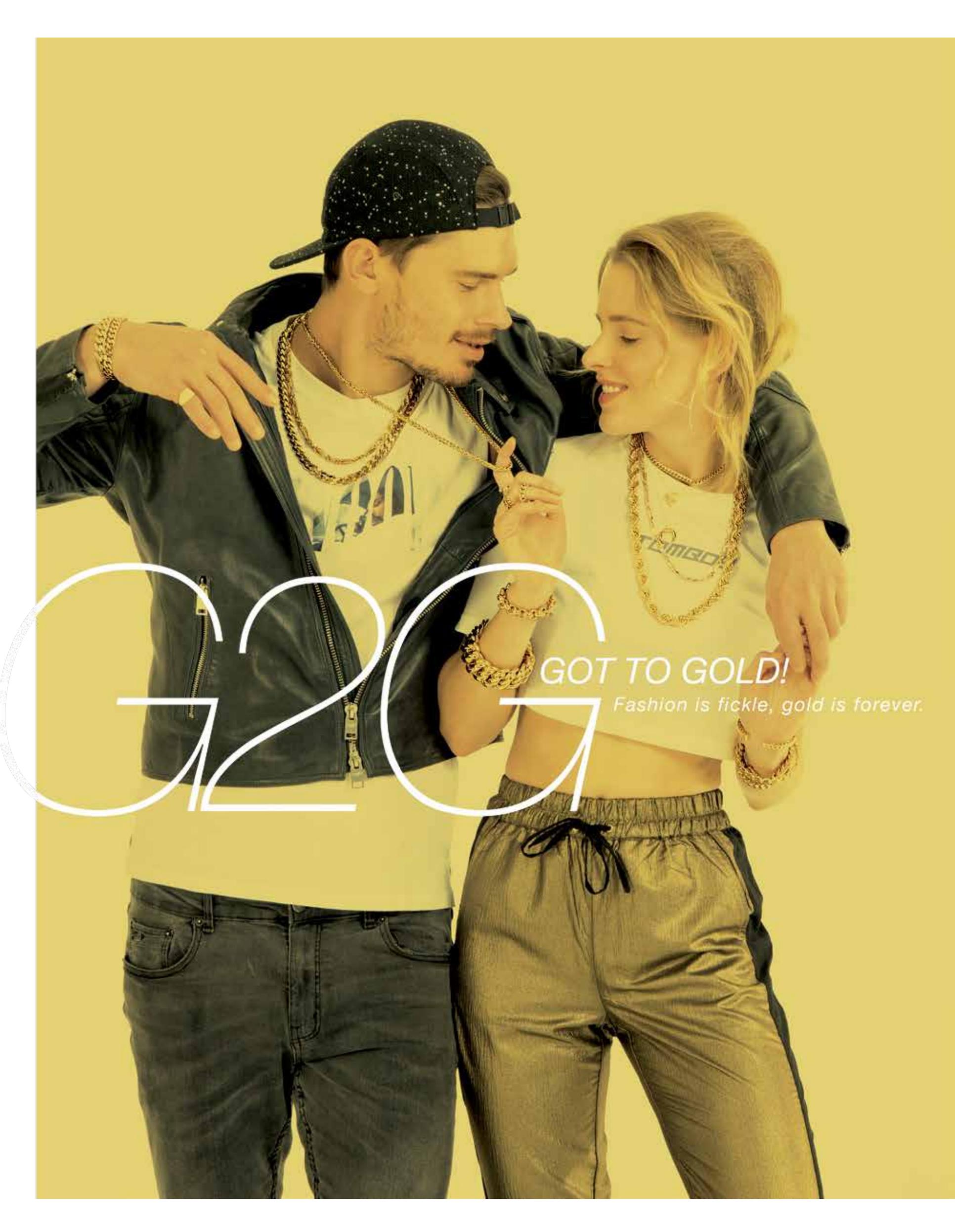


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A man and a woman are shown in a close embrace, both wearing heavy gold jewelry and leather jackets. The man is wearing a black cap and a white t-shirt under a black leather jacket. The woman is wearing a white crop top and gold pants. The background is a solid light yellow color. Large white text 'G20' is overlaid on the image.

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By Aleah Arundale

INCLUSIONS ARE GOOD FOR YOU.... AND YOUR CLIENT

Have a customer that thinks inclusions mean a gem is lower quality?

Who's to say inclusions should not mean more the gem is MORE beautiful? Why let someone else tell you what beauty is?

Jewelry lovers everywhere are starting to appreciate that a gem's inclusions are just as natural & beautiful as the gem itself.



There are 3 types of inclusions. Liquid, solid, or gas. All form during the crystallization process and are just as natural and wonderful as the gem. They mark the bumpy road that gem traveled, just like the bumpy road we all took to get where we are today. Our jewelry is a statement of who we are, a reflection of ourselves. Maybe it's time our jewelry represented the real us. The rawness and reality of life.

Women often have dress requirements for work, but rarely is there a jewelry restriction. Jewelry is a chance for a woman to express herself. Our jewelry is a statement of who we are. It should reflect the reality of life. Today's younger women like real, transparent, raw. They don't want to see airbrushed models. They want images of real people. Same with jewelry! They don't want airbrushed VS1's, they want gems that feel more earthy, more real. Most gems have inclusions, and inclusions are becoming cool.

Besides being cool, inclusions are the best gem identifier we have. Consider inclusions like the birth certificate for your gem. They not only tell the gem's origin but can help determine natural from synthetic. Both of those things are very important. Gem origin can add a lot of value to your stone and a natural vs a treated gem could double the price. Should you need repairs or changes to your jewelry, inclusions are the best way to confirm that the gem is yours. This protects both the customer AND the jeweler. Inclusions are your best defense against a switched stone. They are your diamond's birth marks.

Did you know that when native Americans used to make beads for jewelry they would create one irregularity in each bead? Then it was perfect. The imperfection made it perfect. They

knew that things in nature have character and variations. They appreciated nature.

Here are a few brilliant sales lines from two of our industries incredible minds. World renown and loved jewelry designer Todd Reed said "Are you going to accept what society tells you is beautiful? Should you just accept what others tell you a beautiful diamond should look like? You should decide where the beauty is." Tim Brown of Smyth Jewelers teaches us when selling an old euro or unique stone try something like this. "Is SHE unique? Or does she like what everyone else likes. Do you think she'd want something that all her friends don't have and can't just run out and get?"

I never understood why people would buy a VS diamond. Besides being boring, buying a VS clarity diamond is like paying for a nice inside of a shirt. You don't see the inside of a shirt. Her friends don't see the inside of the shirt. She never sees the inside of the shirt. You are paying a lot more money for something that has little effect on the gem's external beauty. I love that today's woman is taking beauty into her own hands. Beauty is plus sized models, beauty is all ages, and beauty is included.



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 retail jeweler, turned loose diamond wholesaler. Sign up for her fun newsletter by emailing her at Aleah@olympiandiamonds.com



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What Does a **GREAT SUCCESSION PLAN** Look Like?

A great succession is more or less a non-event. It's an evolutionary process created through careful planning, artful leadership, and efficient management. It arises over a period of years with clear expectations and final results that surprise no one.

Succession in a family business generally means the transition of leadership from one generation to the next. Sometimes families don't have children who want to take over or have the capacity to do so, but a succession transition can still take place. It's more a process of planning and preparation than anything else and should be based in large part on the desires and needs of the retiring generation.

But succession planning isn't easy. If it were easy, anyone could do it. Planning for business continuity is a process that begins before you even feel you need a transition plan. **It entails many of the following elements:**

- Laying down principles and values that are important to you as owners
- Exposing your children or relatives to the positive aspects of the business at an early age
- Establishing a family mission and vision statement so everyone is clear on your direction
- Orchestrating careful and conservative financial planning so you can retire comfortably
- Finalizing the owner's estate plan and also a strategic business plan for the future
- Identifying a possible successor or successors and helping them develop personally and professionally
- Helping other possible family or non-family members map their own career paths
- Building a family council or team of owners and managers to help set priorities
- Being extraordinarily clear on expectations of everyone involved in the process
- Committing to frequent and wholesome communication on any issues of importance

Not all of these elements will apply to every family business. Frankly, not all owners want the business to succeed them, and that's fine, too. The key lies in owners determining what will make them happy and developing a plan that fulfills their wishes. Every situation is different and should be handled individually. There is no "one best way" to proceed in succession. A lot depends on the people involved and the circumstances revolving around the business.

Consider this scenario between a father and a son:

FATHER "I owe my son much more than he owes me. He is the future of the business and has made a mark on it at an early age."

SON "No Dad. I owe you much more. You built this business to what it is today. I just feel privileged to be able to take it over and hopefully grow it the way you did."

FATHER "I respectfully disagree. You have earned the right to be in charge and have gained my deepest confidence. I know our business is in good hands."

SON "Thanks very much, Dad. You're the greatest. I respect you and your vision for the future."

Unfortunately, this isn't the norm. Here's another scenario that is all too common:

FATHER "I know you want me out, but you're not going to get it. You need to show respect to me and have patience in not wanting too much too soon."

SON "All I want to know is where I stand and when I can expect to be taking over. You tell me I'm doing a good job, but I want to know where my future lies."

FATHER "You aren't prepared to be in charge. There is so much you don't know. I can't imagine relinquishing the reins of this business any time soon."

SON "That is part of the problem. You'll never feel I am ready and I'll likely have to wait until you're gone. That's not a succession plan. It's a poor excuse for your own insecurities."

A family business that has an effective and efficient succession plan has the following benefits:

- The emotional joy of knowing that the business is part of the owner's legacy, and the result of his or her hard work
- The confidence that every family member plays an important role in carrying on the family heritage
- The value of shared decision-making in the family toward agreed-upon business goals
- The assurance that the company can and will retain the best talent for future success
- The opportunity to bring fresh new perspective to the business that is adaptable and can revitalize strategy as society and the world changes



Ask yourself if this is what you want, and then decide how you want to get it. It's worth your time and effort to have a great succession plan.



Bill Boyajian

Bill is the former long-time president of the Gemological Institute of America, and is currently founder & president of Bill Boyajian & Associates, Inc. His company consults for a wide variety of businesses in the gem and jewelry industry, specializing in leadership, business, and organizational development, family transition, and succession planning. Bill is the author of *Developing the Mind of a Leader – Your Path to Lead and Inspire People*. He is a sought-after business coach and speaker, and can be reached at bill@billboyajianassociates.com.



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Watch the complete interview with Howie at TheEdgeTalks.com/j



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By Ruth Melergaard

▶ Green Brothers Jewelers – OPERATIONS DRIVE DESIGN

This story started with a random remark of mine to Allen Green – “you have beautiful jewelry, but your store doesn’t do it justice”. The journey began. This store had once been 2 stores combined to create the current single jewelry store. Part of the wall dividing the original stores had been removed, and the wall remaining partially divided the showroom in half. At the front of the store, on the left side, a raised 6” platform had been constructed to cover an old, uneven store entrance, creating a dead space in the showroom. Dated case layout and lighting did not do justice to the fine merchandise on display. The support spaces located at the rear of the showroom needed improvement for employees to do their work effectively.

The customers’ experience has always been serene and relaxed when they enter Green Bros. But, it needed updating. What did we have to improve? First, redesign the Jewelers’ area – organizing the shop for better repair and stone setting work flow; allowing for two jewelers’ benches with laser welding; creating a separate polishing area. In addition, a separate Custom Design Room with CAD/CAM capability for design and model making was added. Gary Green, one of the owners and the senior jeweler, can still be approached directly off the retail floor but security has been improved with the creation of two new offices that

acknowledge the customers when they walk directly back into the Jewelers’ shop. One of those offices is an improved staff room with working space for five salespeople. The other is a new Inventory Office that has a window onto the floor for additional security. Allen Green got a new office, and the Bookkeeping and Kitchen were upgraded. Finally, the Storage Room at the back of the store was reorganized for better function. So often all the money is spent on the Retail part of the store – but improving the store design to help the support staff and their part in the business is equally important. Money is made in the details.

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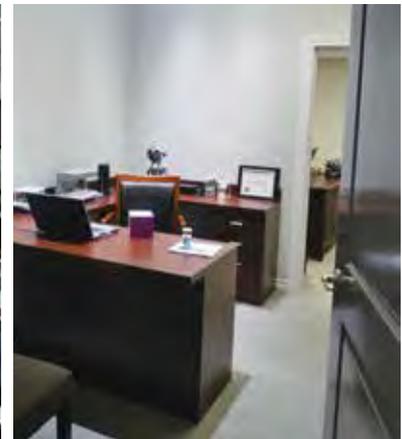
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Green Brothers Jewelers – OPERATIONS DRIVE DESIGN



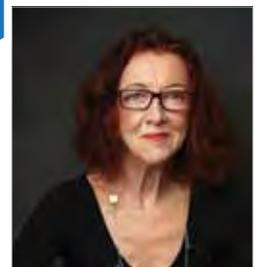
BEFORE



AFTER

Now to the Retail. We removed the dividing wall and made features of the support columns. This created an open, welcoming space for the retail business. Studies of the psychology of space have proven that people love spacious interior spaces. The new lay-in acoustic ceiling tile was raised to create a ten-foot ceiling, and carpet tile was specified to contribute to the peaceful atmosphere of the store. A new gift wrap counter was designed and placed at the rear of the showroom behind the Service Counter to maintain customer interaction during the gift wrap process. Additionally, a new private Sales Consultation / Appraisal Room was created at the left rear of the showroom. We at GRID/3 did the space layout and design of cases, to the Green's approval; Grice Showcase built the beautiful cases. There is a wonderful coffee / refreshment bar located in the righthand center of the showroom – staff at Green Bros. use it for working with disabled customers, one of the friendliest uses I've ever seen. The diamond counters are highlighted by a strong grey-green wall and 2 handsome sconces. SORAA lamps light the merchandise and the space with the most beautiful LED light possible. Camille Green chose the carpet tile, ceramic tile and paint colors, highlighting the Green Bros. name through using three shades of grey green.

How do you tell customers that something has happened inside? Redo the storefront, which we also designed. Prior to the renovation, there was a dated storefront that emphasized the 2 spaces. The new storefront that GRID/3 designed was visually cohesive and moved the entrance to the front of the store, achieving a more spacious interior. The storefront windows were designed for special showcases built for dual display – both to the sidewalk outside and to the showroom inside. The calming colors of the storefront bring more attention to the name and attract customers who haven't shopped at Green Bros. before. The Green brothers did something else that GRID/3 recommended – they kept the store open for 95% of the renovation. With the remodel including a complete remake of the electric and HVAC systems in the building, the store was only closed for three weeks. This created a lot of customer curiosity. Customers (and those who aren't customers yet) love to know what is going on and the Green Bros.' staff kept everyone informed through social media posts. This created a lot of excitement as the remodel progressed. Was the remodel worth it? Allen Green informed me that it was their best year ever, in 70 plus years of this store being in business. The answer is a resounding YES! Design updates benefit staff, owners and customers plus they increase the bottom line.



Ruth Mellergaard

Ruth Mellergaard, BID, CID is a principal with GRID/3 International, Inc., an interior design firm that specializes in designing stores, particularly jewelry stores, including stores with Rolex boutiques. Talk with Ruth at the JCK Show, booth #B66072, Essentials Pavilion.

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By Mia Katrin



Looking to add another engine to drive your sales? The hot trend of designer collections is a powerful tool. Relying on bridal, estate and custom sales alone doesn't fully tap into your store's potential.

You create the desire by offering fresh, on-trend collections. Other retailers are continually creating fresh new products to excite, allure and motivate sales. Have you checked out this year's new car models sporting the latest smart tech features? The iPhone X with all the bells and whistles? The latest "It" handbag or shoes spotted on a trend-setting celebrity? Your customers have! And you're competing for their discretionary income. To get your share of the pie you have to play the game. Whet their appetites by offering enticing new designer lines to stir their imaginations and touch their hearts.

Some of the many hidden perks designer lines can offer are:

Adding value--the power of branding.

Cutting-edge, high-end, quality. Who wouldn't want "designer" rather than generic "brand X"? Designers tap this power of branding. The perceived added value of designer brands can work as a magnet for your clients.

Magnifying the story. Romance the sale.

Designer jewelry has a built-in story. It's personal, not generic. The designers' collections offer artistic vision and background add enticing appeal. Today's self-purchasing woman, especially millennials, seek this rich meaningful experience.



Mia Katrin

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

WORKING WITH DESIGNERS... THE INSIDE SCOOP



TIP

Designers can provide a wealth of promotional materials such as videos and bio cards to help you share their story. Stream designer videos on your countertop or a large store overhead flat-screen. Personal appearances work magic. They're newsworthy. Celebritize your designer. Send press releases to local media and schedule follow up press interviews. Contact podcasters looking for content. Reach out to area bloggers and influencers with large social media followings to cover your designer event.

PROVIDE COHERENT, EVOLVING COLLECTIONS.

Collections add power. A ring, pendant or bracelet that's part of a cohesive larger collection is much easier to sell than a single piece. Add-on sales are natural. Customers become collectors. Acting as your PR arm. Designers are natural marketers. They're used to promoting their brand. Leverage this hidden resource to maximum advantage.



TIP

Ask your designer for advice. Which of their collections would they recommend for your store? How should you set up their in-store display? Have them review your current store displays and design sample displays. When's the best time for an in-store event or Trunk show? What sort of event should it be? A party? Collaboration with another local retailer such as an upscale clothing boutique? A charity event?



TIP

Some designers offer co-op advertising. Ask how they can help publicize the event. Send out email blasts? Provide postcard invitations and digital photos? Social media posts and boosts? Brochures, Look Books and catalogs? A special show promotion, such as a gift with purchase, or raffle gift? You'll be amazed what a good designer can provide!

Your designer is your partner. You both have the same goal—to be successful selling their collections. Leveraging the full array of opportunities designer collections provide opens a world of possibilities. It's a win-win opportunity.

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By Gloria Maccaroni

The Silver Lining to Retail Sales

Bad news may sell newspapers and lead the evening new shows on television, but the good news is Silver continues to rack up significant and impressive sales increases. The Silver Promotion Service's Annual Report on Silver Sales proves the point!

We know from our recent survey how well silver jewelry performed in 2018 at the independent jeweler level in the US. All the results reflect a positive retail environment for 2019 and also for the years ahead.

A recent report published by Credence Research Inc. commented:

"The U.S. jewelry market has been an ever-growing market due to by various growth enhancing factors:

- 1 The higher concentration of major jewelry brands in the country
- 2 Rising per capita disposable income
- 3 Growing number of digital buyers;
- 4 The increase of high net worth individuals
- 5 Soaring urban population
- 6 An increasing female population
- 7 Female empowerment
- 8 The increasing practice of female self-purchase
- 9 Favorable demographics



Let SILVER lead your sales growth

It's often been said incorrectly that the retail industry is dying. According to a report from the IHL Group, a global research advisory firm for the retail and hospitality industry, retail is not dying but evolving. It seems that in a digital world, physical stores have become a thing of the past. The rise of e-commerce, combined with a shift in consumer preference towards dining out over shopping and years of overbuilding, has resulted in increased retail closings.

But for every announcement of closures and divestments, there are similar announcements of investment and rebirth. The truth is that the retail industry isn't dying. It is going through some major shifts and needs to adapt to a world where the primary function of a physical store is not to drive transactions, but to service and support customers. To compete in this new marketplace, what's needed is not so much to embrace new technology, but to reimagine the retail businesses.

As always retail is a highly competitive and dynamic industry and technology is transforming the way we shop and connect with retail brands. As the industry reimagines itself, there will be plenty of winners.



A report on the economy from the National Retail Federation says, "The state of the economy is sound." NRF forecasts retail sales in 2019 will grow between 3.8% and 4.4%. Retail sales during 2018 grew a robust 4.6% over 2017, exceeding NRF's forecast. Online sales for 2019 are expected to grow 10-12 percent and will represent approximately 18% to 20% of total retail sales with bricks and mortar capturing 80%.

"We are not seeing any deterioration in the financial health of the consumer," NRF Chief Economist Jack Kleinhenz said. "Consumers are in better shape than any time in the last few years. Most important for the year ahead will be the ongoing strength in the job market, which will support the consumer income and spending that are both key drivers of the economy. The bottom line is that the economy is in a good place despite the ups and downs of the stock market and other uncertainties. Growth remains solid."

Silver jewelry according to the 2019 World Silver Survey released by Silver Institute, indicates that the global silver jewelry demand moved 4 percent higher in 2018 to 212.5 million ounces. Demand picked up strongly in North America, with the United States posting a 7% rise to an all-time high at 17.4 Million ounces.

Additionally, the Silver Promotion Service surveys jewelry retailers annually on behalf of the Silver Institute, reported that for the 10th consecutive year, silver jewelry showed significant sales growth. In 2018, 52% of jewelry retailers reported increased sales. The results of the survey also confirmed silver jewelry continues to be a leading merchandise category for retailers, both in driving sales and providing margin. Younger consumers proved to be the key demographic with gift giving and female self-purchase offering the two best-selling opportunities for retailers.



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.

com. Retailers are encouraged to visit savorsilver.com to find jewelry collections to grow their silver jewelry sales.

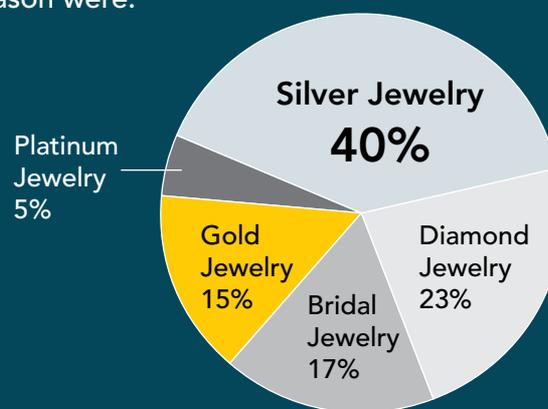
HIGHLIGHTS FROM THE 2018 SURVEY INCLUDE:

16% The average store growth in 2018 for silver jewelry sales was 16%.

24% Retailers said their silver jewelry sales, as a percentage of their overall jewelry sales, were on average 24% of their unit volume and 18% of their dollar volume.

51% 51% said silver experienced the best inventory turnover rate in 2018; 12% said diamond; 14% said bridal and 12% gold.

The best maintained margins during the Holiday Season were:



84% 84% of retailers say they are optimistic that silver jewelry sales will continue to grow.

SPS Director Michael Barlerin commented, "The Silver Promotion Service is obviously gratified by what the survey demonstrated. We are also enthused that the optimism for silver's ongoing performance remains so strong."

Bad news might make headlines, but it is reassuring to see that there is a SILVER lining ahead for sales. With the strong indications that the robust economy, combined with the growth in female self-purchase and strengthened consumer confidence lie ahead 2019 should be a great year, especially for silver jewelry. With the summer shows approaching the Silver Promotion Service has curated a collection of silver brands and designers that will attract every demographic, cover every price point, and assure sales success. Whether you visit them at a show or view their collection online here are the silver collections that will deliver – sales, margin and profit and most of all allow you to reimagine your store and stand out as the "go to" retailer for silver.



Adel Chefridi

Friendly, elegant, peaceful.
Trade Show: Couture 414
chefridi.com
845.684.5189
MSRP: \$200.

Belle Etoile

Alluring yet sophisticated.
Trade Show: JCK 14123
belleetoilejewelry.com
872.838.6728
MSRP: \$495.



1



2



EL Designs

The mark of excellence.
Trade Show:
JCK LUXD32066
eldesings.com
800.828.1122
MSRP: \$2,035.

3



4

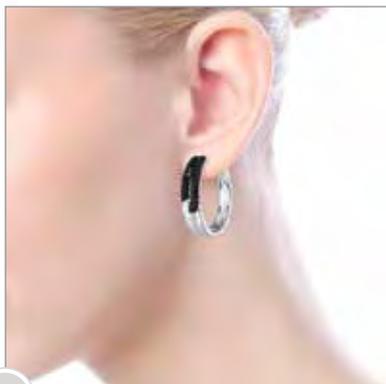


Frederic Duclos

35 years of silver extraordinaire.
Trade Show: JCK 21130
fredericduclos.com
714-898-3636
MSRP: \$247.



5



6



Gabriel & Co

Fine jewelry everyday.
Trade Show: JCK 14109
gabrielny.com
212.519.1400
MSRP: \$375.



John Atencio

Artistry and elegance.
Trade Show: JCK 21131
johnatencio.com
303.996.0713
MSRP: \$795.



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The Silver Lining to Retail Sales Let Silver lead your sales growth



Joryel Vera

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joryelverawholesale.com
518.339.0855
MSRP: \$495.

Kelim

Contemporary, elegant,
timeless.
Trade Show:
JCK 22131/JANY 1920
kelimjewelry.com
301.448.7367
MSRP: \$385.



7



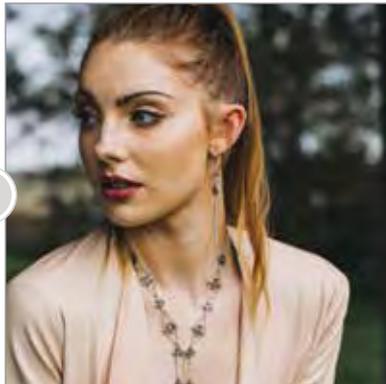
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Kir

An attainable designer
collection.
Trade Show: JCK 22132
kircollection.com
303.530.1268
MSRP: \$310.

9



10



Lafonn

Luxury within reach.
Trade Show: JCK 12131
lafonn.com 8552lafonn
MSRP: \$100.



11



12



Lika Behar

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Trade Show:
JCK LUXP30067
www.LikaBehar.com
201-333-7200#1
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Ritz-Carlton Downtown
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Foxwoods Resort & Casino
Ledyard, CT Sept. 22-23, 2019



Westin La Paloma Resort
Tucson, AZ February 2-3, 2020



Fall Trade Show Destinations

Great Brands. Great Locations. Great Timing.

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

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

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

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

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



To register to attend a Select Jewelry Show visit- SelectJewelryShow.com
email: info@SelectJewelryShow.com or call: 844-285-1103

Michou

Everyday elegance.
 Trade Show: JCK LV 10127
 michoujewelry.com
 530.525.3320
 MSRP: \$897.



13



Phillip Gavriel

Attainable fine jewelry.
 Trade Show: JCK 7110
 phillipgavriel.com
 800.622.0960
 MSRP: \$995.



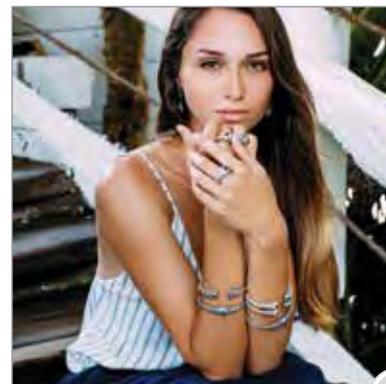
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16



15



17

PiYaRo

Quality is our signature.
 Trade Show: JCK 11061
 piyaro.com
 770.664.1818
 MSRP: \$2,999.



Rembrandt

Timeless collectables.
 Trade Show: JCK 19127
 rembrandtcharms.com 800.828.7840
 MSRP: \$468.

Samuel B

Balinese treasures.
 Trade Show:
 JCK 13123
 samuelb.com
 855samuelb
 MSRP: \$591.



Vendors Are Part Of The Family, Too!



Ostbye joined the Independent Jewelers Organization (IJO) 17 years ago and the impact on our company was noticeable immediately. It was clear there was something special going on. The energy, positivity, and success of the IJO members was measurably significant and contagious to all.

It can be lonely running a store but when you are a member of IJO you are never by yourself. You have a network of non-competing independent jewelers you can trust who are there to help and support you anyway they can. They become both your advisory board and your best friends. You develop a network of owners and stores that are just like you that allows you to share and grow together.

What makes IJO special is the resources it offers its members.

Whether it's seminars, team clinics, or 1 on 1 coaching at the shows, Antwerp diamond buying trips, IJO Branding Program, the INDY message board, and much more, the offerings from IJO are significant to help your business succeed in today's very challenging retail environment. The common theme of IJO is that everyone is working together to improve and get better every day.

We value greatly being a vendor in the IJO family as they are professional, progressive and fun. As our industry evolves, IJO members are working together to grow and gain market share in their communities.

For the past 12 years, Ostbye has sponsored IJO's new member breakfast. As a result, I meet the new stores joining IJO. They come for many different reasons but the results are the same. Through IJO, it is now easier for them to reach their goals and achieve their dreams.

If you are looking to take your business to the next level, I strongly recommend and encourage you look at IJO. Give Penny Palmer a call today – or Mary Moses Kinney if you are a vendor interested in membership – and enjoy the ride. I look forward to personally welcoming you to the IJO family as we both get better together.

Craig MacBean, Ostbye, Minneapolis, MN

See if you qualify to join IJO at their summer conference July 19-24 in Pittsburgh!

Call Penny Palmer at 800.624.9252

www.ijo.com





HOME INVASIONS AND TIGER KIDNAPPINGS REVISITED



By David Sexton

A jeweler in the Atlanta metropolitan area was recently involved in a home invasion and tiger kidnapping attack on their store. Home invasion is an illegal and usually forceful entry into an occupied, private dwelling with intent to commit a violent crime against the occupants, such as robbery, assault, rape, murder, or kidnapping.

A tiger kidnapping occurs when one or more hostages are taken, to coerce another person who is typically related to the hostage(s), to take part in a crime. These situations are referred to as 'tiger kidnappings' because, like a tiger hunts its prey by conducting a lengthy period of unobserved surveillance before attacking its target, these criminals operate in much the same way. After conducting the requisite amount of field work, they identify their target and then intensify their focused surveillance on their subject to plan their attack.

According to the U.S. Department of Justice, 1.03 million home invasions occur every year.

However, accurately estimating the annual incidence of home invasions is a challenge given the various ways in which this criminal activity is recorded and tracked in the U.S. (i.e., burglaries, robberies in the residence, assaults, homicides, etc.)

Home invasions are especially dangerous when violence is part of the crimes because the attacks can turn deadly. These criminal attacks play out behind closed doors in the privacy of a personal residence and away from public view. As a result, some of these events have had tragic and heinous endings. In 2002, in what Jewelers Security Alliance (JSA) still refers to as the "worst crime in the US jewelry in a generation," a home invasion in suburban Detroit led to the deaths of a jeweler, his mother, and his three children.

All jewelry crime is preceded by some degree of criminal surveillance. The more sophisticated the robber, the more sophisticated and/or more extensive the robber's surveillance will be. Once these robbers have identified their next target, they will observe them over a period of time, then share and coordinate the intelligence they collect through patient, disciplined observation. These robbers plan and execute well-organized attacks and leave little evidence in their wake.

What can a jeweler do?

Your optimum defense is to always remain alert and aware of your immediate environment while at home and when going to and from your business. You are a jeweler and potentially a prime target for this kind of criminal attack.

Harden your target! Let any would-be-criminal observers know you are NOT an easy target.

The JSA recommends following careful security procedures at home. These crimes always involve casing, and every effort needs to be made to spot criminals before the crime, or to have the criminals realize that your security procedures indicate that you are not a good target.

Look for and remain aware of any suspicious incidents, individuals, or vehicles.

Plan at least three different routes to and from your business as well as know where each route nearest place of safety would be should you need to abandon your route. If you suspect you are being followed, continue to an alternative route to confirm your suspicions. When your suspicions have been confirmed, proceed immediately to your nearest place of safety.

At your home, just like at your store, institute sound security procedures that the entire family knows and continually observes. Did you know that 66% of all burglaries committed in the U.S. are residential in nature?



Invest in an effective, professionally installed, maintained and monitored residential alarm system and sound physical security (i.e., doors, windows, locks, proper and adequate lighting, etc.). Residences without burglar alarm systems are 300% more likely to suffer a burglary.

Whenever possible, do not bring or keep jewelry merchandise at your home as this exposes your family to unnecessary risks. Avoid carrying a briefcase home, even if it only contains paper work. Criminals watching don't know what you are carrying and could easily assume it is jewelry.

Remember, these crime scenarios always involve 'casing' which includes both active and passive criminal surveillance. Every effort should be made to successfully identify the criminal element before a crime against you is committed.

Kidnapping crimes carry stiff penalties and, although very serious, are not Federal crimes unless conducted either interstate or internationally. Nevertheless, if the criminals are caught, they are more likely to follow through on their threats of violence should they encounter any resistance or feel they may be at risk of apprehension.

The most important message is this: should you find yourself in the unfortunate situation of either a home invasion or a tiger kidnapping, cooperate fully and follow the instructions you are given by your captors.

The JSA examined home invasions of jewelers and observed, "Once the kidnapping and robbery starts, cooperate fully with the suspects to avoid injury. The home invasions of jewelers examined by the JSA, when the victims do not resist, they do not get hurt."

Remember, if you become a victim of a home invasion, your life and safety as well as that of your associates and family must be your ONLY consideration.

Jewelry merchandise can be replaced, which is why as a jeweler you carry appropriate and adequate limits of insurance coverage.

A life cannot be replaced.



David Sexton

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



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Gili B Jewelry

Gili B drop earrings featuring 0.32ctw of diamonds and 8.62ctw of amethyst briolettes in rose and white gold. MSRP: \$2,300.

213-864-2163

K. Mita Designs

Gatsby Earrings in 14K yellow gold, 14K palladium white gold with bi-color tourmaline 13.6ctw, diamonds 0.03ctw, and black diamond briolettes 1.0ctw. MSRP: \$2,950.

646-633-4573



Michou

Hand crafted sterling silver and 22K gold vermeil necklace with prehnite, sky blue topaz, green amethyst, peridot, and baby blue topaz. MSRP: \$325.

530-525-3320



Benchmark

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

205-345-0555



FaCad'oro

From the Diamanti Collection - Graceful, joyful "Catherine" chandelier earrings sparkling and catching the light with 12.62ctw of color-drenched sapphire drops. Crafted in 18K white gold. MSRP: \$8,400.

katerina_kousto@yahoo.gr

M.Spalten

Mini Starburst Charm Necklace. Multi colored gemstone and white diamond set in 14K yellow gold. Adjustable sliding chain 15" - 18". MSRP: \$4,400.

Melissa@mspalten.com



Bellarri

The Queen Bee Collection features a captivating double bee design ring set in 14K rose gold with graduated Swiss blue topaz to London blue topaz gemstones accented with diamonds. MSRP: \$1,750.

888-255-0912





Irini Design

Full Bloom earrings. Yellow sapphire petals, white diamond center, emerald leaves set in 14K yellow gold. MSRP: \$1,998.

Irini@irinidesign.com



Belle Étoile

Marina earrings. Hand-painted translucent purple Italian enamel with white stones set into rhodium-plated, nickel allergy-free, 925 sterling silver.

MSRP: \$325.

877-838-7628



Samoli

Part of the nature-inspired Windflowers Collection, a glowing 18K yellow gold statement cuff, intricately carved and mirroring the beauty of an underwater treasure. MSRP: \$18,000.

samolimary@gmail.com



Anomy

From the Explosion Collection, a statement ring like no other. Glittering with a 7 x 9 mm center stone of deep red tourmaline, this exquisite 14K rose gold ring explodes with color, featuring 24 rubies, 22 pink sapphires, 24 white diamonds (approx. 0.34ctw).

MSRP: \$4,200

kmarmagioli@gmail.com



Alisa

Two strand 17" sterling silver necklace features a textured, 18K yellow gold signature basket weave circle with twin diamond rondel side stations, 0.12ctw. Exclusively made in Italy. MSRP: \$1,285.

888-253-6600



Anzie

Customizable love letter Dream necklace. Multi-color sapphires set in 14K yellow gold. MSRP: \$1,650.

514-341-2604.



Jye's International

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MSRP: \$5,406.00

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LOWER PRICE, HIGHER PROFITS...

Have you TESTED the effect of price on profits?

Conventional wisdom suggests that higher prices result in higher profits. True on individual items, but not always over-all.

By Jim Ackerman



Let's talk about add-on selling for example.

Let's say you pay \$6 for a bottle of jewelry cleaner and you've priced it at \$19.97 (You CAN do this, by the way. Not that you'll sell many at that price, but you can then discount the price when people agree to add it on to another purchase.) So, when people buy something else you offer the jewelry cleaner at just \$14.97, or about 25% off.

Nice deal for them, right? And if 3 of 10 customers say yes to this deal – a common outcome – you've generated \$44.91 in additional revenue and \$26.91 in additional profit.

But what would happen if you gave the customers almost 40% off on their "add-on purchase" of the jewelry cleaner (or \$12) and as a result got just 2 additional customers to say yes to the offer. Now you'll have generated \$60 in revenue and \$30 in profits. You see, it's actually more profitable, in this scenario, to sell at the lower price.

Now you might think, "Aw, it's not worth the thought that has to go into it to get the extra \$2.09 profit out of every 10 customers," but the truth is, you could see an even bigger increase in closing rates, getting up to 60, 70, or even 80 percent to say yes to the offer, which would substantially increase the profitability of the effort.



But jewelry cleaner is not where the real magic lies. Rather, it's in the PRINCIPLE involved.

The math may very well work for much more expensive items.

The difference in closing rates between a 20, 25, 33, or 40 percent discount may be profound indeed, not just in those closing rates, but in actual profit dollars generated. And while this is particularly intriguing and applicable to up-selling and add-on selling, you may find similar truths in the events and promotions and sales you do. Indeed, the principle may apply to value-added offers as well as to discounts, with even more profound impact on the bottom line.

For example, if you're willing to offer a 20% discount on a \$100 item, you're willing to take \$20 out of your pocket. Well, go ahead and take the \$20 and "buy" your customer a value-added gift with purchase (or something similar) that costs you \$20, but has a retail value to the customer of \$40 to \$50. You still sell the product for \$100, and you still took \$20 out of your own pocket to motivate the sale. But if closing rates increase at all, you're profit dollars ahead.



Will this work all the time? Perhaps not. But there is only one way to find out, and that is to experiment. You must test and track the impact of raising and lowering prices; using discounts or value-added offers on closing rates and profitability.

In my first example of the jewelry cleaner, lowering the discount on the add-on to \$12 would NOT have been more profitable if it only raised the closing rate from 30 to 40 percent. You have to get all the way to 50% before the change pays out. But, if you only increase the discount from 25% to 33%, adding just an extra 1 in 10 sales actually makes it more profitable.



Doing this in up-selling and add-on selling is the fastest, easiest way to begin “genetically engineering” your sales processes for increasing sales and profits. But it’s not the only place to do your testing and tracking. You can track the impact of your opening “script” when

people walk through your door on your closing rates. Odds are different salespeople do it different ways. Could that be a mistake? What if everyone started using the same script as your highest-closing salesperson? Only way to know is to test and track. You can even test the clothing you wear – tie vs. no-tie, glasses vs. no-glasses and other “cosmetic” variables – on your closing success.

But I digress. The original point was that you may find greater profits in lower prices. I’m not a big advocate of lower prices or discounting in general, I am, however, a HUGE advocate for bigger profits. And testing and tracking the impact of pricing, discount levels and value-added offers on closing rates can go a long way to helping you generate more profits!



Jim Ackerman

Jim Ackerman is known at The Marketing Coach to the jewelry industry and has addressed jewelry retailers at the nations biggest marketing events, including JA New York, JCK, The Atlanta Jewelry Show and others. Jim is providing Retail Jeweler readers with a FREE Marketing Fitness Check-up, valued at \$397.00, to help you discover what you can do to get more customers through the door and put more dollars in the till. Send your email request to mail@ascendmarketing.com.



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JA PREMIER SHOW LAS VEGAS CONVENTION CENTER, BOOTH #3406

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SILVER STACKS UP ABOVE THE REST

2018 RETAIL SURVEY* REPORTS
10TH CONSECUTIVE YEAR OF
SUPERIOR SILVER PERFORMANCE

52%

of retailers said
their silver jewelry
sales increased
in 2018

51%

of retailers said
silver experienced
the best inventory
turnover rate in
2018

40%

of retailers said silver
jewelry gave them
the best maintained
margins during the
holiday season

84%

of retailers are
optimistic that the
current silver boom
will continue for the
next several years

SILVER 
PROMOTION SERVICE

www.savorsilver.com







Phillip Gavriel continues to expand his ever growing brand with a fresh new Popcorn collection for 2019 bursting with colors and textures. The new pieces are a reflection of the brand's strong understanding of today's consumer and their life style.

The new collection features cuff bracelets with pave gemstones, and Y necklaces accented with diamonds and pearls.

Phillip Gavriel believes in the art of fine jewelry making, and that philosophy extends to his use of only precious metals such as silver and gold, and the exclusive use of genuine natural gemstones and diamonds. Many of the pieces in the collection are handmade in Italy, and Phillip supports artisans around the world through the brand.

PHILLIP GAVRIEL®

Spreading The Word

Phillip Gavriel is committed to building consumer awareness through full-page ads in America's leading fashion magazines and maintaining a consistent digital presence. Our next series of ads will be featured in the February and March issues of Harper's Bazaar.

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D. SILSET2664-18 Amethyst \$180 E. SILSET2735-18 Peridot \$180 F. SILSET2733-18 Black Spinel \$180
G. SILSET2734-18 Citrine \$180

Sterling Silver & 18K Gold Bypass Bracelets with Gemstones or Diamonds:

H. SILBG131 Blue Topaz \$195 I. SILBG155 Diamond \$195 J. SILBG154 Diamond \$195 K. SILBG130 \$195

Sterling Silver & 18K Gold Gemstone Stud Earrings:

L. SILER8896 Blue Topaz \$180 M. SILER8898 Diamond \$270 N. SILER8895 Amethyst \$180

Sterling Silver & 18K Gold Gemstone Cocktail Rings:

O. SILR7246-07 Honey Quartz \$270 P. SILR7071-07 Black Onyx \$220 Q. SILR7072-07 Blue Topaz \$295
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2. Wind & Sea earring 925 silver w/ BlueTopaz \$135

3. Wind & Sea ring 925 silver w/ Blue Topaz matte high polish \$149

4. Ocean Wave earring front side matte finish, back side high polish 925 silver \$193

5. Perfect Ocean Wave pendant 925 silver w/ special faceted Swiss BlueTopaz 14 kt gold plated bezel (14x10) \$855 Available w/ no stone \$220

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Ed Levin Studio

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By now we hope you know that the name E.L. Designs is synonymous with contemporary handmade jewelry created with passion and skill in the USA. You can count on us for intriguing design and innovative function; heirloom-quality jewelry to wear and enjoy for years! And as if that isn't enough, we go out of our way to serve our retail partners with these extravagant benefits:

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- *Lifetime warranty on workmanship – we mean it!
- *Repairs and mates done reasonably and cheerfully – see the smile?
- *Our generous co-op credit program – recoup a portion of your advertising expense to re-stock your case with fast-selling E.L. Designs!
- *Exciting new designs introduced three times a year – that's how best-sellers are born!

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In the USA**

Testimonial

Hi. I'm Leslie Panowicz of Panowicz Jewelers. 71 years ago, my grandfather began his journey of us becoming Olympia's favorite jeweler. We have carried PiYaRo for several years and our customers and sales team love it! We love the big bold designs that are accented with tons of sparkle at affordable prices. We do especially well with his rings and cuff bracelets (with hidden hinges for comfort and ease of putting on and wearing)

ease of putting on and wearing) -- with pendants being a close second. We love how their line stays current on the fashions that are trending today at price points that encourage self purchasing! We love working with the PiYaRo family. They are responsive and so much fun to work with. Sunny is always ready to do a trunk show and of course our customers adore him.

These are just a few of our repeat sellers:



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Large Heart 35 Series Starter Bracelet Set \$142.50



Moon and Back Starter Bracelet Set \$67

Promote a Starter Charm Bracelet Set and they'll personalize it with additional charms! The more charm bracelet sets that you sell, the more new and repeat loyal customers you'll gain.

Business Building Charm Program Benefits:

- Rembrandt's charm displays generate \$4,500 - \$7,500 in sales per square foot!
- Complete selection of inventory-controlled displays available. Re-order only what you sell!
- Our vertical displays contain the best-selling charms by region, leading to impulse Sterling Silver sales and Karat Gold special orders.
- Our charm collectors are loyal, repeat customers!
- Store listing on our Website's Retail Locator.

Are You Listed?



WHAT RETAILERS ARE SAYING:

"The repeat business is STRONG! We promoted the solar eclipse set in our local paper and sold over 100 sets in less than two weeks! The more charm bracelets we sell, the more sales and loyal customers we gain!"

- John Schrecker, J. Schrecker Jewelry

Proudly selling Rembrandt Charms for over 30 years!



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Expandable Wall Panels



Counter Top Displays



Digital and Print Marketing Support!



WHAT RETAILERS ARE SAYING:

"Rembrandt's wide assortment of affordable, high quality charms has helped us capture the under \$200 price point without compromising the quality of our merchandise."

- Jim Brusilovsky, Mark's Jeweler, Proudly selling Rembrandt Charms for over 22 years!


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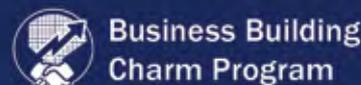
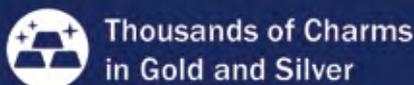
1854 Notre Dame 3D Cathedral: A percentage of all proceeds will be donated directly to rebuilding efforts.

Rembrandt Charms is a family owned company that has been designing and manufacturing charms and charm bracelets for over 50 years. Only Rembrandt Charms offers thousands of charms in such a wide range of precious metals. All Sterling Silver merchandise is Rhodium Plated to prevent tarnishing.

All Rembrandt Charms merchandise is manufactured in the United States or Canada, and is covered by our Lifetime Warranty, reflecting the craftsmanship, dedication and commitment of our entire staff. The Rembrandt Charms collection is available exclusively through authorized retail jewelers.

**Contact us today to learn more about
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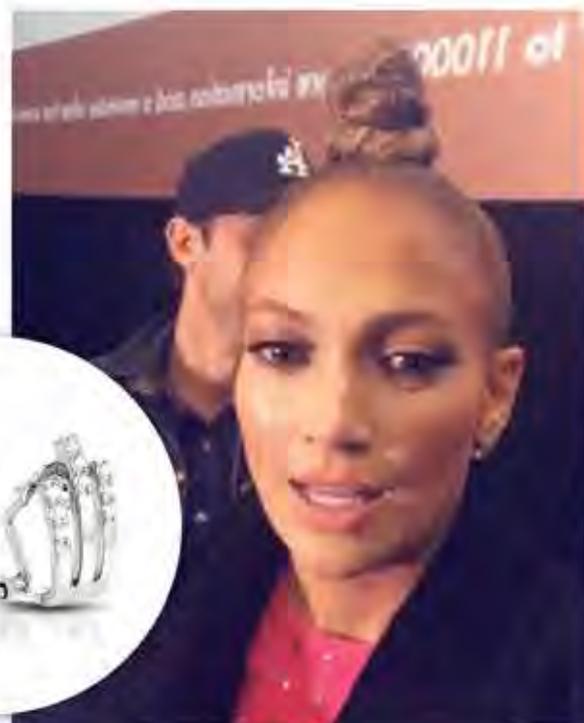
Belle Étoile, French for “beautiful star”, takes inspiration from the modern woman. At Belle Étoile, we create exquisite and luxuriously bold jewelry that delights the imagination, heart, and soul. Our goal is to provide every woman the opportunity to express herself to her fullest potential.

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.



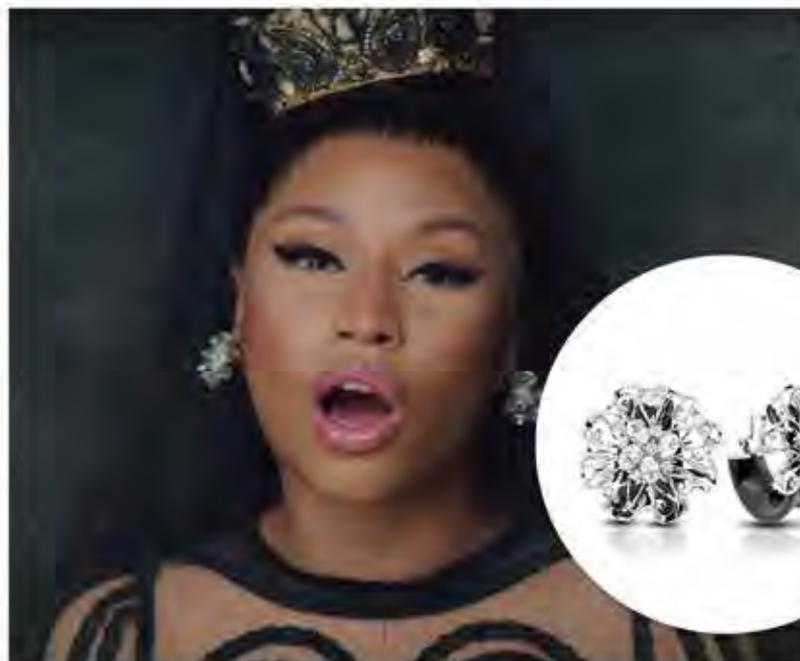
Ciara Riley Wilson (Kim Possible, Bizaardvark, Disney Junior Mini-Series “It’s a Snackdown”, ABC’s “Speechless”, and Nickelodeon’s “Henry Danger”) arrived in Riva by Belle Étoile at the Nickelodeon’s 2019 Kids’ Choice Awards at Galen Center on March 23, 2019.



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




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Nicki Minaj was spotted in Corsage by Belle Étoile in her collaboration with Little Mix’s “Women Like Me” music video.

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- 1st Place, Best Bracelet Design, \$2,500 & Under, Chameleon Bangle
- 1st Place, Fashion/Bridge Jewelry, Over \$500, Delano Bangle
- 1st Place, Fashion/Bridge Jewelry, \$500 & Under, Marina Bangle



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For more information on becoming a retail partner, visit belleetoilejewelry.com/pages/retailprogram.

We are seeking independent reps in multiple US territories, including the Northwest and TOLA. Contact Bryce at careers@belleetoilejewelry.com.



GEMS OF THE SEA

STERLING SILVER & BLACK PEARL BANGLE
BALI TWIST BANGLE (LEFT) \$279



Bali Prive[™] COLLECTION

STERLING SILVER & 18K BRACELET \$492



Royal Bali Collection

STERLING SILVER MULTI-GEMSTONE RING \$402



Thai Tribal COLLECTION

STERLING SILVER BALINESE SCROLL
HAMMERED EARRINGS \$132



SILVER



Imperial Bali

MEN'S COLLECTION

STERLING SILVER & 18K GOLD TULANG
NAGA DRAGON BRACELET \$597



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.

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SAMUEL B.

New York • Bali



1 for 1 Stock Balancing, Warranty & Brand Packaging

Samuel B. stands behind every piece of jewelry sold, which is why we offer one for one stock balancing and warranty. Each piece sold also includes a quality Samuel B. pouch, polish cloth, and hand-tag.



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RJO SILVER

JCK Booth 13123

Our Master Craftsmen...



In 1981, a young artist ventured to the exotic island of Bali in search of the origin of beautiful jewelry she discovered in a chalet on the slopes of Verbier, Switzerland the prior winter. Unbeknownst to her, this would be the beginning of a life long quest to express her soul through her own jewelry designs, creating an alchemy of New York fashion chic and eastern mystic influences called Michou.



That designer is Michele Sonner and Michou is the culmination of over 35 years of working hand in hand with craftsmen and designers who practice the art that has been passed down to them for generations. Inspired by the natural rhythm and patterns found in nature, combined with magical gemstones from all corners of the world, Michou is a unique blend that is timeless and elegant yet perfect for everyday wear.

Michou combines the elements of nature with the hand of the craftsman to create something truly transcendent and unique. Sterling silver and 22K gold vermeil are transformed into designs featuring gently twisted wires, delicate patterns in granulation, and spectacular gemstones. Swirls of filigree, twisting and turning, vine-like, gently hold cascades of gemstones, tumbling forth in a wave of color.



Express your inner self with Michou.



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AGTA GemFair™ Las Vegas Makes Las Vegas Convention Center Home

New Initiatives and Robust Marketing Campaign Establish LVCC as Destination Venue

AGTA is pleased to announce several initiatives that will help establish their new home at the Las Vegas Convention Center as a destination venue during Las Vegas Market Week. With their move in 2019 to the new location, AGTA GemFair™ Las Vegas is delighted to introduce several initiatives designed to drive traffic to the show, enhance both exhibitor and attendee experiences, and create a seamless shopping environment.

“We are very excited about the upcoming AGTA GemFair™ Las Vegas,” enthused Kristina Mason from Mason-Kay, Inc. “We feel this beautiful new location will provide our customers with much easier and pleasing access to us and our product. AGTA has made great strides to bring attention and customers to this show by providing a myriad of wonderful perks and opportunities.”

In addition to offering free Uber rides to and from the LVCC throughout the show through unique codes that will be emailed to attendees and prospective attendees daily, the show is also offering multiple opportunities to win thousands of dollars in credit to spend with AGTA GemFair™ exhibitors. Additionally, several amenities are being introduced, including chair massages, rest and recharge bars, food carts and a cyber lounge. In order to help facilitate some of the logistics of the buying/selling experience, the show is also offering FedEx services.

“We have been listening closely to requests from our AGTA members, as well as our loyal clients who have been attending our Las Vegas show faithfully for the past 30 plus years,” explains Douglas K. Hucker, CEO of AGTA. “All of the new strategies we are implementing are in direct response to conversations we’ve had within our community, and are intended to create an incredible buying and selling environment for both exhibitors and attendees. Additionally, we’re confident that The Collective, which encompasses our co-location with the Las Vegas Antique Jewelry and Watch Show and PREMIER, will establish the LVCC as a one-stop-shop for those attending Market Week.”

Following an expansive photo shoot in Chicago last month, AGTA is rolling out a wide-reaching marketing campaign which will be seen in a number of trade publications, as well as within direct mail to attendees. The Collective—which includes

AGTA GemFair™ Las Vegas, Las Vegas Antique Jewelry and Watch Show and PREMIER—is being held at the Las Vegas Convention Center May 30th to June 3rd. For more information about the shows or to obtain press credentials, please contact Michelle Orman, michelle@lastwordcomm.com.



Jewelry Innovations Celebrates 30th Anniversary

The Jewelry Industry’s Premier Supplier of Fine Contemporary Metal Jewelry Marks its Golden Anniversary with a Special 30/30/30 Discount Celebration Three Month Event Gives Back to Customers

Jewelry Innovations, a premier supplier of fine contemporary metal jewelry, is celebrating its 30th anniversary. For the past three decades JI has offered the finest in contemporary jewelry made from high-tech materials, including its patented fine jewelry metal Serinium®, branded the Precious Contemporary Metal® for its unique qualities. To celebrate its golden anniversary, JI is offering a special 30/30/30 discount program to all jewelry retailers – 30% off all new collections plus 30% off special orders for 30 days.

“Much has changed since Allen and Paula McIllece founded this family-owned company in 1989” said Harry Rosenthal, CEO. “But through the years JI has stayed true to its mission

EMERALD IS THE NEW DIAMOND

Aria Emerald Platinum Collection



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AGTA | American Gem Trade Association



MEMBER



AMERICAN GEM SOCIETY®

of delivering the finest contemporary jewelry and the best customer service in the industry. With the patenting of Serinium®, the most beautiful and only truly safe contemporary jewelry metal, and the launch of our national #FirstResponderSafety program, our company has also emphasized joining with the rest of the jewelry industry to give back to the community.”

Jewelry Innovations was the first company in America to offer a bridal ring semi-mount sample program, from which the company evolved into a fine quality USA made semi-mount supplier. That same spirit of innovation launched JI’s contemporary metal jewelry collections, which now include Serinium®, Rugged Tungsten™, Black Diamond Ceramic™, and Aerospace Grade Titanium™ among others.

It’s no longer 1989, and while the Berlin Wall and VCR might be gone, Jewelry Innovations is planning to be around for the next 30 years. As Jennifer McIllece, Executive Vice President puts it, “great design, great service, and standing behind your work will never go out of style.”

For more information call Jewelry Innovations at 800-872-6840



K. Rosengart Announces New Diamond Analysis Service

The diamond melee specialists now screen diamonds for evidence of chemical vapor deposition (CVD) and high-pressure, high-temperature (HPHT) lab growth.

K. Rosengart, a diamond melee supplier with 28+ years of experience in jewelry design and manufacturing, bench work and stone setting, has introduced diamond testing into its repertoire of services. Karen Rosengart, Founder and CEO of K. Rosengart, said “We are committed to supplying our clients

with the best quality diamond melee. Our diamond analysis service is a natural extension of that commitment.”

But the diamond analysis service isn’t limited to K. Rosengart’s clients alone. According to Rosengart, “Even if a diamond is acquired from another source, we will screen it by request.”

The screening itself is conducted using the Yehuda Sherlock Holmes Detector, a state-of-the-art diamond testing technology capable of analyzing bagged, loose and mounted colorless and near-colorless diamonds for evidence of chemical vapor deposition (CVD) and high-pressure, high-temperature (HPHT) lab growth.

The presence of CVD and HPHT in diamond melee is a growing concern in the jewelry industry. According to the Gemological Institute of America, Inc., more than 200,000 carats of HPHT lab-grown diamond melee alone are produced every month. And, in some areas of the diamond market, those lab-grown diamonds are being mixed into loose melee diamond parcels. Said Rosengart, “The mixing of lab-grown and natural diamonds has many concerned about quality when buying diamond melee. That’s why we take extra care in analyzing the diamond melee we supply to our clients.”

In addition to the Yehuda Sherlock Holmes Detector, the team at K. Rosengart uses an in-house microscope as well as automated M-Screen melee diamond testing technology to analyze the diamond melee it supplies.

Said Rosengart, “We guarantee 100% natural stones, while our precise orders with no minimums and free second day shipping ensure 100% satisfaction.” For more information or to request pricing, visit krosengart.com or call 347-658-5943.

BriteCo introduces innovative online appraisal platform for jewelers

Founded by a third-generation jeweler, BriteCo partners with local retailers to seamlessly appraise and insure fine jewelry and watches in 50 states

BriteCo, an insurance company, has announced the availability of its cloud-based Appraisal Management Platform (AMP). This App helps retail jewelers save time in creating and managing appraisals and allows consumers to protect their fine jewelry and watches within minutes. The BriteCo appraisal platform is offered free to qualified jewelers for a limited time through its website: www.brite.co.

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Friday, May 31 – Monday, June 3, 2019

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New and Noteworthy

For BriteCo jeweler partners, the AMP provides an innovative single solution that automates creating and managing appraisals. BriteCo empowers jewelry retailers and their teams by freeing up valuable time and providing added revenue opportunities, while improving the instore customer experience for the store's clients.

For jewelry and watch buyers—especially tech savvy millennials—BriteCo provides peace of mind, offering verified appraisals through their local jewelers, and immediate A rated insurance. BriteCo's zero deductible replacement coverage is available instantly via text or email when an appraisal is finalized. While insurance values are updated annually using advanced analytics and predictive models, BriteCo also introduces a simpler, streamlined claims experience that eliminates preferred networks for replacements, sending the customer back to their local jeweler.

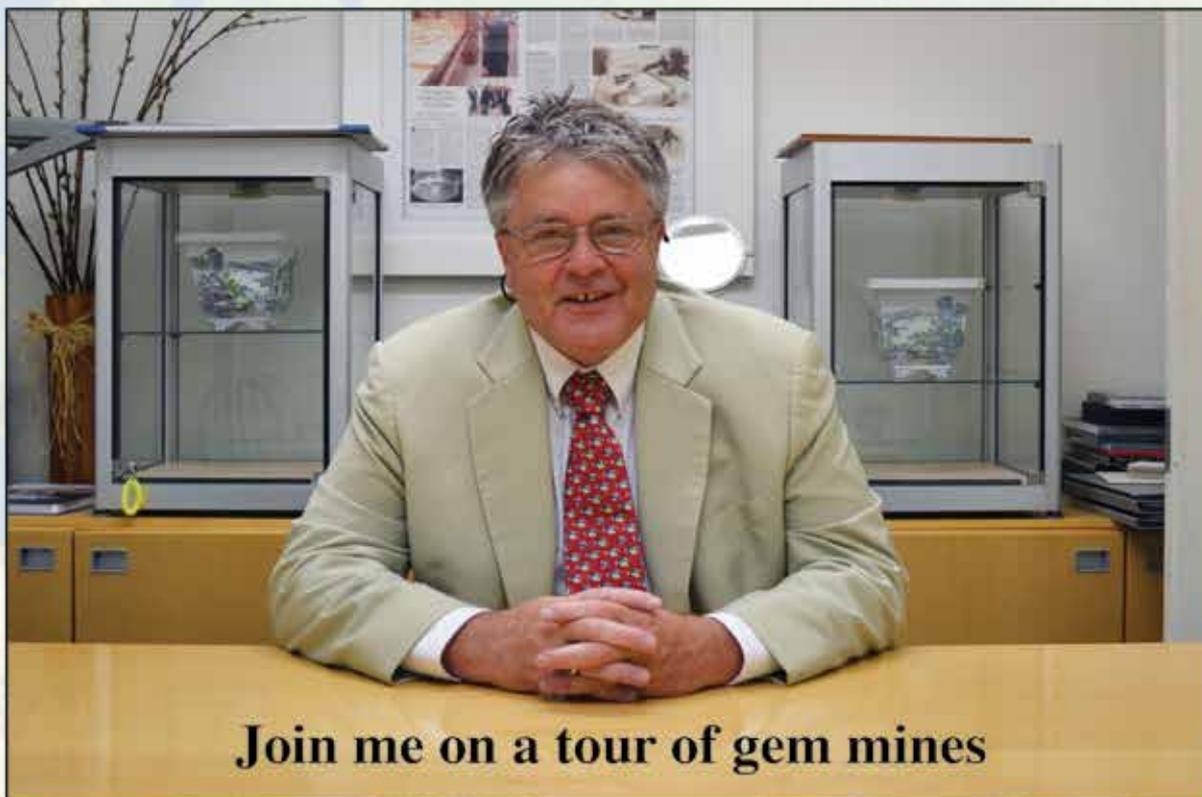
Operating in "stealth mode" for the past year and a half, BriteCo introduced its Appraisal Management Platform backed by more \$2 million in seed funding from investors that

include Trunk Club founder Brian Spaly and Jeff Taylor, former chairman and CEO at Cole Taylor Bank.

"As a third-generation jeweler, my family and I have a long history delighting customers and Helping them celebrate moments of joy in their lives," said Justin Lemick, BriteCo founder & CEO. If I wanted to create a better experience for customers that starts with an accurate appraisal all the way through to getting properly insured. With BriteCo, consumers—especially millennials who expect convenience along with personal service—can easily get an accurate appraisal, and the insurance coverage they need, right away."

The key to BriteCo's simple solution for jewelers is the online, self-guided Appraisal Management Platform that makes the traditional manual appraisal processes much more efficient. Leveraging real time market data, the BriteCo platform helps jewelers produce appraisals that are accurate, reliable and comprehensive for both new purchases as well as reappraisals of items customers already own.

Over 40 years experience as the finest... International Gemstone Sourcing; Concierge Service



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business trips you will ever take.*

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jm

Joseph Menzie Inc.

www.menzie.com

joemenzie@gmail.com

Alisa

Retirement Sale

After 35 successful years since founding **Alisa**[®], a prominent manufacturer of distinctive Italian-made fine jewelry, we will be retiring to devote more time to our growing family, travel, and to more fully pursue many personal interests. We are extremely proud of what we have contributed to our industry and are most grateful to have had the opportunity to work with so many wonderful people along the way.

Starting at the Premier Show in Las Vegas, **we will be selling all of our products at dramatically marked down closeout prices.** Here are just a few of the standout features of Alisa[®] jewelry that we will be offering in our Retirement Sale:

- Exclusive designs in sterling silver and 18K gold with diamonds, color gemstones and enamel – all made at our factory in Italy.
- Our signature basket weave styling in an extensive selection of bracelets, necklaces, earrings, pendants, rings & gents jewelry.
- Meticulously crafted and very affordable classic collections that are great for casual, business or dress.



Lisa and Fred Morgan

Don't miss out! Call or visit us at the following shows to take advantage of this incredible buying opportunity.

Atlanta Jewelry Show

alisa@alissadesigns.com

Premier - Las Vegas

888.253.6600

Select - DC and Foxwoods

alissadesigns.com

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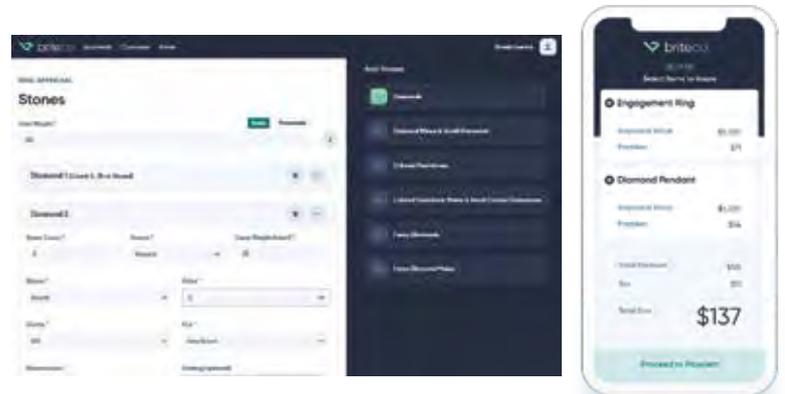
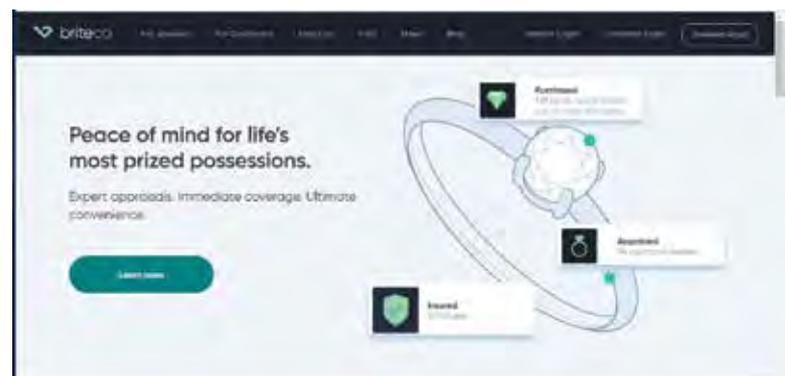
New and Noteworthy

The BriteConcloud appraisal platform is one simple technology solution, "that's so much faster, easier and more professional," according to jewelry retailer Andrew Dumont of Princess Jewelers in Derry, New Hampshire. What used to take 45 minutes per appraisal is down to 10 minutes or less—including taking photos of the piece."

Once an appraisal is finalized by the jeweler, the consumer receives an immediate customized insurance quote via email or text directly from BriteCo. The customer can then purchase coverage from an AM Best A rated insurance carrier within minutes from their cell phone.

"I like that my customers have the option to protect their purchase before they leave my store," Dumont noted, "and BriteCo makes it really convenient for them. I would say every jewelry store should be using BriteCo." He concluded saying, "It's free to the jeweler. What have you got to lose?"

BriteCo founder Dustin Lemick is a third-generation jeweler



with over thirteen years of retail jewelry experience. His family has owned and operated retail jewelry locations in the Chicagoland area for over 60 years. He graduated with a Bachelor of Science degree in economics from the University of Wisconsin-Madison and holds a Graduate Gemologist degree from the Gemological Institute of America (GIA).

For more information contact John Ortbal, Chief Marketing Officer, john.ortbal@brite.com or call 312-809-9251.

Metalsmith's Tool Specialized Tools

A new, ergonomic hand tool kit featuring three tools for metalsmiths and jewelers to let them comfortably cut, hold, and manipulate sheet metal and wire has been introduced by Xuron Corp. of Saco, Maine.

The Xuron® TK4200 Metalsmith's Tool Kit features three tools designed to meet the special needs of users working with sheet metal and wire. Included is the Model 9180NS shear for cutting non-ferrous sheet metal up to 20 ga with smooth blades for clean cuts; the 2175 Maxi-Shear™ that flush cuts soft wire up to 12 ga and eliminates the need for filing and deburring before soldering; and the 485FN Flat Nose Pliers with 3 mm wide tips.

Providing a flat and smooth gripping surface, the Model 485FN Flat Nose Pliers is ideal for bending and manipulating wire without marring the surface. Manufactured from tool steel, all tools in the Xuron® TK4200 Metalsmith's Tool Kit are ergonomically designed for optimum control and feature cushioned Xuro-Rubber™ hand grips, and a soft return spring. A handy canvas pouch with pockets safely stores and protects each tool.

The Xuron® TK4200 Metalsmith's Tool Kit is priced at \$62.50 (retail). These products are proudly manufactured in the USA. For more information call 207-283-1401, e-mail: arobey@xuron.com.

Gili B Jewelry: Colored Gemstones, Creative Designs & Customizing Options

A new company has joined the jewelry industry to provide unique, fashion-forward customizable colored gemstone jewelry that can be ordered in white, yellow or rose gold. The Gili B Jewelry line was recently created and launched by Gil Bronstein, formerly a partner in Elma•Gil. The line includes rings, stud and drop earrings and pendants featuring Blue Topaz, Citrine, Amethyst, Rose de France, Prasiolite (green

amethyst), Peridot and Rhodalite Garnet accented with diamonds. The stones are precision cut, so each style can be ordered in any of the gems offered.

"I have a passion for colored gems," states Mr. Bronstein. "I started out creating colored gemstone bracelets, then became a partner in a company that focused on the bridal market. After over 25 years working primarily with diamonds, it's really exciting to work with color again and create this line. My concept is to take classic elements and push them forward to create something new, something fashionable, yet pieces that will be worn and cherished for a long time. I'm also intrigued by incorporating negative space and adding some surprising details to the mountings, but always paying attention to the craftsmanship and value."

The styles range from pieces that go "from office to evening", to "red-carpet ready" opulence, but are all designed to fall within price points that are easy to sell-through at the retail level. Many of the rings and pendants feature larger center stones and lyrical mountings that make eloquent use of negative space within the design.

Gili B Jewelry is a member of AGTA and will be exhibiting for the first time at their Las Vegas Show, May 30- June 3 at the Las Vegas Convention Center, Booth 1039 or call 213-864-2136.



4.34ct rhodalite garnet ring with 0.14ctw diamonds. MSRP: \$1,950.
Photo by White Pig Studio



5.59ct oval prasiolite (green amethyst) and 0.45ctw diamonds in 14K yellow gold. MSRP: \$3,100.
Photo by Duvenjian Graphics



9.82ctw of blue topaz briolettes and 0.20ctw of diamonds in white gold. MSRP: \$1,990.
Photo by White Pig Studio



5.08ct pear shaped Rose de France accented with 0.43ct diamonds in rose gold. MSRP: \$2,350.
Photo by Duvenjian Graphics

Counter Top Video Package

IGS Creative offers a tablet video package that is ideal for retail POP and trade shows. The package includes 10 professionally produced product videos by IGS loaded onto a 32 gb SD card, a 10" Lenovo Android tablet, travel case and 1-hour of tech support. The entire package is specially priced at just \$2,100 through July 15.

For more information contact brian@igsny.com



Charms are HOT!

Rembrandt Charms is consistently listed as a top-selling brand by retail jewelers! Traditional charm bracelets stand the test of time and date back to 560 B.C. as the first jewelry. Traditional charms are more popular than ever and can be seen adorning the 2019 runways worldwide and in fashion magazines such as Elle, Harper's Bazaar, WWD and more!

"While bead bracelets have lost their popularity, Rembrandt's traditional charms are recognized as the top-selling collectible brand for thousands of retail jewelry stores," states Eric Lux, Vice President, Rembrandt Charms. "We are experiencing a resurgence in the number of retail jewelers that are using our Business Building Charm Program."

Rembrandt's Business Building Charm program leads to new and repeat business, increased sales and loyal traffic. It's not just about selling charms, it's about cultivating relationships as charm collectors visit regularly and buy additional charms as well as other jewelry.

Since 2018, silver jewelry sales have continued to rise. According to the Silver Institute's Silver Promotion Service Survey, conducted by InStore Magazine, 52% of retail jewelers reported an increase in sterling silver sales and 84% of retailers are optimistic that silver jewelry sales will continue to grow. Rembrandt's charm displays are stocked with sterling silver charms, often leading to gold plate, 10K and 14K yellow gold and 14K white gold which can be special ordered the same day. Rembrandt Charms offers thousands of charm styles and more than 40% of the collection is engravable.

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- Matched to meet your order requirements
- Suitable to be "briefly" cleaned in an ultrasonic cleaner & "lightly" steamed with no adverse effect to the stone "Each stone is hand selected for every request"



See the Difference!

Below, compare the cut quality of Eternity's "True Cut" emerald melee (left) to the average supplier (right) The precision of Eternity's "True Cut" lends itself to magnificent brilliance!

| | |
|--|---|
| Every setter's dream! | Every setter's nightmare |
| Eternity Natural Emerald's "True Cut" round emerald melee. | Average cut round emerald melee with a thick girdle & asymmetrical shape. |



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“Store owners tell us regularly that their associates lead customers to our charm displays first! It’s a guaranteed sale and the associate learns the memories and special occasions unique to their customer as they examine the charms!” states Susan Wojcik, Marketing Director, Rembrandt Charms. “Each charm captures a memory, representing a special occasion, milestone or event. Charm collectors frequently have many charm bracelets, including, travel, children, hobbies, pets, and other special moments in their lives. Charm bracelets represent a lifetime of memories and can be passed on for generations.”



Jewelers Mutual Insurance Company To Change Structure

Jewelers Mutual Insurance Company has filed a forward-looking plan to become a mutual holding company to modernize its corporate structure while retaining its long-term focus and dedication to its policyholders – and preserving its mutuality.

The plan was unanimously approved by the company’s board of directors and has been filed with the Wisconsin Office of the Commissioner of Insurance (OCI). The plan is subject to OCI review and approval, as well as approval of existing policyholders of Jewelers Mutual Insurance Company later this year.

“When jewelers founded Jewelers Mutual over a century ago, they couldn’t have imagined the opportunities we’d have in front of us today,” said Scott Murphy, Jewelers Mutual president and CEO. “Today, the needs of our industry are changing, and we need to evolve to better serve the needs of our policyholders.

“Modifying our corporate structure will allow us to continually support our customers and strengthen our company as we embrace advanced technologies and related product opportunities to serve our customers better.”

About the transition, which continues to emphasize mutuality, a mutual holding company allows a previous mutual insurer to transition into a stock insurance company, wholly-owned by the new mutual holding company, while maintaining critical

policyholder rights. This change allows Jewelers Mutual to preserve its core mutuality and membership control while operating under a more flexible structure that better enables it to operate its core business and pursue further opportunities. “As a mutual company, an essential component to this transition was ensuring a way for our policyholders to maintain their policyholder rights,” shared Murphy. “This transition allows us to do so, all while more easily growing our product and service offerings to help support jewelry businesses and the jewelry industry long into the future.”

The mutual holding company transition would not affect any of the company’s current coverages, premium rates, loss prevention, or claims-handling processes. Policyholders will see no change to how their policies are handled. Policyholders become a part of the new MHC with essentially the identical membership rights they have today, including the right to vote for board members at the company’s annual meeting of members.

Murphy noted the change would also allow Jewelers Mutual to extend membership rights, as defined by law, to policyholders of certain current and future subsidiaries of Jewelers Mutual who would not otherwise have these membership rights, all to promote and enhance the longstanding mutual company tradition of Jewelers Mutual.

The mutual holding company would be legally domiciled in Wisconsin, joining Jewelers Mutual Insurance Company and its other subsidiaries.

The board of directors and officers of the mutual holding company would be the same as the board of directors and officers of Jewelers Mutual Insurance Company prior to the change. Also, Jewelers Mutual board members, officers and other employees would not receive additional compensation, or any stock or other benefits, because of this change.

Innovation in support of – and beyond – insurance

Jewelers Mutual is dedicated to its policyholders and the jewelry industry and, as a result, has developed offerings beyond its traditional insurance products. By creating a mutual holding company, Jewelers Mutual will enhance its ability to innovate and bring new value to its customers – and the jewelry industry – with new ventures. In recent years, Jewelers Mutual has already taken steps to expand its product offerings, including its JM Shipping Solution and JM Care Plan solutions. The proposed structural change will better enable both of these existing services and new opportunities.

Next steps toward approval of the plan

Under Wisconsin law, the process to become a mutual holding company is subject to a public administrative hearing and prior approval from the insurance commissioner's office. After those steps, the company would seek approval from eligible policyholders who would vote by proxy that is mailed or emailed to them with an information booklet that thoroughly explains the conversion plan. Policyholders could also vote in person at a special policyholder meeting.

Dates for the administrative hearing, proxy mailing and policyholder meeting are still to be determined. The company hopes to complete the process by the end of 2019. For more information on the proposed mutual holding company, refer to the FAQs. Jewelers Mutual policyholders can call 888-884-2424 and follow the voice instructions to ask questions or learn more about the Mutual Holding Company plan.

More Efficient Precious Metal Analysis

Spectro Introduces Spectrocube ED-XRF Analyzer for precious metals testing

This new analyzer delivers easy, reliable, accurate, high-throughput analysis for testing centers, hallmarking and assay offices, and jewelry makers at twice the speed of other analyzers in its class.

The Spectrocube analyzer incorporates state-of-the-art nondestructive ED-XRF detector technology, including high-resolution and high-count rate, to deliver short measurement intervals, effortless workflow via intuitive software, and low downtime.

Spectrocube ED-XRF enables a fast, smooth workflow, even for minimally trained users, for unparalleled ease of use. The sample analysis is performed in three quick and easy steps, with the intuitive software presenting the relevant information on a single screen. Its compact footprint fits tight benchtop spaces, yet accommodates a wide range of tiny to large sample sizes. For most analyses, SPECTROCUBE delivers the required accuracy with only one general-purpose calibration.

Featuring exceptional speed and performance, Spectrocube ED-XRF provides high precision for a wide range of concentration levels, plus testing times as low as 15 seconds that enable a throughput of hundreds of samples per day. On jewelry samples large or small, the instrument can analyze an area down to a spot size of 0.2 mm that is among the industry's smallest spot sizes.

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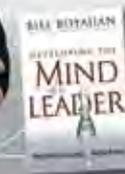
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New and Noteworthy

Constructed with user-tested, top-grade components for continuous use in demanding, high-throughput quality control operations, SPECTROCUBE ED-XRF delivers rugged reliability paired with low operating and maintenance costs over a long, trouble-free service life.

Unlike many other XRF analyzers, Spectrocube features the latest in high-resolution silicon drift detector (SDD) technology and an ultra-high count rate to register minor and trace amounts of some nonprecious components. Moreover, if required, Spectrocube can deliver up to three-times higher intensities at the same measurement time as previous-generation models.

Spectro helps ensure uninterrupted performance and maximum ROI life via unmatched AMECARE services. Machine-to-machine (M2M) support allows proactive alerts, backed up by an on-request PC connection with a remote Spectro service expert.

The new Spectrocube analyzer is available immediately from Spectro Analytical Instruments. For more information, visit <https://www.spectro.com/spectrocube> or email spectro.info@ametek.com.



Vahan's Golden Anniversary

The offices of Vahan Jewelry are buzzing with excitement this year, as the company prepares to celebrate its golden anniversary! The US designer and manufacturer was founded 50 years ago by classically trained French Designer Sacha Der Calousdian. From a modest, one man, Manhattan based studio, Sacha grew the company into a leading American made jewelry brand.

The success of Vahan is owed in no small part to the unique collaboration between Sacha and his wife Nathalie who joined the company in its early years. Sacha's eye for design and skills as a craftsman combined with Nathalie's merchandising

expertise, curated the unique collections of jewelry cherished by women around the world.

This tradition continues to shape the work of their sons, Greg and Cedric who joined the company a decade ago. Today, the brothers work in their separate capacities to build upon the powerful legacy set forth by their parents. Since joining the company, Cedric has expanded the company's various systems and infrastructure. Greg, now the 4th generation of jewelry designers in the family, has successfully blended his own design sense with the traditional look set forth by Sacha to create authentic Vahan looks that dazzle.

This year promises to be full of exciting surprises for loyal Vahan customers and retailers alike. It will be a celebration of half a century of delivering hand crafted, American made, coveted jewelry.



GIA Provides Explanation for Changes for Laboratory-Grown Diamonds

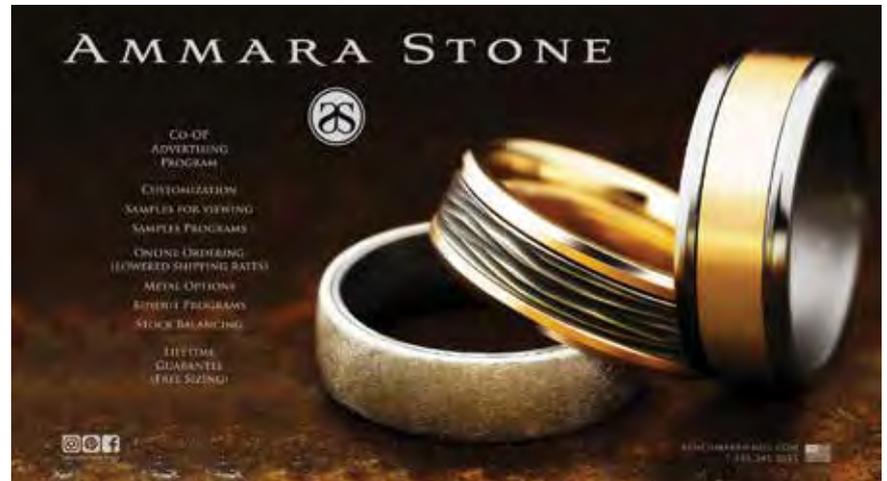
Effective July 1, 2019, GIA will discontinue the GIA Synthetic Diamond Grading Report™, introduced in January 2007, and introduce the GIA Laboratory-Grown Diamond Report™.

The GIA Laboratory-Grown Diamond Report will include the standard GIA color, clarity and cut grading scales for reference purposes. The GIA Laboratory-Grown Diamond Report will continue to use Colorless, Near Colorless, Faint, Very Faint and Faint to report the color grades for laboratory-grown diamonds, rather than the letters used to report the color grades for natural diamonds.

The standard GIA color grading scales will be included on the report for reference, for example: Colorless for D, E and F; Near Colorless for G, H, I and J; and Faint for K, L and M.

The GIA Laboratory-Grown Diamond Report will continue to use Flawless, Internally Flawless, Very Very Slightly Included, Very Slightly Included, Slightly Included and Included to report

CENTER STAGE



the clarity grades for laboratory-grown diamonds, rather than VVS1 and VVS2; VS1 and VS2; SI1 and SI2; and I1, I2 and I3 used to report the clarity grades for natural diamonds. The standard GIA clarity grading scales will be included on the report for reference, for example Slightly Included for SI1 and SI2.

The GIA Laboratory-Grown Diamond Report will use 'laboratory-grown' in the identification line of the report; 'synthetic' will not be used in the report.

The GIA Laboratory-Grown Diamond Report includes the following statement: This is a man-made diamond produced by



CVD (Chemical Vapor Deposition) or HPHT (High Pressure High Temperature) growth processes and may include post-growth treatments to change the color.

Any GIA Synthetic Diamond Grading Report issued since Jan. 1, 2018, may be returned and exchanged for the GIA Laboratory-Grown Diamond Report at no cost.

Visit GIA.edu for an illustration of the GIA Laboratory-Grown Diamond Report.

JA Convention to Feature Diamond Detection Lab

JA has announced the first annual Jewelers of America National Convention, an education-focused executive forum open to jewelry professionals, will prominently feature an interactive Diamond Detection Lab. The Convention will take place July 28-29, 2019, at the InterContinental New York Barclay in New York City.

The Diamond Detection Lab, sponsored by De Beers Group Industry Services, will feature a range of diamond detection technology. The Lab will be open during both days of the Convention and attendees will be able to educate themselves on advancements made in detection technology and test equipment from De Beers Group Industry Services, Gemological Institute of America (GIA), Taidiam Technology, Yehuda Diamond Company, and others.

"We are carefully crafting our education and content to address the needs of our members. Diamond detection is incredibly important and this lab will ensure attendees have the knowledge about detection and access to the right technology," says JA President & CEO David J. Bonaparte. "De Beers Group Industry Services' mission to grown and strengthen confidence across the diamond industry is closely aligned with JA's mission and they are a natural partner for the Diamond Detection Lab."

"Customers, suppliers, financiers and end consumers all increasingly demand assurance when it comes to diamonds. With a range of instruments and services that provide confidence in product integrity, product knowledge and product assessment, we bring the benefit of more than 125 years of De Beers experience to help our customers with the most important C of all: Confidence. We look forward to being part of the Jewelers of America National Convention and helping JA's members obtain the confidence to pass along to their customers," says De Beers Group Industry Services President Jonathan Kendall.

Jewelers' Best Friend Sink Trap

Stop losing precious metal waste which equates to money down your drain! Refining your precious metal waste has never been easier with the help of the "Jewelers' Best Friend" Sink Trap. This device is designed to capture/recover ALL precious metals from your waste water.

Note: Rinsing two spoonfuls of granulated chlorine powder (available at pool supply stores) into your trap once per week will help maintain sanitary trap conditions and minimize odor. The system comes in 3 convenient sizes; 43-ounce, 64-ounce, and 128-ounce. Each Jewelers' Best Friend comes complete with a pre-assembled main assembly with bottle and gasket, as well as, 1 replacement bottle and O-ring gasket. Piping to hook up under your sink is also included (8" (203mm) tail extension and 90-degree elbow extension). Made in the USA.

For more information contact Gesswein at (203) 366-5400.



SPS Expands Participants In Savor Silver Program

The Silver Promotion Service announced that it has introduced a new designation for selected participants in its Savor Silver program. The brands chosen will be identified as 'International Designer of Distinction', a new category on www.savorsilver.com. The new participants in the program from China are iRiffle, Jass Look, Monster Area, Shang Mo, and Su Live; the two from the U.K. are Dower & Hall, and PK.

Commenting on the expansion of the Savor Silver participant classifications, Michael Barlerin, SPS Director said, "A primary criteria for being selected for Savor Silver until now was that a brand had to have a market presence in the US. After reviewing the SPS program last year, and based on participation in various international trade shows, it was obvious that there were multiple international brands that met the SPS's silver jewelry design criteria and would benefit in their respective markets by becoming part of Savor Silver even though they did not operate in the US. In addition to being represented on the website, and acknowledged in press releases, the chosen brands will be able to utilize the Silver Mark in their respective markets." The new IDOD participants join a group of nine designers from Mexico who originally were identified

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New and Noteworthy

as “Designer of Distinction – Mexico”. Barlerin went on to add, “It is our intent to continue to expand the countries and brands represented in this category of the Savor Silver Program throughout the year.”

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

For more information on the SPS please visit www.savorsilver.com



Royal Chain’s New Gold Collection Targets the “Selfie” Generation

Royal Chain has released a new gold collection and they are straight to the point about who it’s made for, targeting the Instagram and “selfie obsessed” Millennials and Gen Z audience. Royal Chain calls the new series, “The Influencer Collection”, having fun with the younger generations’ mentality that they are all “influencers,” even if they can be seen as the main targets of this new collection. The 52-piece assortment features all 14K gold items with opening price points, starting as low as \$85. The designs include fun novelty pieces and splurge-worthy trending fashions designed with a next-gen vibe.

The looks are smaller in footprint, but are meant to be styled in layered looks which is how Royal Chain sees the target wearing these pieces. The collection is a departure from their traditional gold collections recently, which consisted generally of statement heavy gold pieces, such as those featured in their 40th Anniversary collection.

However, testing showed interest in the lower profile pieces, as the younger generations start to build their gold wardrobes. The idea is that these entry-level price points and trending designs will whet the appetite of the younger crowd and thus convert them into gold buyers for the future.

The collection’s accompanying brochure shows the collection in a minimalistic way, alongside nostalgic Polaroid shots and all-important trending hashtags.

Royal Chain plans to introduce more in this series in the summer during Las Vegas Jewelry week and other subsequent shows.

The Influencer Collection is now available and can be ordered by visiting Royal Chain’s website or calling 800.622.0960. Retailers can also visit them at JCK Las Vegas, in their new home at the Sands Expo, Booth 7109.



Quatro SCS Compact Superflow Polisher

The Quatro SCS Standup Compact Superflow Polisher features a powerful suction unit with the addition of a tabletop containing (2) Quatro fully-enclosed Clearview Hoods with 2X magnifiers and one 1/2HP double-spindle two-speed motor (tapered spindles included). Energy-efficient, LED lights in hoods use up to 75% less power than incandescent lights and keep your work area much cooler. The Quatro 2-Stage filtration system enables the user to capture all your precious metal dust, not just a portion of it and thus recovers more metal for refining. The SCS is the ideal system for Polishing, Grinding and Recovery. The first stage captures dust and metal debris in (3) high-capacity, sealable filter bags for maximum return on refining. Most particulate is gathered at this stage. The balance is filtered during the second stage by a HEPA filter. The HEPA filter is rated at being 99.97% efficient and

requires no additional venting from the workspace. The SCS will handle all the dust and particles that competitive models cannot filter, thus leaving a clean working environment. One-year manufacturer's warranty. Made in Canada.

Included Features:

Superior Capture/Containment System using 2-Stage Filtration. Uses (3) Sealable Filter Bags for increased Capacity and a HEPA Filter for capturing very fine particulates.

(2) LED illuminated Clearview Hoods with Integrated Clip-on Magnifier for increased visibility of the work being done.

High-Power, Continuous Duty brushless suction motor for long-term performance.

Cool Blue 1/2 HP 2-Speed Polishing Lathe/Motor with Tapered Spindles.

Variable Speed Control

Built in ASV (Auto Start Valve) System turning your SCS into an Automatic System. Able to Start/Stop your SCS from inside each hood. Use one Clearview Hood or both at the same time. Shut one Hood off to get full power from the other hood.

Utilizes an intuitive control panel for running your SCS. Easy to use, the digital control panel and its intelligent controls will alert you when to change the filters and will shut off automatically when filter bags are full.

Quatro SCS includes 1/2 HP two-speed polishing motor, 2 Clearview hoods with 2X Magnifiers and ASV On/Off Valves, (3) Sealable Filter Bags and (1) HEPA filter (as small as 0.3 micron). For more information contact Gesswein at (203) 366-5400.



New Gemological Lab Opens in NYC

SGL International, headquartered in London, with 15 diamond grading laboratories worldwide, has opened its 16th lab, and only location in the United States. This new state-of-the-art facility is located in the International Gem Tower on 47th Street in Manhattan's diamond district.

"Opening a new lab in the competitive US market, especially in New York City, we knew it was essential to distinguish SGL from all other labs", explained Shirin Bandukwalla, Co-Director, SGL Worldwide. "We needed to do more than merely provide services to the industry. It was critically important to identify and create solutions for jewelry retailers, while at the same time provide the ultimate assurance and confidence for the end consumer."

SGL is able to assure consistent and accurate quality grading reports to their customers by having all 16 labs use the same technology, methodology and protocols for detection, grading and authentication. This high standard international grading system practiced across the SGL network, separates them from all other gemological laboratories worldwide. And now the New York lab, with this exclusive range of specialized solutions that have already benefitted retailers and SGL has launched the first-ever mobile lab service in the US, allowing retailers to have a team of SGL professionals visit their store(s) to screen and grade finished diamond jewelry on-site. A new and unique alternative to shipping jewelry to the lab, the mobile lab is easy and convenient, providing retailers with an excellent opportunity to have more or all of their products graded and authenticated at once.

This service also includes the screening for lab grown vs natural diamonds. As part of its New York laboratory launch, SGL has also announced the introduction of "Dia Screen", its laboratory grown diamond screening instrument. The unique machine screens for both CVD and HPHT lab grown diamonds, and natural diamonds. But it also isolates and identifies moissanite and cubic zirconia. "We can't underestimate the significance of separating HTHP from CVD lab grown diamonds," explained Chirag Soni, Co-Director, SGL Worldwide. "It is no longer simply lab grown vs. natural. The growing price distinction alone will make it critically important for the industry to separate HPHT from CVD lab grown." SGL believes this is the first, and perhaps only machine that does this. DiaScreen is offered in two sizes (with identical technology), and currently available for sale at SGL New York. It will soon be launched across the laboratory's worldwide network.

Market Place

MARKET ADS

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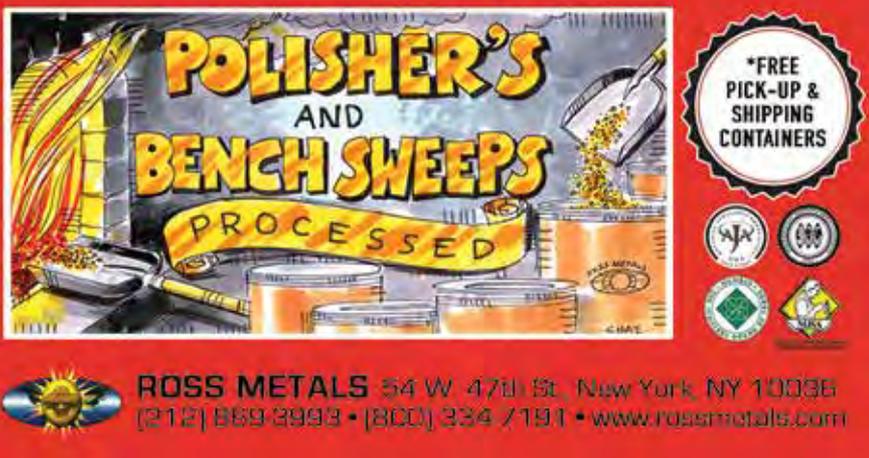
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The Retail Jeweler 2019 Closing Dates

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

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

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MARKET PLACE

(4.5" w X 2.5" h)
Per Issue Running
8X = \$630 per issue
4X = \$730 per issue
1X = \$880 per issue

CLASSIFIEDS

(Per Column Inch)
Per Issue Running
8X = \$90 per inch
4X = \$105 per inch
1X = \$120 per inch

"I'm very excited to see the New York laboratory open. It further demonstrates SGL's commitment to growth and expansion", commented Soni. "At SGL, we believe that successfully providing full-service solutions for our clients requires more than just knowledge and expertise. Our commitment to excellence, combined with our mission to deliver outstanding service, has earned our company the reputation it holds today." For more information, Contact Steve Feldman at SGL New York to schedule an appointment to visit the SGL booth at JCK in Las Vegas – Booth 3094 in the Diamond Pavilion - for a demonstration of the "DiaScreen" instrument or call 929-390-5252, or steve.feldman@solitaire-labs.com

The Rosalie Collection Launching for Spring/Summer 2019

An amalgamation of "beauty" and "vincible," the Beauvince company namesake is interpreted as "with beauty one conquers." The New York atelier works with private clients and retailers to create custom fine jewelry, celebrating milestones, gifting, and just because. Known for exquisite diamond designs, Beauvince only uses responsibly sourced conflict-free diamonds. Their new Rosalie Collection brings the warmth of rose gold to earring, ring, and necklace designs just in time for spring.

Designer and curator, Komal Bajaj, says of Rosalie's inspiration, "The Rosalie Collection is about femininity and delicacy. The warmth and sensuality of rose gold is an idyllic complement to diamonds which exude power and strength. We love making jewelry for women and celebrating them, and what we hope to offer with Rosalie is an exciting and interesting collection for modern women who are strong, successful and proudly feminine."

The Rosalie Collection celebrates women, with a variety of stunning face-framing, diamond and rose gold looks. Four drop earrings are timeless in style and dramatically sweeping: Whirls of Love, Autumn Chandelier, Enya, and the Fall Diamond Earrings. High color and clarity, white, round diamonds are set in pave, with secure omega and latch back closures. Organically curving in sinuous shape, the façade of each earring leads the eye, creating bold, elegant looks. On the Enya Earrings, black diamonds are interspersed throughout for a dramatic contrast, a perfect pairing with one's little black dress.

Equally breathtaking are Beauvince Jewelry's Rosalie cocktail rings. Cassandra, Flora, Lolita, and the Xena Cross ring make a statement from across the room. An adaptation of classical patterns, the Cassandra Ring is prong and bezel set with brilliant

and rose-cut diamonds. Flora is a stylized flower, perfect for honoring the blossoms of spring and summer. Also mixing brilliant and rose-cut round diamonds, Flora is a stylistic crossroads between tradition and modernity. The Lolita Ring is sweet, and spicy, like her wearer. Featuring luxurious diamond pave on one half, and sleek, cut-out rose gold on the other, the dualistic ring is meant to induce an air of mystery. The Xena Cross embodies "fierce": strong, powerful, and direct, it is a "me ring" for women celebrating themselves and their own milestones.

Rosalie celebrates warmth and femininity, alongside a celebration of self; it is the perfect collection for finding a Mother's Day gift, or a diamond ring on one's own terms. The Drops of Jupiter and Round Pendant necklaces feature two different looks that can be worn separately, or layered together. The round pendant necklace has beautiful, bezel set diamonds along the rose gold chain, with a rose window-like cluster in the center, reminiscent of stunning Medieval architecture. Drops of Jupiter features exemplary detail, with twisted gold open form droplets, cradling round white diamonds within, for modern, everyday diamond style.

"In a time when women are taking on more and more responsibilities and living in equality to men, they often forget to celebrate their accomplishments in big or small ways. With a range of price points, the Rosalie Collection welcomingly celebrates both young fierce women, and those who are rewarding themselves for greater things. Additionally, not every day is a grand occasion, sometimes we women want just want something understated, but eye-catching nonetheless, and the collection offers that too!" says Komal Bajaj.

To learn more about Beauvince Jewelry, call 646-775-8724 or email info@beauvince.com.



Fall Diamond Earrings 5.36ctw diamonds and 14K rose gold. MSRP: \$4,800.



Cassandra Ring 1.89ctw diamonds, set in 18k rose gold. MSRP: \$3,300.

Ten Years Already?

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

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

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

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

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

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

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

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

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

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

It turns out we were right.

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



Thank you.

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