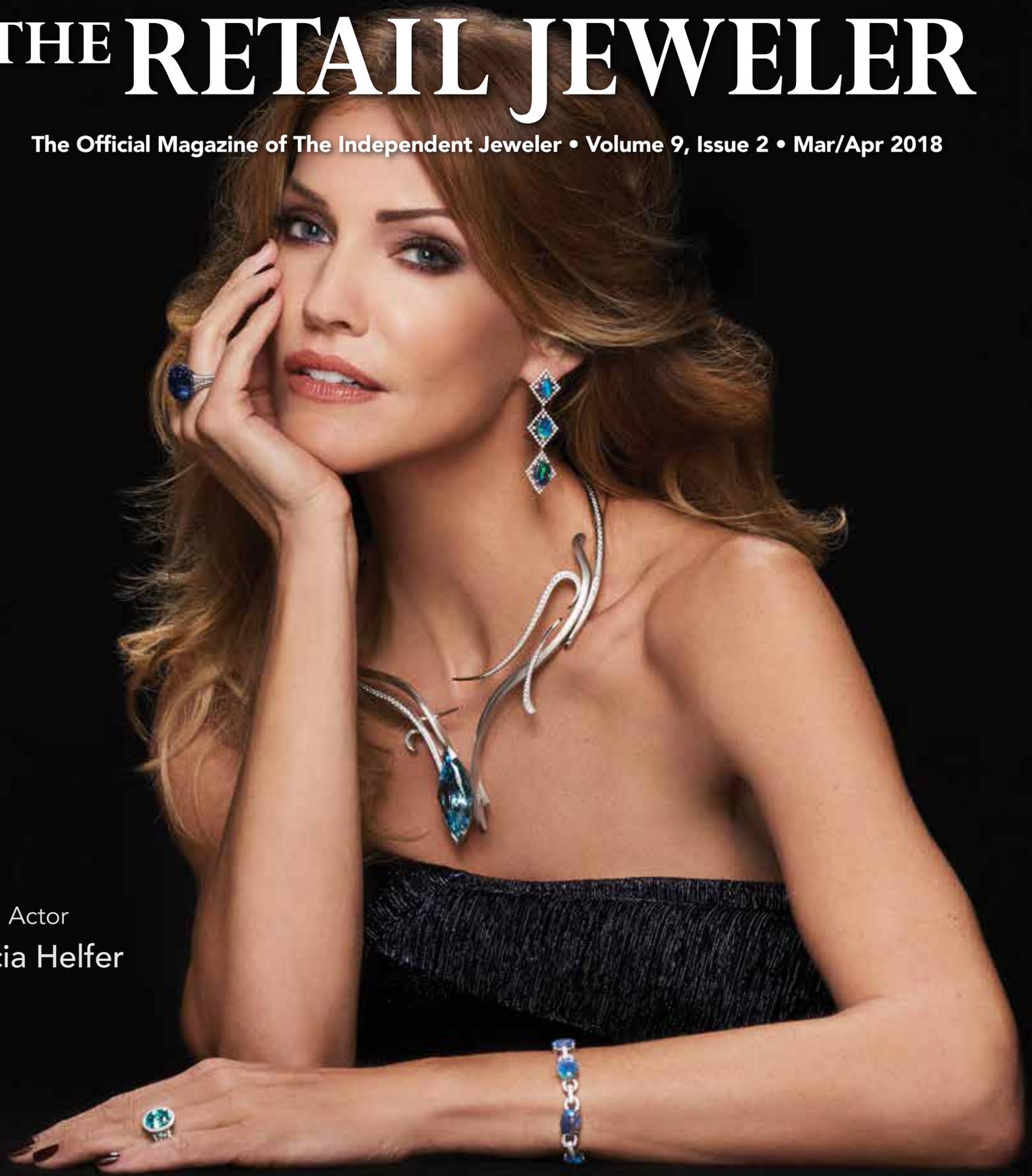


# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 9, Issue 2 • Mar/Apr 2018



Actor  
Tricia Helfer



Korite Page 41

Kelly Waters  
Page 64



Oscar Heyman  
Page 26





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### COVER COURTESY OF AGTA

Actor: Tricia Helfer

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

Hair – David Keough for Art Dept; Makeup – Desirae Cherman for Exclusive Artist; Manicurist – Carla Kah

Necklace: *Eddie Sakamoto*, Somewhere in the Rainbow – Platinum "Dancing Waves" neck collar featuring a 57.0 ct. Aquamarine accented with Diamonds. Earrings: *John Ford*, Lightning Ridge Collection by John Ford – Platinum earrings featuring oval black Opals (11.70 ctw.) accented with Diamonds; Bracelet: *John Ford*, Lightning Ridge Collection by John Ford – Platinum bracelet featuring black Opals (24.02 ctw.) accented with Diamonds. Ring #1: *Craig Slavens*, Studio 247 Fine Jewelry – Platinum ring featuring a 4.15 ct. Paraiba Tourmaline accented with Diamonds. Ring #2: *Leon Mege*, Leon Mege, Inc. – Platinum "Bellflower" ring featuring a 3.28 ct. blue Sapphire cabochon accented with Diamonds and a blue Sapphire. Ring #3: *Niveet Nagpal*, Omi Prive – Platinum and black rhodium ring featuring a 20.03 ct. cushion-cut blue Sapphire accented with blue Sapphires, baguette Diamonds and round Diamonds.

Clothing: *Rubin Singer* – Navy Strapless Gown.

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# ON-LINE VERSUS BRICK AND MORTAR



By Frank Dallahan

The battle is heating up. Increasingly, many retail jewelers and manufacturers are considering what to do with the growing problem where some designers and manufacturers sell their products online to consumers and in direct competition with their retail jewelers. Retailers believe this is incompatible with a good relationship with the manufacturer and further believe it is unfair because the consumer can purchase the same products on-line at lower prices.

Manufacturers, on the other hand, have over the past five years or more are looking at static or declining sales through the normal retail channel and believe they need to do something to address this situation. The times, as the saying goes “are a changing.”

Retailers complain, rightly, that they have been instrumental in building manufacturers’ brands and in return, their support and loyalty has been rewarded by some manufacturers undercutting them by selling direct to consumers. Retailers, so aggrieved, are taking action. Some have decided to drop manufacturers’ lines who compete with them. Some choose not to state the manufacturers’ names when consumers ask. Some have initiated policies where they won’t permit photographs to be taken of styles in the showcases or when the selection process is underway. Each of these actions is designed to frustrate the consumers’ ability to shop online.

These actions are easily understandable when sales are not what they used to be. Retailers invest in a manufacturer’s line with an implicit understanding that there is some control of the manufacturers’ distribution policies. Some manufacturers police their distribution policy aggressively. Rolex is a classic example. However, Rolex is one of the only real brands in the jewelry marketplace where the consumer is concerned. Many jewelry manufacturers profess branding as a principle, but few have attained that status in the consumer’s eyes. Others

promise exclusivity or limited distribution to the retailer. These promises are almost never put into writing because of anti-trust concerns. But, the sense of the deal is you (the retailer) support the line with a decent assortment of product, supporting display space and promises to reorder as the stock turns.

The manufacturer, in turn, implicitly promises to make certain there is not an over saturation of jewelers in the same or contiguous market areas carrying the line. These implicit promises are usually made by the manufacturers’ sales representatives with the store owner.

These agreements in normal times generally have worked well for both retailers and manufacturers. However, the past five to ten years have not been normal times for either manufacturers and retailers.

As the economy stalled, some manufacturers confronted with the retailers’ desire to hold back ordering, chose to try other distribution options. The immediate low hanging fruit was to look for additional distribution to generate sales. New products that were more price pointed to the retailers’ needs were added. Expansion into silver jewelry became more popular. With all the talk about consumers buying online, manufacturers and designers finally put their feet in the water to try the Internet.

The Internet represents a new channel of distribution for manufacturers. The ability to reach millions of consumers is very tempting. However, the unintended consequences of taking this step, lead to conflict with retailers who carry their product when they learn what you have done. It becomes a question of communication, transparency, and trust.

There aren’t many ways for manufacturers to navigate around this problem. One method is to create a different line from what is sold to retail jewelers. This avoids the problem of price

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# That's **NOT** What I SAID!

By Susan Arlin

"That's not what I said!" Have you ever uttered those words? How about this one: "You're not listening—that's not what I meant!" Isn't it amazing how easily our messages are misconstrued? Did you ever wonder why that is? Usually the blame is placed squarely on the shoulders of the person you are talking to.

Let's face it, your ability to lead your team is based on your ability to communicate effectively with them. If one of your pain points is that your team doesn't seem to hear what it is that you've been saying, doesn't understand what you've been saying, or seems to act in a manner completely inconsistent with what you've been saying, you may need to rethink how you're saying it.



**COMMUNICATION AFTER ALL,  
IS SIMPLY A MESSAGE SENT FROM  
THE SENDER TO THE RECEIVER.**

Most often that communication is delivered via words: either spoken or written. How often do those simple communications go wrong? It's easy to remember the times that a text message or email went bad. It can be very humorous. Or, it can destroy trust and damage relationships.



**COMMUNICATION IS COMPLICATED  
BECAUSE PEOPLE ARE COMPLICATED.**

If our messages are delivered via the words that we either speak or write, why is there so much misunderstanding that

surrounds them? After all, our entire education system is rooted in words. We teach our children to 'use your words' to express themselves. We take countless language classes to learn how to read and write words.

The reality is that our messages are sent in more ways than just the words we use. We also choose to respond physically, using non-verbal language as well. Eye rolling, shrugging, sighing, frowning, and arms crossed are just a few of the ways we send these non-verbal messages. These are typically associated with negative messages. Some positive messages are: smiling, leaning in, and eyes widening.

The difficulty with non-verbal messages is that they are often lacking definition, which results in the other person choosing how to interpret them. This becomes problematic when the natural inclination is to assume a negative message. (Can you think of a good way to interpret eye-rolling?) A great example of this is having arms crossed. When asked to interpret this body language, most people respond immediately with 'closed off', 'rejection', or 'disconnected', when it could be that the person was cold, or relaxed and comfortable. The key element is to understand that more often than not, body language is interpreted through a negative lens.

Now complicate this single message by adding 'tone' to the picture, and the potential for this single message to get distorted is magnified. Tone refers to the volume, speed, and pitch of a person's speech pattern. (Think loud and angry, or quiet and fearful, among many others.)

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## ON-LINE VERSUS BRICK AND MORTAR

comparisons for the same item, likely the most frustrating and irritating issue from a retail perspective. Most manufacturers have an extensive array of products not necessarily part of their retail lines that can be used to offer online. These products are probably among the old and discontinued numbers. They would need updating and revisions to bring them up to date. New products that were not accepted at retail could also be included in this new line.



Likely, in my view, retail jewelers will not like this method although it is infinitely better than doing nothing. Manufacturers also could communicate with the retailer the contact information of their consumer as a possible lead for additional business.

Depending on the manufacturer's commitment to branding and the importance of branding to the firm, manufacturers could withdraw from Internet selling entirely. Long term, I'm not so sure this is at all practical. It will depend on the manufacturer's market position and its view of the situation. As noted previously, there are precious few consumer brands in the jewelry market.

Jewelers have long experience with manufacturers adding new distribution channels. My own experience in china, crystal, and the silver businesses is a classic example. For the most part jewelers have successfully just abandoned these product categories to department stores and outlet malls. It is not so easy in the jewelry category. It could be an opportunity for manufacturers and designers to begin a limited distribution philosophy in order to gain entry into the US jewelry marketplace.

The present situation will not remain the same.

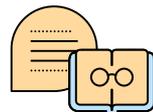


**Frank Dallahan**

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

## That's **NOT** What I SAID!

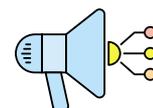
Here is the challenge. Virtually EVERY single message that you send is sent all three ways!



Verbal (spoken or written words)



Non-verbal (body language)

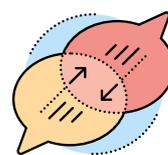


Tone (pitch, volume)

When the words are positive or neutral in nature, but the body language and/or tone are negative, the negative wins. Everytime.

This becomes critical in the communication game, because these three components are not weighted equally. Dr. Albert Mehrabian, author of Silent Messages, conducted several studies on nonverbal communication. He found that 7% of any message is conveyed through words, 38% through certain vocal elements, and 55% through nonverbal elements (facial expressions, gestures, posture, etc.)

WOW! This translates as follows:



**IF ONLY 7% OF YOUR MESSAGE IS DELIVERED VIA THE WORDS YOU SPEAK, THEN 93% OF THE MESSAGE IS DELIVERED VIA YOUR BODY LANGUAGE AND YOUR TONE. WOW**

This can explain why communication is not as effective as you desire. When the forms that the messages are sent in are in conflict—one positive and one or more negative—mixed messages are the result. Which one should they choose to respond to, or to act upon? How much 'interpretation' is necessary to decipher your true message? People respond and act differently based on the message that they receive. If you are finding that your communications are not effective, consider how you are saying them. Make sure that your verbal, non-verbal, and tone are all consistent in sending the message.

If you find yourself saying "that's not what I said", maybe it was!



**Susan Arlin**

Susan Arlin is a staff and leadership development specialist in the jewelry industry. With over 30 years of experience in the jewelry industry, and a Master's Degree in Organizational Behavior, her specialty lies in developing groups of individuals into high-performance teams. Her company, Brilliant Performance Group, LLC™ <https://www.brilliantgrp.com> is dedicated maximizing the return from your most important asset—your team. To contact Susan directly to discuss how your team can improve, email her at [susan@brilliantgrp.com](mailto:susan@brilliantgrp.com).

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# YOUR CUSTOMER CONTACT POINTS

The process of staying in touch with your customers has become increasingly complicated during the last few years at retail. Thinking back to the beginnings of last century, your customers' only choice was to visit your store or perhaps send you a letter, or you could advertise en masse in the local newspaper if you wanted to tell them all something. In the second half of the 20th century we've seen the arrival of the telephone and the coming and going of the fax machine.



The 21st century has seen an explosion in the number of ways you and your customers can communicate with each other. Email has replaced the fax, but it's the growth of the internet that has provided the most opportunities to reach and communicate effectively with customers. **The two most noticeable changes have been in the areas of websites and social media.**



## WEBSITES

For many businesses, a website has been a passive means of providing a presence for customers to gather information. Few jewelers have made the transition into effective online selling at this point, and too many websites are often a dead-end alley with little traffic and little effectiveness.

Yet your website can be a strong means of opening a two-way communication channel with your potential customers and can help manage the process from tentative interest to warm prospect. There are a number of tools you can add to your website that can help build customer engagement and drive warm prospects towards a sales situation.



### Blog

A blog can provide your website with regular fresh content, a 'must have' for Google to give you ranking for key industry words and terms. An effective blog will also spark comment and feedback opening up communication with your clients.



### Contact Us

An effective "contact us" page provides a first contact point for customers these days, many preferring to communicate this way than via phone.



### FAQ's Page

What questions do your customers ask you the most? Chances are others will want these answers too. A good FAQ page will help reduce purchasing barriers and show you as an expert in your chosen field.



### Live Chat

Live chat is the ability to interact online with customers who hit your website. Research by the American Marketing Association has shown that prospects are 20% more likely to convert if they interact via live chat.



## SOCIAL MEDIA

If not everyone is on social media, then, it's fair to say most people are. There are literally hundreds of social media sites around, however the majority of interest is focused primarily on Facebook, Twitter, You Tube, Instagram, Snapchat and Pinterest. Each has their own type of following depending on your type of customer and how they'd prefer to communicate with your business. Within most of these platforms, however, is the chance to directly message clients.

Facebook has had a messaging service for some time but has recently introduced the ability to advertise with customers directly through the messaging channel once they have communicated with you via this means. How customers will feel about their messaging channels being peppered with ads remains to be seen, but, with a limited field vying for attention this gives you a strong reason to encourage direct messaging communication with your clients as it can, then open up further promotional opportunities later.

A more fragmented communication ecosystem does require more management, however, it also allows you to tailor offers and styles of communication specifically to your customers' preferred methods. Potential clients who may not have read a newspaper ad or email before can be more responsive to a You Tube or Facebook video, or possibly images posted on Instagram or Pinterest. It allows a greater 'horses for course' approach to your customer communication and those businesses that understand its importance and focus their energies in this area will see the benefits to their business moving forward.

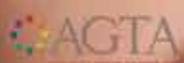


**David Brown**

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



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# Innovating WITH WHAT Works

By Olga Gonzalez, FGA DGA



Leading up to the Tucson Gem Shows was a buzz, after 2017 felt an industry uptick again. The year before had many worried about elections and the economy. Now, we are settled into a “new normal,” as buyers, dealers, and designers descend upon the desert festivities with their sparkly wares.

The overall sentiment was positive, from Scottsdale to Tucson. For the first time in years, several vendors nearly sold out of their merchandise halfway through the shows. Some wished they had brought more stones or pieces of jewelry, especially those that hit the mark for where the market was going. Buyers had money to buy for an adapting audience, attendance was up, and vendors brought out new designs. What changed?

The ongoing discussions regarding what is working, and what isn't, is changing things. There is recognition and an understanding that the next generation buying fine jewelry wants beautiful, unique, pieces that are personal and tell a

story. Yet, there are challenges. A millennial's dispensable income isn't as high, due to student loans, and wages are not increasing as much as inflation etc. Also, they value experience, which competes for where they spend their dollars (though many retailers, smartly, have worked on creating experiential luxury retail). Baby boomers value family and tradition, with classic stones and designs that reflect timeless luxury. Vendors at the shows defined their market, and provided merchandise to appease two very different customers bases...and they did it well.



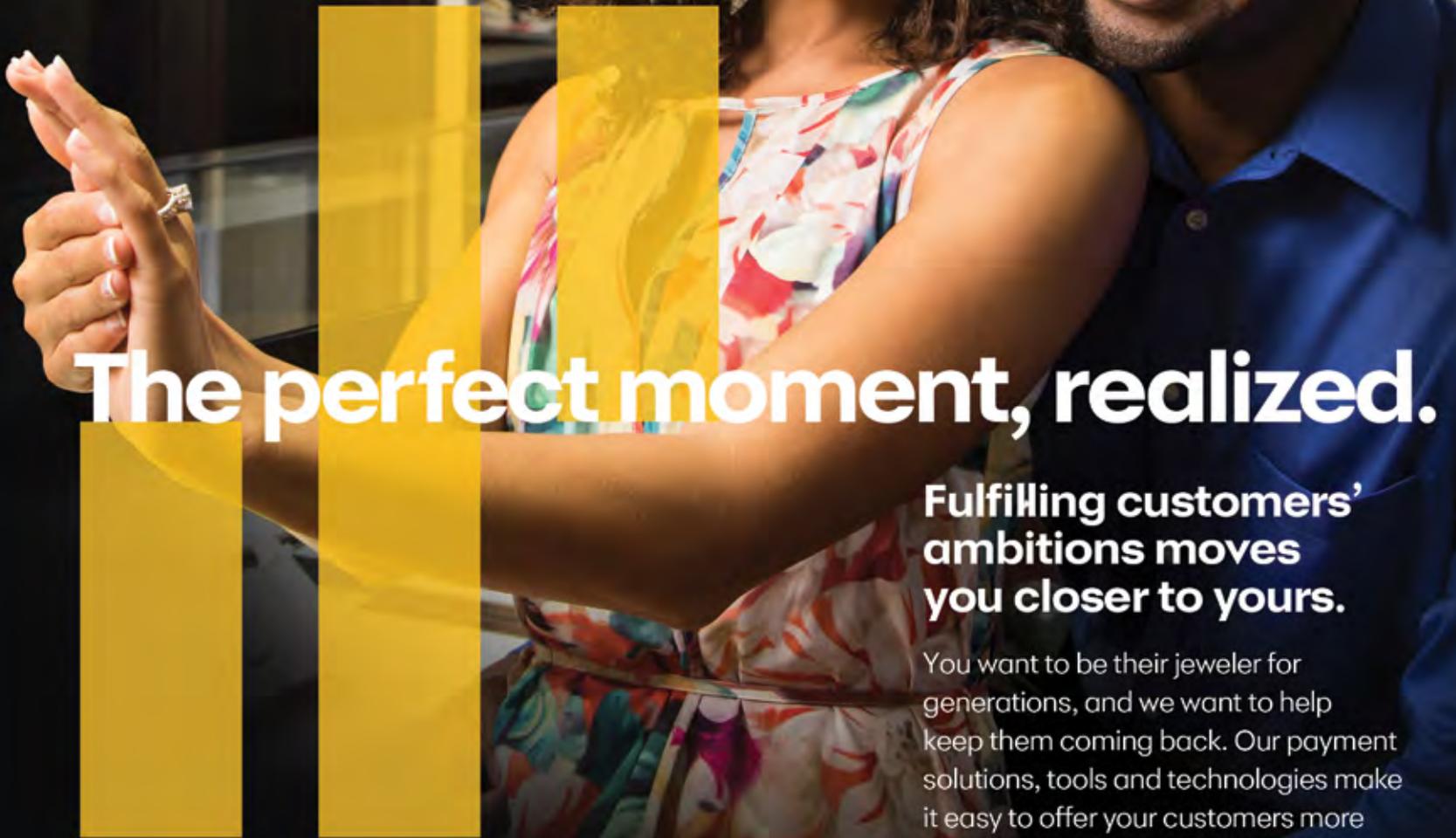
**Olga Gonzalez**

The CEO of Pietra PR, a communications agency specialized in revamping and rethinking effective growth strategies for businesses in the gem, jewelry, and luxury watch industries. She is a certified gemologist, Immediate Past President of PRSA-NY, and Networking Director for the Women's Jewelry Association New York Metro Chapter. Olga can be reached at [olga@pietrapr.com](mailto:olga@pietrapr.com)

## 1 MERCHANDISE THE STATEMENT TO SELL THE AFFORDABLE

An excellent adaptation of appealing to both demographics is the altering of a statement piece. Last year, K. Mita Design launched their Shoreline cuff, which was met with much enthusiasm, but customers noted they wished it was a bit more affordable, and slightly smaller, so it would be easier to sell in stores. At this year's JCK Tucson show, they debuted the Shoreline's medi design, to give the same elegant look. Keiko Mita, Owner and Designer, says, "When people looked at my gold jewelry, they favor 14K over 18K. From our perspective, the general takeaway was they want well-priced designer pieces but aren't willing to take the leap and purchase something expensive. We recognized this trend from earlier shows (retail and wholesale) and consequently made several smaller, less expensive versions of popular pieces."

Similarly, Allie Patel, Account Manager at Gregg Ruth, exhibiting at Centurion, discusses a sapphire earring they adapted to fit the needs of varied price points, explaining "(the earring) is from our important color collection, which retails for close to 20K. We utilized some of our innovative setting techniques, and got the proportion just right, so we've been able to make a similar earring for a little bit less than half the cost. The overall size of the earring is the same, we just play with proportions ever so slightly...(On the second earring) we utilize a proprietary tiered halo technique that provides extra brilliance where there would be shadows, so there is no hint of a grey shadow, just lots of brilliance, along with extremely rich saturated gemstones. With these minor changes, we are able to offer luxury goods for a fraction of the price."



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## 2 CARBON FIBER ENTERS LUXURY

As the line of what constitutes luxury evolves, so do materials used and complemented. In men's jewelry, rose gold is being combined with carbon fiber and steel, to create sophisticated looks. Claire Easley, CEO of Carbon 6 says, "Forged Carbon's dark tone and stone-like feel is a beautiful contrast to the brilliance of gold. People love not only the visual contrast but also the combination of the timelessness of gold combined with a cutting-edge luxury material. It makes for an exciting combination." Carbon 6 introduced gold on the inside of their most popular forged carbon fiber and Damascus steel ring styles at JCK Tucson, which retailers picked up for alternative wedding band looks in store.

INOX, alternatively, introduced a collection featuring rose gold, stainless steel, and carbon fiber in handsome bracelets.

## 3 SHE'S A BOSS JEWELRY

She makes her own money and she likes to buy herself something nice for a job well done. Yes...she's a boss, and she is a fabulous jewelry buying customer. What does she want? She wants something versatile, day-to-night, classy, yet with a touch of personality. The gem shows had so much to offer her.

The Alchemy Collection by Jade Trau is the first designer branded collection by Forevermark, and it is perfection. Jade Trau says of its inspiration, "I spent time around women buying jewelry with their daughters, and saw the daughters were not connected to the jewelry. The Alchemy collection, which represents the process of transformation, was designed to make them feel connected. The designs are classic, and a bit edgy, without being too edgy." Indeed, Trau has designed jewelry that is both timeless and exciting, a duality that is hard to master. Embracing individual qualities, each diamond cut represents an archetype. According to literature distributed at Centurian, the emerald cut represents The Vanguard, "a woman who is bold, determined, and genuine. The Maverick is represented by the marquise for the woman who is adventurous, independent and spirited. The pear-shape series has been named The Envoy, which is meant to embody someone who is compassionate, creative and intuitive. The Sophisticate, the woman who is classic, gracious and loyal is represented by the round."

Delightfully, and also empowering, the jewelry made by Julie Genet Joaillerie has an underlying connection. No matter how abstract, there is always some connection to fairytales,

"Solid Carbon Fiber and Carbon Graphite composites are the materials of the future," says Brand Manager, Sebastian Velasquez, "As a man, you quickly recognize the durability and high-tech aspect of a bracelet featuring the material, since it is prominently used in the highest grade of performance car parts and Bikes, sunglasses, and even golf clubs." On the rose color in men's jewelry, he adds, "The color rose has always been present in the jewelry design, although reserved mostly for the female market. Yet with the prominence of the color in everyday accessories like smartphones and headphones, it has become more neutral and acceptable for men to rock the color.

Our Brose Gold, (Bro's Gold, Rose for Bros) pieces use Rose as the accentuating color rather than the base and is finished either brushed or matte, for a rugged, manlier look."

princesses and a happy ending in each collection. Her Frog Prince ring rocks the world of every woman. It is a reminder that to find a prince, one has to kiss a lot of frogs. Try luck in love with her Vegas series, featuring micro dog tags with song lyrics, and bands that are perfect for putting a ring on it after saying "I do" at Elvis' wedding chapel. It is truly made for the woman who likes to be equally stylish and punny with the jewels she spoils herself with.

Lastl, but certainly not least, there were designs that were both chic and practical, perfect for all day, everyday wear. W.Britt's double wrap toggle can be worn many different ways—as a choker, lariat, multi-wrap necklace, and styled endlessly. Jordana Adrienne's reversible chevron bracelet is two-sided, for a variety of looks. Jordana says, "More people are looking for something that is unique and which has a purpose. The element of purpose can be a look, a feeling, a sentiment, or a value of wearability. For some, the purpose of a piece can emerge from its expression during occasions that are bound in time and come to an end; but for others, its purpose is derived from longstanding wearability throughout generations."

The 2018 gem shows in Arizona beautifully expressed the shifting tide in design. Jewelry was adapted to fit the needs of what buyers and consumers are looking for today, while maintaining the high design aesthetic. The worries around adaptation for a changing market are noticeably dissipating, while optimism cultivates.

# Can you solve the puzzle?

Take a few minutes out of your busy day.  
**Because the answers to move your business forward are right in front of you.**

## Across

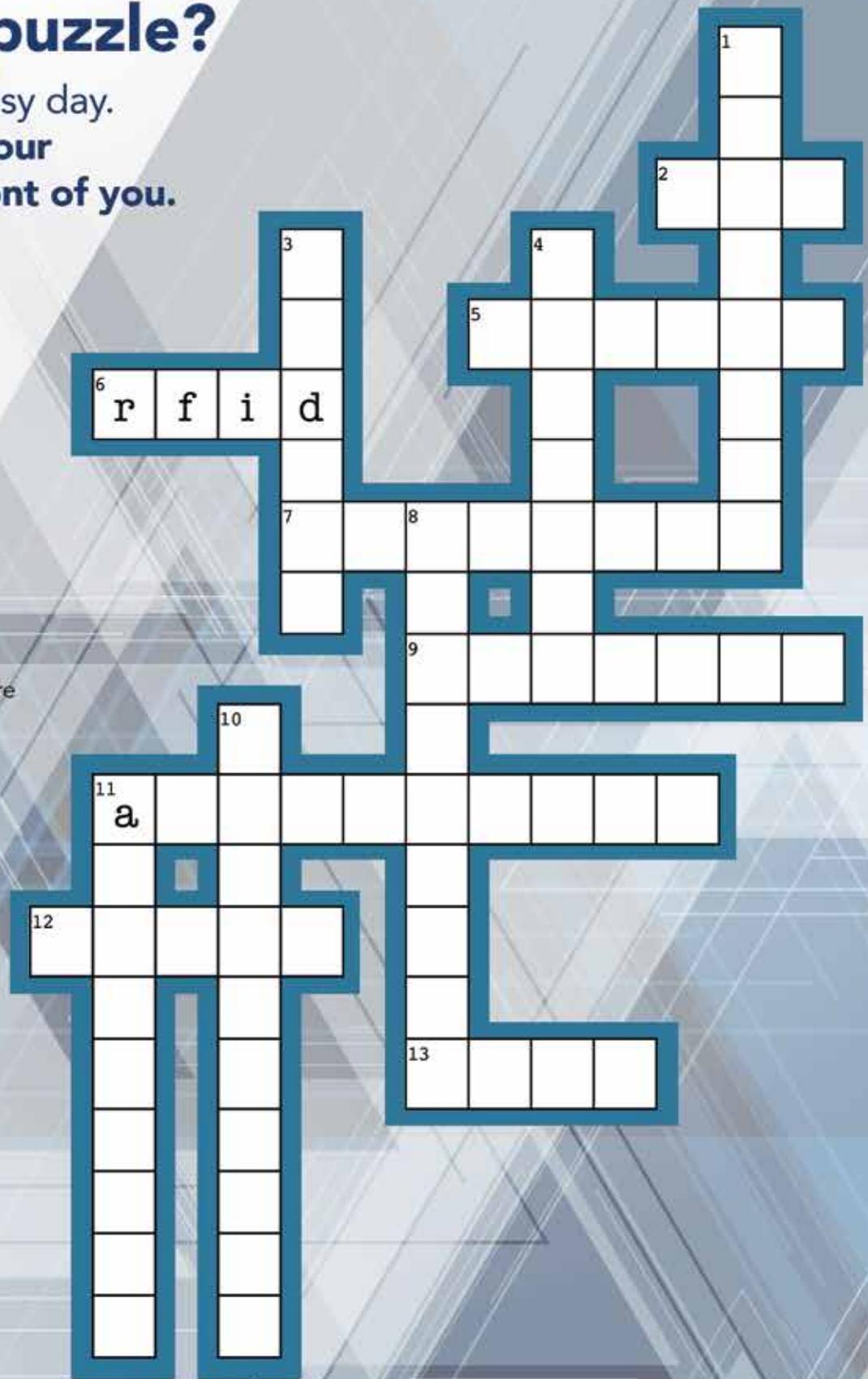
2. Abbreviation for Customer Relationship Management
5. Roaming POS
6. Signal emitting tags
7. Added software features
9. 2018 NCAA football champs
11. March birthstone
12. \_\_\_\_\_ Madness
13. Holistic jewelry store management software

## puzzle #3

Answers at:  
[TheEdgeForJewelers.com/Puzzle3](http://TheEdgeForJewelers.com/Puzzle3)

## Down

1. Network without cables
3. Online Review Company
4. A state name and quarterback
8. Promising satisfaction
10. Edge integrated accounting software
11. Make data more valuable



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\*INSTORE's Big Survey Volume 6, Issue 4



**1** MERCHANDISE THE STATEMENT TO SELL THE AFFORDABLE

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Shoreline Cuff by K. Mita Design, 18K yellow gold, 14K green gold, oxidized sterling silver, and diamonds MSRP: \$4,380.



Medi Shoreline Cuff by K. Mita Design, 14K yellow gold, sterling silver, and diamonds. MSRP: \$1,450.



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Sapphire and diamond earrings by Gregg Ruth in 18K white gold. MSRP: \$19,706.



Sapphire and diamond earrings by Gregg Ruth in 18K white gold. MSRP: \$8,400.



**2** CARBON FIBER ENTERS LUXURY

**Carbon 6** [www.carbon6rings.com](http://www.carbon6rings.com)

Damascus python with 18K rose gold ring by Carbon 6. MSRP: \$2,200.



Forged carbon ring with 18K rose gold ring by Carbon 6. MSRP: \$1,900.

**INOX** [www.inox-us.com](http://www.inox-us.com)

Men's Bracelet by INOX. Stainless steel, solid carbon graphite and Brose gold IP link bracelet. MSRP: \$120.



**3** SHE'S A BOSS JEWELRY

**Alchemy Forevermark x Jade Trau**  
[www.forevermark.com/en-us/collections/jade-trau-collection/](http://www.forevermark.com/en-us/collections/jade-trau-collection/)

Alchemy Forevermark x Jade Trau solitaire stackables, 18K rose gold: Envoy 0.20 ct; Vanguard: 0.20 ct; Maverick: 0.20 ct; Sophisticate 0.15 ct. MSRP: \$1,480 each.



**W.Britt**  
[www.wbritt.com](http://www.wbritt.com)

Double Wrap Toggle by W.Britt with silver and semi-precious stones. MSRP: \$425.

**Julie Genet Joaillerie** [www.juliegenet.com](http://www.juliegenet.com).

Lucky by Julie Genet Joaillerie in 18K pink gold. MSRP: \$6,700.



Prince Frog by Julie Genet Joaillerie in 18K white gold, with Tahitian pearl. MSRP: \$4,670.



Micro Dog Tag by Julie Genet Joaillerie in 18K yellow gold. MSRP: \$800.



**Jordana Adrienne** [www.jordanaadrienne.com](http://www.jordanaadrienne.com)

The Reversible Chevron Bracelet by Jordana Adrienne, in 14K yellow gold. MSRP: \$3,200.



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# REMARKETING...

## The ABCs of Jewelry Advertising



By Jim Ackerman

There's an old saying in the world of sales that says ABC means Always Be Closing.

There's another saying in sales that claims the average prospect needs to be "closed" 7 times before he or she will buy, but most salespeople only attempt to close once or twice.

If either of these adages are true – and especially if both are – no wonder jewelry closing rates are as low as 18%.

But this column has little to do with closing sales or closing rates at the store. This one has to do with the ABCs of jewelry advertising!

And yet, what I'm about to reveal is not what you might think. It's not about so-called branding efforts. It's not about reach and frequency. It's not even about consistency in your advertising... well, not exactly.

No, this is about direct response marketing. This is about finding a prospect and then advertising specifically to that prospect on a regular basis, making offers and enticing that prospect into your store or to an online purchase.

The mechanism for making this happen and work is a little, powerful, but egregiously underused technique called remarketing.

### Has this ever happened to you?

1. You do a Google search on any kind of item and as a result of that search you click on either an organic listing or an ad.
2. You do not buy as a result of that click
3. Suddenly you have ads for the company who's organic listing or ad you clicked on showing up everywhere! On subsequent searches, on your Facebook page, other social media platforms; seemingly everywhere you turn online.

You, my friend, are the target of a remarketing campaign.

It's a highly automated, sophisticated way to advertise, exclusively to people who have already expressed an interest in your product or service.

Here, in the simplest possible lay terms I can must, is how it works.

The advertiser has what is known as a tracking pixel attached to the inquiry you initiated when you clicked on the listing or ad. That tracking pixel tells the advertiser who you are – or better said, which computer you are using.

The advertiser can then purchase ads from Google, Facebook, whatever, that will show up at regular intervals on that computer.

The advertiser can define a variety of types of ads, like banners, displays, videos, etc. and can pretty well define the frequency at which you'll see them and for how long after the initial click the ads will show up.

And it's all on autopilot!

# Your Customer Wants Customized Jewelry!

**1 3D Printer and Software**  
**Design and Grow Your Model**  
Print on an affordable 3D printer that is engineered for a smooth finish, clean burnout, and perfect for direct investment casting.

**2 Vacuum Casting Machines**  
**Cast it!**  
Pressovac is a perfect entry-level induction casting machine that will keep up with your production as your business grows.

**3 Magnetic Tumblers**  
**Clean and Burnish Your Model**  
Clean, Burnish your casted piece without removing any metal. Ideal for fast, complete cleaning and polishing.

**4 Set Stones and Engrave**  
**Accentuate Your Model (Stone Setting)**  
Set stones, carve, and sculpt accurately every time with precise control and consistent impact. Get started with the GRS® GraverMax G8 engraving system.

**5 Final Finish and Polishing**  
**Finish, Polish, and Clean Your Model**  
Quatro's SPU boasts a 3 stage filter process allowing containment of dust particles while giving you the ability to have optimal metal reclamation.



## SISMA LASER WELDERS

After the sale, keep your customers coming back for years to come with all their repairs and resize with ease without stone removal. Bring revenue into your store! Sisma welders do double the work in a fraction of the time handling any repair/sizing job!



Keep them coming back for years to come with quality repair work.

*Gesswein has everything you need.*

# REMARKETING... The ABCs of Jewelry Advertising



Of course, the advertiser pays for each subsequent click from the prospect, but each click may also trigger another round of remarketing.

Does it actually work?

Of course, it does, or I wouldn't be telling you about it.

In fact, you can expect to see cost per click rates up to 25% lower, cost of conversion up to 25% lower, and a greater percentage of sales at a lower percentage of your marketing budget.

Now lest you think remarketing is only applicable to Google (or other search engine searches), think again.

Here are a few other ways to use remarketing

When people simply open an email, it may be possible to launch a remarketing campaign. That campaign can be delivered through automated email, of course, but you may also be able to initiate an online Pay Per Click (PPC) campaign to invite the prospect to do business with you. (What a great tool to use with both new prospects and existing customers.)

You can drive people to a landing page. Their mere arrival on the page can be enough to trigger the remarketing campaign. If they actually click on anything on the page, so much the better.

You can advertise using traditional media to get them to that landing page in the first place. Don't promote a purchase, promote free information. When people got to the Landing Page to download your information, the remarketing campaign is triggered.

Suddenly, radio, TV, direct mail, billboards and other outdoor media, print, mobile marketing and even smoke signals can drive traffic to a site in a non-threatening environment, secure the necessary digital information, and allow you to proactively market to people whose names you don't yet know, but whom you know have shown an interest in what you have to sell.

Finally, one of the best uses of remarketing is to those who have started down the road of purchasing, but have abandoned



it somewhere along the way. The obvious example is the abandoned shopping cart. Perhaps a prospect selected a product and got all the way to the payment stage before bailing on the purchase. An excellent target for the remarketing strategy.

But they don't have to get that far. You can trigger remarketing campaigns based on pages visited on your website. If you're clever, and capture contact information, you can even remarket to prospects who visited your store but left before buying. You've got to at least get an email address from them – hence the need to be clever – but once you do, you'd be foolish not to immediately launch a pretty intensive remarketing campaign utilizing email at first, but also the online advertising we've been discussing. It hinges on getting them to click on your email, and then go somewhere you direct them online, thereby allow you to pick up their IP address and attach that tracking pixel.

If you want one of the most powerful ways imaginable to improve the leads you generate and the conversions you get from your advertising, remarketing it.

**And don't forget, once they're in the store... ABC!**



**Jim Ackerman**

Jim Ackerman is a marketing coach to the jewelry industry. His company, Ascend Marketing is a only source of marketing and advertising training for jewelers. Jim is also offering Retail Jeweler readers a free Digital/Traditional Advertising Mix Review (\$397 value) to provide jewelers with an evaluation and recommendations of their use of both digital and traditional media to generate more

customers, increase average ticket or get existing clients back more often. Interested jewelers can request details by email: [mail@ascendmarketing.com](mailto:mail@ascendmarketing.com), or by phone at 800.584.7585.



**40**  
NINE

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While in Vegas, visit our showroom – 5 minutes from the Las Vegas Strip. View our entire collection at [40NINE.COM](http://40NINE.COM).

# LOOK BOOK

By Jackie LeBental

## {Purple Party}

In celebration of this year's Pantone color of the year Ultra Violet, I wanted to feature how designers incorporate vibrant shades of purple in their everyday collections. The color Ultra Violet 18-3838 is magical and full of cosmic depth and emotion. The multitude of purple variations in gemstones and mixed material used in jewelry design creates a rich and powerful meaning to each individual who adorns one.

01

### Alexis Bittar

Brooklyn based since 1990, Alexis Bittar started with 1 piece of lucite 25 years ago and saw a jewelry vision. Hand crafted and always on the cutting edge of design, this powerhouse team creates bold and exciting pieces of jewelry that can be worn by every woman. The collection is filled with fresh color palates and sparkly embellishments that make Alexis Bittar jewelry so much fun to wear. Faceted wire earrings with handcrafted Lucite and Brass.



MSRP \$135  
[www.alexisbittar.com](http://www.alexisbittar.com)

04

### Jane Taylor Jewelry

This dynamite mother and daughter duo I am nicknaming the "gemstone ladies", are an amazing example of how a family run jewelry brand works. Jane and Cleo's passion for bold and colorful gemstone jewelry is contagious! A perfect fit with Pantone Ultra Violet, this intense Amethyst and 14K rose gold rectangular cuff is a must have for 2018.

MSRP \$4,280  
413.256.8404



### Jackie LeBental

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

02

### ARK Therapeutic

I was so excited to discover this incredible family owned company. ARK Therapeutic produces functional sensory items that are meant to calm and de-stress individuals especially those who suffer from anxiety, ADHD, sensory needs, and/or Autism. Their line of "chewelry" is manufactured and designed in the USA, is FDA compliant, contains no phthalates, PVC, BPA, lead or latex. This diamond shape necklace that comes in various different colors is not only fun but functional!

MSRP \$13.99  
[www.arktherapeutic.com](http://www.arktherapeutic.com)



03

### Oscar Heyman

Synonymous with jewelry glamour and breath taking gemstones, the house of Oscar Heyman has been creating precious fine jewelry for over a hundred years. Each incredible piece of jewelry is hand signed and numbered to preserve their heritage and craftsmanship. I am totally swooning over this no heat Madagascar purple sapphire and diamond ring set in platinum, that is fit for a queen.

MSRP \$130,000  
212.593.0400



## 05

### M. Spalten

Bold, modern and futuristic designer Melissa Spalten always pushes the design envelope. Each unique piece is designed around a show stopping gemstone hand chosen by Melissa. I would have no problem rockin the streets with these Amethyst buff top cabochon, pink sapphire and diamond earrings set in 18K rose gold. They are super chic!

MSRP \$4,452  
210.865.0923



## 07

### Sydney Evans

Inspired by love, luck, spirituality and personal protection you know a Sydney Evans piece when you see one. This amazing mother of two Rosanne Karmes who named her jewelry brand after her children, has cemented her luxury boho chic jewelry vibe worldwide. From her create your own signature bead and charm bracelets to everyday diamond pieces; Sydney Evans is the go to brand for on trend fine jewelry. I love this lilac jade beaded charm bracelet!

MSRP \$815  
213.236.4444



## 09

### Lauren K

Gemstone maven Lauren K knows a thing or two about creating beautiful jewelry. Designing jewelry has been a part of her life for many years. After working with her family's esteemed jewelry company, Lauren developed her own signature collection in 1997. For over 20 years, she has created exquisite gemstone fine jewelry, making the gem the show piece in each design. This natural stunning 18.47ct Tanzanite set with Diamond accents in 18K yellow gold is a ring lovers dream.

MSRP \$5,100  
212.719.2067



## 06

### Belle Etoile

Always stylish and wearable Belle Etoile is known for creating fun fashionable designs that appeal to every style esthetic. Belle Etoile translates to beautiful star in French and I know anyone who wears this hand painted Italian enamel floral ring from the Jardin collection will feel like a blossoming star. The beautiful shades of purple and intricate design in this cocktail ring are sure to be center stage with any look.

MSRP \$195  
415.626.9223



## 08

### Moritz Glik

The king of the jewelry shake, Moritz Glik created his signature "shaker" style fine jewelry that makes us want to get up and dance. The uncanny illusion of setting diamonds and precious gems that are encapsulated by slices of white sapphires creates the most magical shimmering dance of gems. I'm ready to step into the New Year with this stunning pendant filled with purple and lavender sapphire and diamonds set in 18K yellow gold. Chain is 30" in length.

212.679.0948  
MSRP \$16,640



## 10

### Katherine Jetter

Super woman pretty much describes this charismatic designer. Katherine Jetter speaks 4 different languages, has her Graduate Gemologist degree from GIA, is also a philanthropist starting a foundation with the key focus on education for children, but most importantly creates magnificent haute couture fine jewelry. She is a master in choosing exquisite vibrant gemstones and morphing them into elegant treasures. I fell in love with this 15.16ct hexagonal faceted Amethyst set in 18K white gold and black rhodium cage on an 18K white gold and black rhodium moonstone chain.

MSPR \$8,800  
505.219.2816



# THE CENTS OF ECOMMERCE

By Matt Perosi



As a website developer, I'm often asked how much an ecommerce site will cost; or better yet, a jeweler immediately tells me that they can't afford ecommerce without even asking me for a price. Truthfully, the price for an ecommerce website can vary dramatically depending on your choice of a monthly subscription service or pay for traditional website development. Monthly services like Shopify charge as little as \$29 per month for their basic do-it-yourself ecommerce plan, WordPress charges \$25 per month, and development companies like my own will do the setup for you for \$6,000 or less.

The general belief is that anything can be bought cheaper online than at local stores because the cost of setting up and running a website is far lower than that of a brick and mortar store. From a technical point of view, setting up an ecommerce website is pretty easy; what makes it hard, is figuring out how to bring people to your website.

In last year's "Google Organic Click Through Study," conducted by InternetMarketingNinjas.com, showed the number 1 location in Google search results captures 21.12% of clicks. The top 4 locations collectively capture 44% of all clicks. If you can achieve one of these top 4 spots in the search results, then people will click on you regardless what your prices are. That's why achieving this high ranking is where the real cost of ecommerce is hidden.

When people search for products in Google, they will see results with local stores and ecommerce sites. Local stores usually appear in the results based on proximity to the person, but organic results are based on the effort you put into your website.

The effort you put into your site includes factors related to technology and to customer service like these:



Ease of use



Well written product descriptions



Good photos along with descriptive names and tags



Programming that matches current Google recommendations

Notice how I didn't specifically mention search engine optimization (SEO). That's because Google is smarter today than years ago when people paid a lot of money for gimmicky SEO services. Today, Google will read through all the words you put on your website to evaluate where you belong in search results. This is where things get tedious because you have a better chance of higher ranking when you include product descriptions and other details for every item you have online.

Many jewelers struggle with writing product descriptions because the process seems repetitive. Those descriptions don't have to be long; in fact, you'll notice that many of the items sold on BlueNile.com have short 25 or less word descriptions. What's not readily apparent is that Blue Nile skillfully uses image naming, background coding, and tabular product data to give Google a lot more information to analyze and use for ranking.

Some ecommerce software systems are easy to use while others require help from more technically skilled webmasters. Successful ecommerce sites always have some type of product description and a lot of background programming code that makes it easy for Google to read. Your descriptions and photos alone won't carry as much weight if you ignore the hidden metatag programming on every page.

Between the photography, writing the descriptions, and entering it all into your website you should expect at least 1 hour of work per item. While some POS systems give you the power to upload your inventory quickly, often times the uploaded information needs reformatting before it looks good on your website. Regardless how much you pay for the setup and programming of your website, the real cost will be the payroll to populate your online catalog with products. I recommend a minimum of 200 items in your ecommerce site, so customers can enjoy the product browsing experience.

When setting up ecommerce, don't fall into the trap of trying to sell what your competitors are selling, that only leads to online price competition. Instead, sell items that are not found



elsewhere online, like new jewelry designers or brands that other retailers are not selling. Selling something unique online means you can concentrate on selling the story rather than selling by price.

Setting up the website and populating the product catalog is the first step towards achieving that high ranking in Google results. The second step is to increase your online digital footprint, so your website is found or mentioned on other websites or in other online services. Specifically, you could ask product bloggers to write reviews of a few of your items. These reviews would be posted on their website blog with links back to your online catalog. This is one small part of SEO and Google counts those links as favorable votes for your higher ranking.

When it comes down to it, the cost of setting up an ecommerce site isn't the cost of the website setup itself. The bigger cost is

your own time and labor to add details to the website. If you follow my recommendation of at least 200 products, then you will spend at least 200 hours of labor to add them.

Even though ecommerce sounds like a big project, it's something that brick and mortar stores should consider to stay competitive with chain stores and e-tailers.



**Matthew A Perosi**

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

# Your Summer/Fall Trade Show Destinations

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



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



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

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

Qualified retailers receive complimentary hotel accommodations. Complimentary breakfast and lunch are available to all attendees.

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

Register to attend a Select Jewelry Show and discover a new way of doing business.



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# HOW TO AVOID DANGER ON THE ROAD

## TIPS FOR TRAVELING JEWELERS

By David Sexton



The most effective weapon against professional jewelry thieves is to be constantly alert and pay strict attention to details. Organized thieves observe people who work in the jewelry industry, waiting for someone to leave a premises with a suitcase, briefcase, or boxes of jewelry. Then, the thieves follow the individual until there is an opportunity to attack.

Follow these safety precautions from Jewelers Mutual Insurance Group to heighten your awareness and safety on your next trip away from the office.



### BEFORE YOU GO

Extreme care needs to be taken when traveling with merchandise and materials as valuable as precious metals and stones. First, it is important to **maintain a detailed inventory of merchandise** that will be carried on the road. Keep one copy with the line and store a second copy in a separate, safe location.

Prior to departing, take time to **research where you are traveling** to locate public places where potential help, witnesses, and/or security surveillance are likely to be present as a crime deterrent. The locations may include police departments, banks, drive-through restaurants, and hotels. Do this for each location you will be visiting.

When heading out on the road, **never leave without a fully charged cell phone and your charger**. Stay in contact with your family or office when you are away, so they know where you are throughout the day. Just as important, stay in touch with the clients you're visiting. You should keep your schedule confidential so it doesn't fall into the wrong hands, but if criminals know where you're going, it will help **to ask your clients to pay attention to their surroundings for any suspicious activity**. That way, they can alert you of any potential danger.

Another item you may want to arrange in advance is to **leave your line at the last jewelry store you visit**. This will permit you to safely exit the premise and relax for the evening. If possible, leave your line in the store's safe or vault to provide the most protection.



### TRAVELING BY CAR

If you must make a pit stop – no matter how quick — **never leave your merchandise unattended**, including your car or hotel room. That's why it's important to make sure the line you are carrying is manageable. You must be able to bring all of it with you into a restaurant, hotel, jewelry store, or any other location. If you will be traveling in your personal vehicle, it is important to remove all personalization pieces. **Do not have personalized license plates, bumper stickers or decals** from the dealership that sold you your car. Any of this personal information provides robbers with the opportunity to gain more information about you.

Consider equipping your car with an alarm that is approved by your insurance company and also "puncture-proof" or "run-flat" tires. While it could go without saying, **make sure your vehicle is in excellent working condition**.

When you rent a car, **write down the rental car's color, make, model and license number** on an index card and keep the information in a handy place, such as in the car's sun visor. If you feel that you are being followed, the police dispatcher will need that information.

**Don't develop predictable driving patterns**; change your routes and departure and arrival times. Patterns and routines are something criminals will begin to watch, putting you at a higher risk when you are traveling.



### EDITOR'S NOTE

*The following article from Dave Sexton of Jewelers Mutual is written primarily for our industry's traveling road warriors, the message is equally applicable to retail jewelers who may be traveling to meet clients or traveling to one of the many trade shows during the year. Good security depends on paying attention to your location, surroundings, and unusual circumstances. The Boy Scout motto "Be Prepared" is also necessary for traveling with jewelry.*

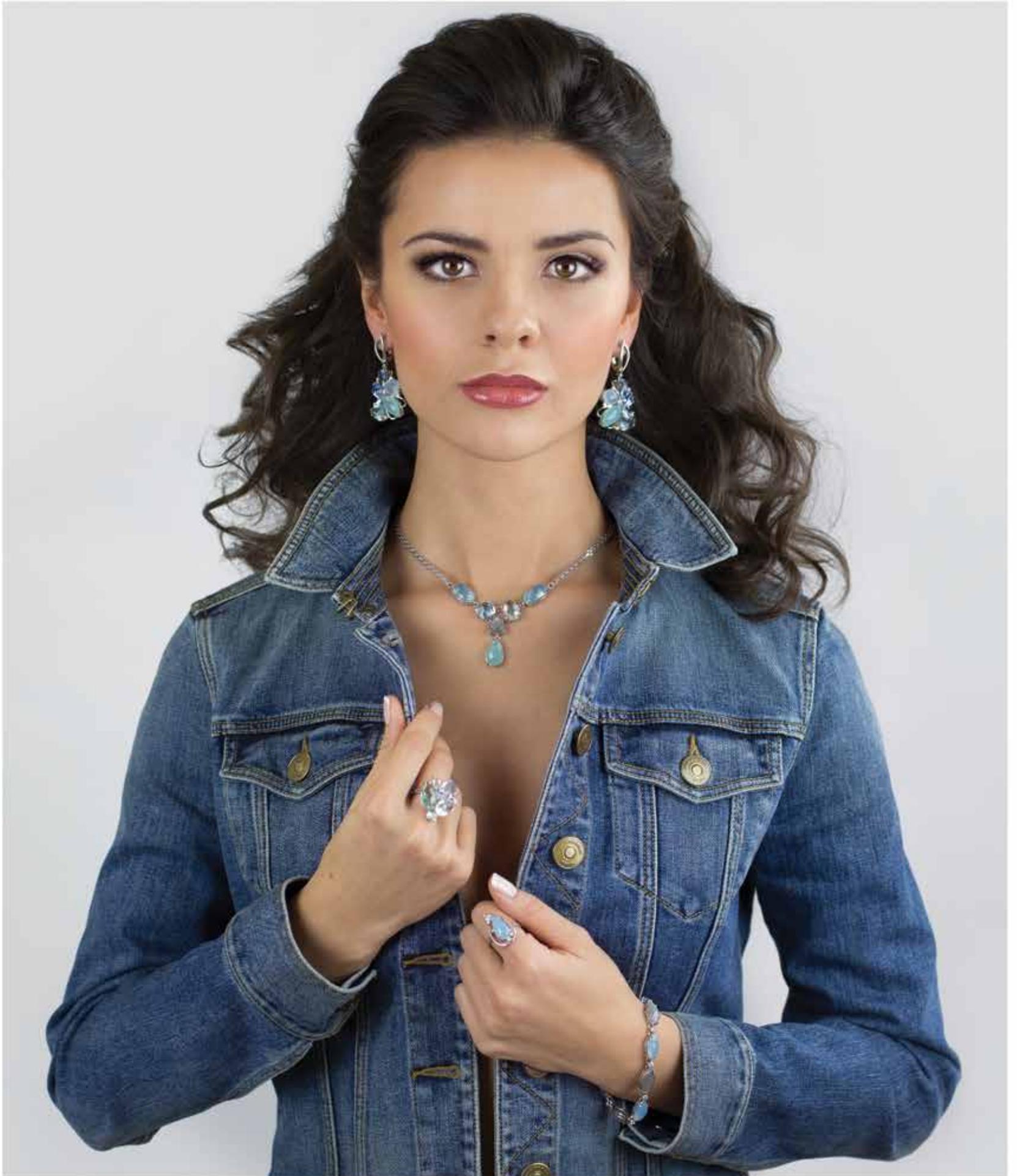


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# HOW TO AVOID DANGER ON THE ROAD

## TIPS FOR TRAVELING JEWELERS



It is essential that you are **always aware of your surroundings when approaching your vehicle** after a stop. Walk completely around your car and inspect all locks, windows, door frames, tail lights and tires every time you have parked your car to determine if anyone has tampered with your car. Check for fluids under your car. Be especially observant in parking ramps and lots.

After appointments at retail properties, give the store manager your cell phone number and ask him or her to watch you leave after your visit. If the store manager sees a car follow you, he or she should call you immediately and notify the police that you may be at immediate risk of becoming victim of an armed robbery. After every sales call, **take evasive driving action** such as driving slowly, speeding up, making left turns, or driving around the block, to determine if you are being followed.

If you happen to get a flat tire, a damaged radiator or become involved in a minor traffic accident or "car bumping," **assume you are the target of a crime**. While driving to a safe location, such as the secure locations you identified prior to leaving the office, call the police and inform them of your situation.

**Rehearse what to say to a police dispatcher** in the event that you experience one of these car damages or notice a suspicious car following you. You must be concise and specific: "I believe that I am about to be the victim of an armed robbery." When calling, be concise so you can direct the police to your location as quickly as possible. Know the street or road names, cross streets and direction you are headed.



### TRAVELING BY PLANE

When traveling by air, similar to ground travel, never leave your merchandise unattended. **Never check your jewelry merchandise as baggage**, even if that means you have to reduce the amount of samples so that you can carry your line with you in a special attaché case. Jewelry checked as baggage may not be covered by insurance. There are very good reasons airlines warn travelers not to check their valuables.

At busy airports, contact security and **request a private security screening**. If that isn't possible, approach the airport security checkpoint with caution. Do not place your line on the x-ray conveyor belt until the area is clear and no one can block you from walking through the metal detector to receive your screened line when it clears scanning on the other side. A common ploy involves one thief deliberately blocking you while his/her accomplice grabs your line as it comes off the belt.

When making your travel reservations, request an aisle seat on the plane. If possible, ask to board early when guests who need special handling are allowed to board and **store your line under the seat in front of you**. If your line does not fit under the seat, place it in the overhead bin so that you can clearly see everything that is taken out of that bin. Stay alert throughout the flight and retrieve your line as soon as the plane has landed and the flight attendant permits it.

### THE BOTTOM LINE

Professional criminals are waiting for you to make a mistake while traveling. To increase your safety wherever you are traveling to and how you're getting there, these four things are essential to keep in mind:

- Plan ahead
- Carry a manageable line
- Never leave your line unattended
- Assume you are a target



If you are confronted by a criminal, do as you are told and focus on your personal safety. Your line is not worth your life.

If you have questions about travel safety or the security offered by proper insurance coverage, get in touch with an expert agent. To find an experienced Jewelers Mutual agent or broker in your area, call 800-336-5642 ext. 2118 or email [sales@jminsure.com](mailto:sales@jminsure.com)



**David Sexton**

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

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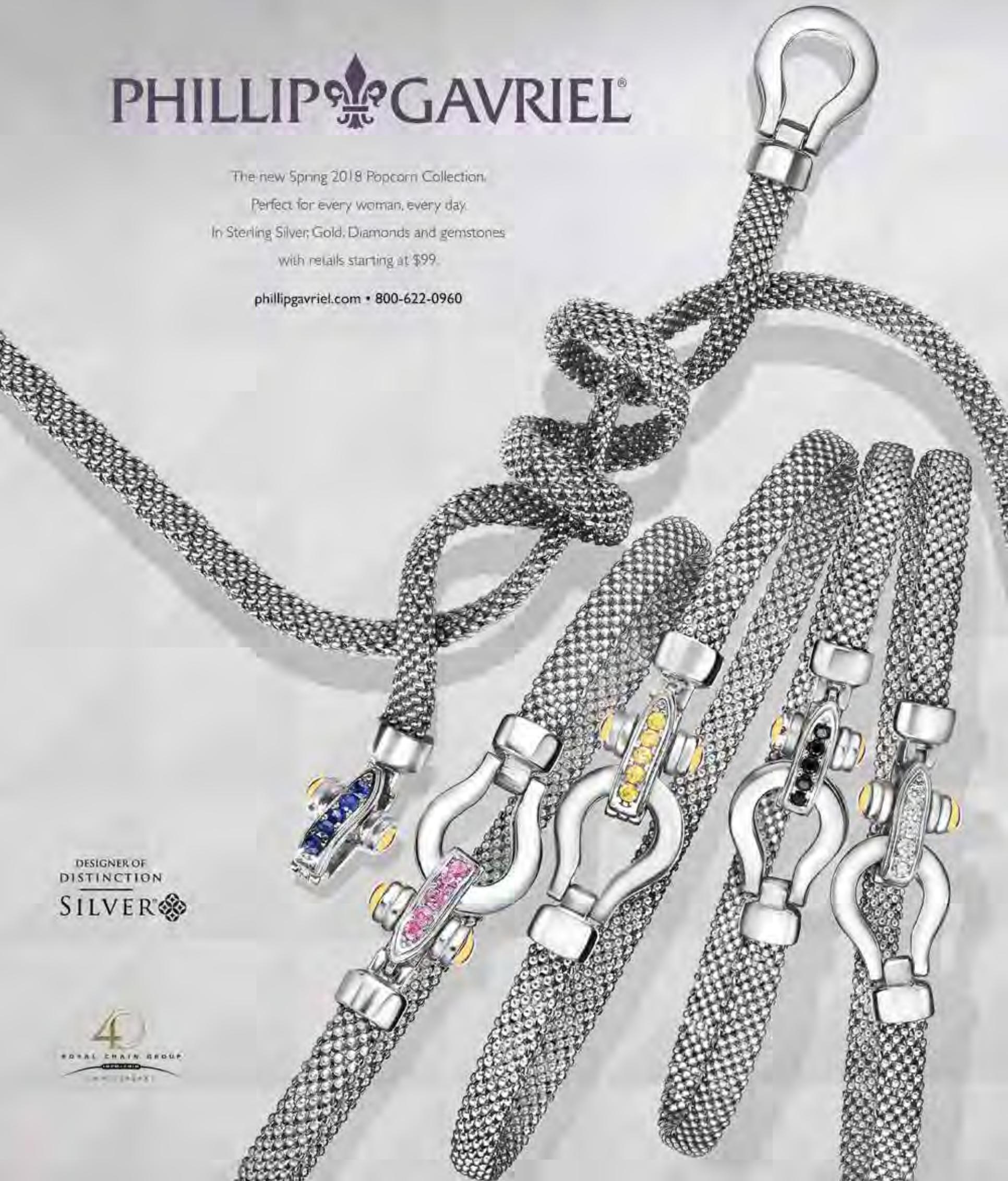
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# HOW TO HAND OVER THE REINS OF YOUR BUSINESS

If you're considering passing the torch to a son or daughter or other family or non-family member, there are a number of do's and don'ts to consider in the process. These can be categorized into two main issues:

- 1) Can you really afford to retire?
- 2) Have you prepared yourself and your successor for the changeover? Let's take these one at a time.



By Bill Boyajian



## CAN YOU REALLY AFFORD TO RETIRE?

Where is your wealth? Often a large portion of any jeweler's wealth is tied up in the capital-intensive business: in fixtures, showcases, equipment, and a good name, but principally in inventory. Most jewelers have aged and under-performing merchandise that constitutes about half of the product on the books. Obviously, it isn't worth what you might have wished. Your inventory, alone, is not your retirement.

What is your net worth? Seldom do jewelers take stock of their total net worth, but this is critical. Is your home paid for and what equity do you have in it? Do you own the building where your business is located? What other outside investments do you have? Do you have a 401(k) Plan or other savings? How about Social Security? And what are your current financial obligations?

What is your annual owner's draw? You may not think you need as much money in your later years, but you never really know. Chances are, you'll live longer than your parents and you may need more in health care than you realize. Plus, you don't want to go downhill in lifestyle, so you must try to retire with the same annual income that you are accustomed to receiving.

Do you have a certified financial planner? Many people feel they aren't wealthy enough to warrant having a financial planner. Others think they can do it themselves, but most really can't. A certified financial planner is one the best investments you could make in helping to secure your retirement. A good one will cover the issues I've described above, and lay out a 15-year plan (or longer) that will open your eyes to your financial needs and capabilities in retirement.



## HAVE YOU PREPARED YOURSELF AND YOUR SUCCESSOR FOR THE CHANGEOVER?

Don't engage in extremes. One of the biggest mistakes you can make is to check out entirely or, conversely, to micro-manage your new leader to the point of frustration or exhaustion. A lot depends on how the person has been prepared to take over, and whether you've done a good job in getting the individual

to that point. You need to find a middle-ground where you perhaps can still be involved, but mostly on the bigger, more strategic issues, not on day-to-day minutia.

This isn't the good old days. In the "Traditionalist" generation, where a love for the business was very strong, there was a simple assumption that the owner would work indefinitely and the business would simply pass on to a family member. Those times have changed and that is certainly not a succession plan – nor is it fair to heirs not to know your thinking or their own future planning. But this takes thought and preparation like any other aspect of leading or managing a business.

Get your ego out of the way and don't be greedy. Learn to let go of things that don't really matter and to stay more and more informed, but less and less involved. Also realize that if you want your legacy of a nice store to continue to serve your community, a fair and orderly family transition plan is often the most lucrative and one that keeps the family relationships solid long into the future. Hold everyone accountable. And that includes you. The best way to do this is to use an unbiased, outside professional who can help you develop a succession plan that makes financial sense to all parties, has a reasonable time-line with measurable milestones, remains flexible with no initial drop-dead date, and is agreed to, in writing, by each of the principals.

This is just a summary of some of the things you need to consider when moving toward handing over the reins of your business. It is by no means exhaustive, but it should provide a good start for you.



**Bill Boyajian**

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

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

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By Gloria Maccaroni  
 Director, Brand Development  
 Silver Promotion Service

# Mother's Day

## MUST HAVES

In the U.S., the idea of honoring mothers with a special day dates from the 19th century. One early effort was led by abolitionist Julia Ward Howe in 1872, but that observance and others faded. In 1908, Anna Jarvis, a West Virginia native who had moved to Philadelphia, led a campaign to celebrate Mother's Day in May, marking the anniversary of her own mother's death. Her idea caught on nationally and in 1914 a joint resolution of Congress and presidential proclamation established the second Sunday in May as Mother's Day. Today the holiday is a popular day for phone calls home, greeting cards, flowers and JEWELRY.

According to the National Retail Federation's annual survey, which in April of 2017 asked 7,406 consumers about their Mother's Day plans, they said that they planned to spend more than ever on Mother's Day as they showered moms with everything from jewelry to special outings at favorite restaurants. Mother's Day shoppers were expected to spend an average of \$186.39 for the holiday, up from 2016's spend of \$172.22. With 85 percent of consumers surveyed celebrating the holiday, total spending was expected to reach \$23.6 billion. The overall increase was expected to be driven largely by spending on jewelry, which was up 19 percent, and personal services, up 15 percent. That's the highest number in the survey's 14-year history, topping 2016's previous record of \$21.4 billion.

With the NRF's 2018 Mother's Day survey not available until late April, I thought it best to find some new data. So as a believer in kitchen table research, I set out to ask moms what they really wanted for Mother's Day 2018, my findings were surprising and consistent.

I first went straight to an expert on the subject: my mother. I asked her what her favorite gifts had been and although she loved the hand-crafted picture frames and pasta necklaces given to her over the years, she stated that her favorite things had been and continue to be "jewelry". The Mothers ring, a charm for her charm bracelet and a birthstone pendent were three gifts that she most remembered and loved receiving. She went on to mention that "flowers wilt but jewelry lasts forever and every time I wear a piece I think of my children". I

then met with some of my mother's friends, a group of ladies who were gathered for their monthly luncheon. I asked them to answer a brief questionnaire. Fifteen out of seventeen ladies wrote that jewelry was their favorite gift. When asked why, they looked at each other and Mary, age 86 said "well, I don't want candy, too many calories, I don't want flowers because they die in 2 days and dinner out on Mother's Day is crowded and unpleasant, so what I really like to get is jewelry." A few others spoke up; "jewelry is very personal and special," another, "jewelry is meaningful, and I can always hand it down to my daughter." Another laughed and said, "you can't do that with a box of chocolates!"

I needed to survey some moms under 60 so after dining in a trendy NY restaurant, I stopped by a table of 6 ladies in their 30-40's who were enjoying their coffee to ask what they considered to be the perfect Mother's Day gift. Amy identified herself and blurted out "jewelry" the others joined in a chorus of "yes- jewelry", another said "it always works, always fits and always is the color." The vote was unanimous.

My research continued at a local diner for breakfast, where a group of five women in their late 20's was meeting after their morning rounds. Again, I approached the table and asked the question. After only a five second pause, one in the group said, "I would love to get another one of these – I want a whole arm full", as she pointed to her left arm stacked with what appeared to be Pandora and Alex & Ani thin bangles. Another said, "a ring," a third said "a piece of jewelry of any kind", while the others nodded in agreement.

With "kitchen table" research complete, I present to you what mothers really want for Mother's Day in 2018

Jewelry.... Jewelry, Jewelry

Like moms, jewelry is so individual, and there are so many great gift options out there.

Gifts that will be appreciated by the sentimental, fashionable and classic moms alike.

Here are some gift suggestions that any mom will likely love and cherish for years to come. Necklaces classic or chic, bangles to layer, and rings in birthstone colors.

### Bastian Inverun

401-667-7279

Pendant in sterling silver with rhodium plate finish. Peridot, 1.30ct (chain sold separately). MSRP: pendant \$229, chain \$79.



### Samuel B.

516-466-1826

Diamanti Collection. Sterling silver and 18K gold with diamonds. MSRP: \$499-\$850.



### Frederic Duclos

714-898-3636

Sterling silver and yellow gold-plated bead blade runner necklace. MSRP: \$323.

### Phillip Gavriel

800-622-0960

Sterling silver and 18K gold with semi-precious stones or diamonds. MSRP: \$100 with diamonds \$195.



### Ed Levin

800-828-1122

Stack bracelets in sterling silver with semi-precious stones. MSRP: \$352-\$363.



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**Color Merchants**

This stunning 14K white gold and blue topaz pendant is set with 0.28ctw of diamonds and 3.39ctw of color. MSRP: \$979.

212-682-4788

**Bellarri**

Vibrant multi-color gemstone earrings set in 14K rose gold, accented with brilliant diamonds.

MSRP \$4,850.

888-255-0192



**Mars**

Floral motif engagement ring with a petal halo and scalloped diamond shank. Rose gold with 1.00ct oval center stone. Side stones: 0.23ctw. MSRP, without center, starting at \$1,205.

888-592-6277



**Ammara Stone**

From Benchmark a Victorian era inspired the vintage design on this black titanium 6.5mm comfort-fit ring. The 14K rose gold inner band creates a truly one-of-a-kind piece.

MSRO, size 10, \$828.

205-345-0555



**Alberto Collections™**

From the House of Tanzanite Collection, a one-of-a-kind-ring featuring a 7.35ct pear shape tanzanite with round brilliant diamonds set in 14K yellow gold. Made in the USA. MSRP: \$13,200.

800-330-8266



**Samuel B.**

Serendipity sterling silver multi-gemstone necklace. MSRP: \$354.

855-SAMUEL B





### Korite

Luxurious 31mm x 13mm barrel-shaped free form AA grade ammolite pendant in 14K yellow gold with 0.09ctw of diamonds and 0.30ctw of tsavorites. MSRP: \$15,225.

800-917-2228



### Melis Goral

From the Deep Sea Collection. Pink quartz with diamonds set in 18K rose gold MSRP: \$1,900.

201-248-0800



### Thistle & Bee

Triple twist pendant in sterling silver on a 30" silk cord.

MSRP: \$300.

888-288-2801

### Universal Watch Co

From 40Nine Watches, the Eclectic collection. 43mm case, screw-down stainless steel back, water-resistant to 50 meters. Mineral crystal, Japanese quartz movement.

Silicone rubber strap.

MSRP: \$49

800-360-2586



### Evocateur

Mondrian Cuff 1.5 inch wide in 22K gold leaf and enamel. Handmade in the USA.

MSRP: \$338

203-820-8786



### Rembrandt Charms

Charm bracelet starter sets.

MSRP: from \$60 in Sterling Silver.

800-828-7840





By Ruth Møllergaard

## Use the **STAR** Process for Updating Your Storefront

Let's imagine that you are a customer walking or driving down the street or you're on your phone, looking for somewhere to buy something specific. What catches your eye? A retailer has 3 seconds to catch your attention. You are the customer – which would attract you?

Using the process called **STAR**, let's walk through a storefront renovation.



**SITUATION      TASK      ACTION      RESULTS**

What was the Situation at Bill le Boeuf Jewellers, in Barrie, Ontario, Canada? This is a great location owned by the tenant. The dated design did nothing to entice customers into the store. The combination of split stone on the main level and brick on the second visually cut the building in half; the signs were overwhelming – too many in a straight line; the pullout awning was dated; the windows a poor proportion.

The displays in the windows were old style plus they weren't well lit. From an environmental point of view, rehabbing an older building is a winning strategy. Initial thoughts? This is an old fashioned, drab building. What do you think customers infer about the merchandise when they think these thoughts?



Our Task is to increase customer attention and thereby sales, by improving this presentation. If we can do this using "green" building products, so much the better.

We thought about what a contemporary store looks, feels and exemplifies. We wanted to create a sense of culture and community with the storefront that satisfied the owners, staff and customers. One that belongs in downtown Barrie. We wanted them to instantly fall in love with the final design.

### What Actions can we take to improve the visual, interest customers and jump start sales?

- 1** Visually separate the entrance to the 2nd floor apartments from the retail space.
- 2** Raise the retail building segment to make it a more important building and separate the retail from the residential with a visual border.
- 3** Install new windows on the 2nd floor, not as wide but double paned, more energy efficient, better frames and easier opening for the tenants.
- 4** Raise the height of the main floor windows resulting in better displays, more daylight into the store, better energy efficiency due to high quality windows.
- 5** Add new awnings with lettering which highlights store expertise.
- 6** Reuse all of the existing signage – the diamond, the store name and the exterior wall plaque – in the design of the new storefront. This contributed less to the landfill plus is a tie to the history of the store. The jeweler's father started the business and these were his signs.



**7** Originally the idea was to emphasize the color blue in the renovation but the owners decided that a more graphic, classic color scheme – black, white and grey would age better. Dryvit improves the insulation of the front of the building, is an easy to clean material and very cost effective. Large, glossy black porcelain tiles resist the sun, rain and snow that this location experiences and is also easy to clean. The existing quarry tile floor at the entrance was power washed, re-grouted and the concrete strip between the sidewalk and the tile replaced.

**8** The display fixtures in the windows are internally illuminated with LED light strips. Simple, decorative pendant lights above those displays increase the light in the cases (they have glass tops) and are a handsome decorative element in the windows. Don't forget that your windows are your in-person social media.

The Result is a new face, not only on the building, but also for the jeweler's business, inviting existing, new and tourist customers into the store. It is a "green" story you can tell your customers, more and more care about these issues. People love the materiality of the storefront. The interior was also gutted and renovated but that's another story. Why not try the STAR process on your store?



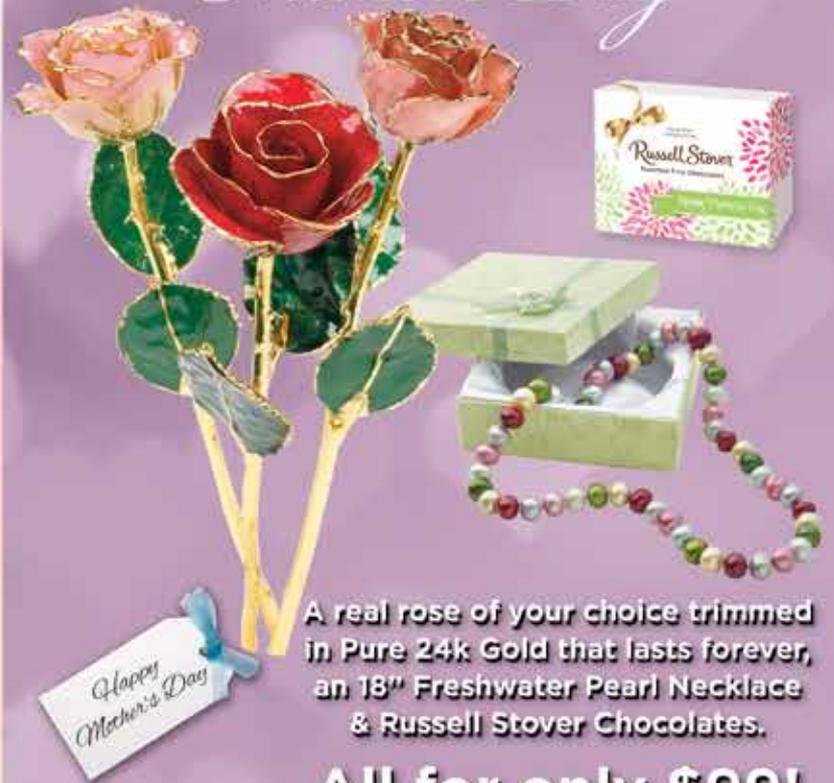
**Ruth Mellergaard**

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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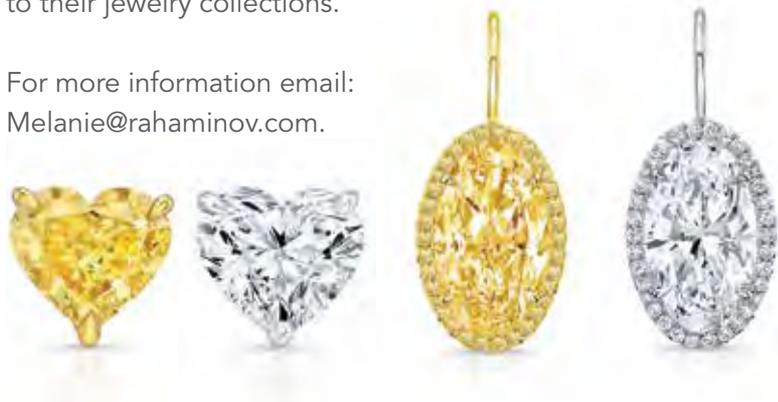
### Perfectly Mismatched

As the old adage goes, opposites attract. This has never been truer than as demonstrated by Rahaminov Diamonds' new collection, which pairs yellow and white diamonds in mismatched combinations. From heart studs and wrap rings, to their well-known 'Movál' drop earrings, the brand showcased a curated collection of pieces at the Centurion show.

"We are putting the fun back in fine jewelry," shared Amir Goldfiner, president of Rahaminov Diamonds. "While the diamonds in all of these pieces are serious stones, that meet our high Rahaminov standards, there is definitely a sense of playfulness, which we love."

"This collection will offer something for everyone, from the jewelry novice to the collector who has 'everything'," explained Melanie Goldfiner, Rahaminov's Director of Business Development. "The dual color combination, which can be worn as a pair or as a single stud, fits perfectly into the buying mindset of the millennial. And for our loyal collectors, this is the perfect opportunity to add something modern and unique to their jewelry collections."

For more information email:  
Melanie@rahaminov.com.



### Marika Desert Gold Introduces Symbols of Life

The new Symbols of Life Collection from Marika Desert Gold features the rich finish and high quality they are known for. These handmade designs in 14kt yellow gold are set with shimmering diamonds. The chains are adjustable 16-18". MSRP \$700-\$1,000. For more information contact Paul Vopat at Marika's US office; 216-759-7569 or visit [www.marikadesertgold.com](http://www.marikadesertgold.com)



### Phillip Gavriel Jewelry Expands Collection to Meet Customer Buying Demands

Fine jewelry brand Phillip Gavriel unveiled Popcorn Gold, a new assortment of gold and diamond designs from their popular Popcorn collection at the Vicenzaoro show in Vicenza, Italy. Fueled by increasing customer interest, expanding the Popcorn line to include gold was a natural evolution for the brand.

Originally only available in silver, the Phillip Gavriel brand was eager to broaden the Popcorn collection to show the company's versatility and pulse on what's trending in fashion. In addition to designs featuring gold and diamonds, there is also a colorful array of precious gemstones and textured pieces. Designer Phillip Maroof believes "Jewelry should be worn and enjoyed every single day, and my designs reflect the luxury-casual lifestyle many women are opting for today."

The allure of Popcorn Gold lies in the intriguing design aesthetic which is inspired by the rich art and history of Italy. Pricing for these modern and subtle statement pieces start at \$595 and will be available at retailers beginning in February. For more information, please visit [PhillpGavriel.com](http://PhillpGavriel.com).



### New Select Washington DC Jewelry Show

Select Jewelry Shows has announced the addition of a Washington DC area show to their successful fall show line up. The Select DC show will be held October 14-15, 2018 at the Gaylord National Resort just minutes from Washington DC and nearby Ronald Reagan Airport in the National Harbor area of Maryland.



If you're not familiar with Select Shows or National Harbor you should be. Select Jewelry Shows, which began in 2010, are smaller, more personal events featuring 55-65 of the most popular lines and prestige brands. The Select Shows, which are scheduled in the fall, offer 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 representing the cutting edge in fashion, bridal, and other important categories a retail jeweler needs to achieve sales success.

"The Washington DC area was selected because it is one of the top US metropolitan areas in terms of wealth and household income." Stated Joe Carullo founder of Select, "Many of the nation's best jewelers are within an easy drive to the Gaylord National resort."

The Gaylord National Resort is the cornerstone to prestigious National Harbor complex in Oxon Hill, Maryland. National Harbor is easy to get to. It is just minutes from Washington DC and nearby Ronald Reagan Airport. National Harbor features many fine restaurants, shops, and attractions in a beautiful riverfront setting. There is also a recently opened MGM casino. The Select DC show is October 14-15, 2018. It is a good time for pre-Christmas fill in and to discover new Holiday "must haves." Select's other shows are at Foxwoods resort in Connecticut August 19-20 and the Ritz-Carlton hotel in Dallas on September 16-17. As you plan which shows to visit in 2018, Select Jewelry shows should definitely be on your list.

To learn more and register to attend visit [www.SelectJewelryShow.com](http://www.SelectJewelryShow.com), email: [info@SelectJewelryShow.com](mailto:info@SelectJewelryShow.com), or call 844-285-1103.



Gaylord National Harbor Resort and Convention Center, Oxon Hill, Maryland

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**Pelikan Collectors' Box**

Good news for all collectors and pen lovers: The new Pelikan Collectors' Box is now available. It is an elegant way to store your favorite pens, clearly arranged in a compact space.

The frame is made of sturdy MDF and covered with real wood veneer of American walnut which is in turn protected by a layer of clear lacquer. It is equipped with three trays and offers overall room for 24 writing instruments and even the large Pelikan Souverän® M 1000 will fit perfectly.

The interior of every tray is completely covered with cream-colored faux leather, so the writing instruments are protected against scratches from the upper part to the end part. The top is made of safety glass (4 mm thick with polished edges) to allow easy viewing of the collection. The small round rubber feet make sure that the Pelikan Collectors' Box can be placed on nearly any surface.

The Pelikan logo is decorated on the front and the back side. This practical and attractive Collectors' Box doesn't need much space: and measures approximately 10"x8"x5.5". For more information call 561-470-6925.



**Belle Étoile 2018 Spring Collection**

Award-winning jewelry designer Belle Étoile 2018 Spring Collection explores the details of the world around us playing with a fusion of exotic textures, colors, and patterns.

"The ability for scenes from the world to transform into wearable art fascinates us," says Carolyn Thamkul, Executive VP at Belle

Étoile. From the Nairobi Collection's gorgeous patterns and textiles, to the Empire Collection's luxurious mother-of-pearl, to the Ladybug Collection's magnificent and enchanting forest, this season's styles play with transforming views of the world into gorgeous jewelry homages. By taking inspiration from cities, famous architecture, and nature and by incorporating new colors, textures, and shapes, Belle Étoile has created unique and exciting designs. "The motif of transformation circles back to our essential themes: nature and growth," notes Thamkul. "This season's collection captures the idea of expanding horizons and renewal while maintaining nostalgia for old world glamor. This combination unites our present with our future and our past, reminding us that throughout it all, one must always shine bright."

Sales Manager Bryce Harenburg states, "This season's launch is remarkable for both its exceptional design aesthetic and its well-tailored price points. With new shapes and on-trend styling, this collection caters to every personality and occasion. The response has been extremely positive." Retail price points for the new collection start at \$125 USD. With accessible prices, combined with impeccable quality and materials, Belle Étoile continues to be a rising star in the industry.

For more information, contact sales@belleetoilejewelry.com or call 415.626.9223.



Delano Blue and Black Bangle  
MSRP \$525



Delano Blue and Black Earrings  
MSRP \$225



Empire White MOP Pendant  
MSRP \$195



Empire White MOP Ring  
MSRP \$195

# New and Noteworthy

## It Was a Very Good Year

First Data's Retail Fast Facts from Christmas Season 2018. Total Retail growth was 5.4%, more than 28% ahead of last year's retail growth of 3.6%. Retail eCommerce sales growth out-paced brick and mortar sales growth, ending at 10.4% vs. 4.0% for Brick & Mortar. Ecommerce accounted for 29% of total retail sales this year and Brick and Mortar accounted for 71% of total retail sales.

Average ticket sizes from ecommerce were higher in all categories except electronics. The categories include Building materials, clothing & accessories, Furniture & Home Furnishings, General Merchandise, Specialty Retail, and Sporting goods. Specialty Retailer was the only Retail category to show a significant increase in eCommerce sales growth over 2016.

Los Angeles (4.0%), San Francisco (4.1%) and Seattle (6.1%) drove retail sales growth for the West region, while Houston (15.7%), Phoenix (4.8%), and San Antonio (1.0%) drove the Southwest region growth for the Full Season.

Among the largest metro areas in the US, the highest Retail average ticket growth brick & mortar for the Full Season was in Houston at 8.0%, driven by Building Materials/DIY; Columbus, OH had the lowest average ticket growth at -0.9%, driven by Department Stores.

## Sales Percentage Change by Region 2017 – 2016

Region	2017	2016
West	+4.2%	+4.8%
Southwest	+5.7%	-0.6%
Southeast	+4.0%	+0.9%
Mid-Atlantic	+0.7%	+0.4%
New England	+5.5%	+1.6%

Tune up your inventory and marketing to keep this momentum going.

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- Our vertical displays contain the best-selling charms by region, leading to impulse Sterling Silver sales and Karat Gold special orders.
- Charm customers are repeat customers!



## What Retailers Are Saying

*"It is working for us! We put a 450-piece floor display and a 720-piece floor display in two of our locations. Rembrandt Charms supplied us with plenty of marketing support to enhance our charm program, bringing customers in to check out our impressive charm selection and browse other items as well."*

- John Green, Owner, J Green & Co

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Quality made 10X Loupes are configured in a hex shape for easy secure handling. Each loupe is made with a precision 22MM lens providing excellent color and clarity with no distortion. As an added feature, the lens is made with a high-grade antireflective optical coating film that helps eliminate glare. Each loupe comes complete with a fabric pouch for safe keeping as well as a handy lanyard cord. Comes in Black, Chrome, Chrome/Gold, and Chrome with Rubber Grip for comfort and control. Made in Taiwan.

For more information call Gesswein at 800-544-2043.



### Suna Brothers Chosen as Distributors of the New Collection "Platinum Born"

Just in time for spring wedding gifts and Mother's Day shopping, a new platinum collection was 'born' at the Centurion Show in Scottsdale, with in-store delivery slated for April. Platinum Born will consist of 24 handcrafted necklaces, featuring classic designs with a modern twist. From delicate, layer-able chains, to a multi-functional lariat, and an intricately woven tapestry statement necklace, Platinum Born will have something for every woman in the collection. Platinum bracelets and earrings will accompany the collection as complements to the necklaces. Prices will range from \$500 to \$7,500 for the statement tapestry piece.

"We have felt for a long time that there was room in the marketplace for a beautifully designed, well made, price-friendly platinum collection," Jenny Luker, Platinum Guild USA's President, explained. "After concluding extensive focus groups and market research, Platinum Born fulfilled what the consumer wanted."

Renowned industry powerhouse Suna Brothers will be the official distributor of Platinum Born in the US. Aron Suna stated

"Platinum is our wheelhouse. It's what we know and why our customers come to us. To have the opportunity to offer this modern, distinctive, well-priced collection to US retailers provides a win-win for everyone involved."

Ms. Luker commented, "We are thrilled to have been able to facilitate Suna Brothers bringing this exciting collection to the US market. Their knowledge of platinum jewelry and expansive network of top retailers sets them on a course for great success."

John Green, of Lux, Bond & Green, one of the retailers that tested the collection said, "Platinum is a very special and marketable metal, which easily attracts and excites consumers, as witnessed during Platinum Born's trial at our store. What better choice to distribute this beautiful collection than Suna Brothers, a family who has been passionate about quality, value and platinum for decades. They will represent this wearable and marketable new collection to the benefit of both retailers and consumers."

A Platinum Born microsite will be available to interested retailers. In addition, advertising visuals, video content for web and social, packaging, and in-case signage will also be made available to retailers to support the collection.



### Royal Chain Celebrates 40 Years

Royal Chain Group, a leading supplier of gold chains and finished jewelry is celebrating 40 years in 2018. Founded in 1978, the company has grown leaps and bounds since its humble beginnings as a small gold chain supplier in a one room office in New York's jewelry district. Today, Royal Chain's portfolio of products includes not only gold chains, but also finished gold jewelry, sterling silver, alternative metal jewelry, and the nationally recognized brand, Phillip Gavriel ®. Paul Maroof, the founding father and current President of the company, has kept the company family owned and operated since conception. The company maintains one of the strongest footholds in the jewelry industry and most predominantly as a supplier of gold.

"This is a historic milestone for me, and I think for our industry in general. With so much fallout in our sector over the last decade, I am so proud of what we have achieved. I have built a company based on the core values of trust and respect, and look forward to continuing this philosophy for many years to come." said Paul Maroof.

Royal Chain Group attributes their growth and continued success to the loyalty and trust placed in them by their incredible network of retailers, and their continuing evolution on every level. They are proud members of several organizations within the industry and continue to support numerous philanthropic organizations. They also were recently approved as a member of the Responsible Jewellery Council.

To celebrate the 40th anniversary, Royal Chain will be unveiling new products and promotions throughout the year. The first of these will include brand new pieces in gold with diamonds and pays tribute to the history of the company's beginnings as a distributor of Italian gold. They've also created a new logo which can be found on their website and all of their latest marketing materials.



## I'm Selling My Entire Inventory at Closeout

After 36 rewarding years, I've decided to retire from the jewelry business and close A&Z Pearls. As a thank you to my friends and colleagues in the industry for their support, I'm offering my inventory at special closeout retirement sale pricing.

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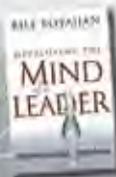


*"I've known Bill for over 35 years so when we needed some outside counsel, he was the natural choice. I brought him in to meet with me and with my family members to provide advice and counsel for the next generation. Bill's trusted insight, experience, and outstanding people skills were what we needed to build on our success, and his ongoing support has been fantastic."*

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

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### Senseon Secure Access: Resolve to Avoid Theft This Year

Brisk sales and busy stores have a flip side for retail jewelers: They're an open invitation for thieves, who thrive on distracting sales associates. Start the new year right by better protecting inventory kept in display cases from shoplifters and light-fingered employees, advised Sid Kalantar, senior vice president of sales and marketing of Senseon™ Secure Access, which provides a keyless, hidden, electronic locking system ideal for jewelry showcases.

"Retail jewelers must be super-vigilant and take additional steps to minimize merchandise losses," Kalantar said. "Beyond surveillance and alarms, they need to pay careful attention to every piece of jewelry kept in a display case and shown to shoppers."

He added: "Most thefts involve jewelry being taken from showcases, which need better protection. The locking systems for cases and the way sales associates handle merchandise often create opportunities for criminals." Retail jewelry theft is rising. Crimes committed against U.S. jewelers reported to the Jewelers' Security Alliance increased to 1,245 in 2016, up nearly 6% from 2015. Dollar losses also rose to \$72.4 million, up nearly 5%, in that time frame. And violence and guns are becoming more common in jewelry-store robberies.

What can jewelers do to avoid becoming victims?

"Take advantage of emerging technologies that make it easier to deter theft," Kalantar said. He recommended adding smash-proof glass, auto relocking of doors and drawers, and an access control system that eliminates metal keys (avoiding keyholes and key-management issues) and hidden locks.

Also, for tracking, jewelers can use small radio-frequency identification (RFID) tags and etch information on jewelry. In addition, monitor movement of individual items by particular salespeople – also helpful for boosting productivity. In fact, jewelers may want to take a page from top jewelers that inventory every piece of merchandise at the end of the day and shut down stores if any items are missing.

Kalantar offered these additional tips:

- Require associates to serve one customer at a time and show one item at a time.
- Never let an associate step away from an unlocked fixture.
- Remove all merchandise from cases overnight.
- Train temporary employees and remind established employees to always be mindful. Educate temps, especially important for large chain stores, where they are more prevalent.

# New and Noteworthy

"Benefits transcend loss prevention," said Kalantar. "A seamless security system and best employee practices improve the customer experience while invisible merchandise protection contributes to aesthetics. The result is a happy 2018 and beyond for jewelers."

For more information please contact: <https://www.accuride.com/senseon/jewelry-security/>



## Bead Crimping Plier Eliminates Multiple Tools

Xuron Corp. has introduced a multipurpose bead crimping plier that is ideal for picking up small beads, findings, and crimp tubes and is designed for crimping them securely without excessive squeezing.

The Xuron® Model 494 Four-in-one Crimping Plier features three built-in folding stations for 1, 2, and 3 mm crimp tubes and includes a chain nose plier for handling delicate beads, micro-crimps, and findings. Designed to help users pick up, crimp and fold to create a secure crimp, this ergonomic tool is comfortable to hold and eliminates the need for multiple tools.

Allowing amateurs and professionals alike to precisely crimp and fold crimp tubes, the Xuron® Model 494 Four-in-one Crimping Plier with the chain nose tips let users add an extra squeeze on the crimp tube, if desired. Especially designed for beading, jewelry making, and repair, it has soft Xuro-Rubber™ handles, is made from steel with a non-glare finish, and has a built-in return spring. The Xuron® Model 494 Four-in-one Crimping Plier sells for \$21.95msrp and is made in the U.S.A. For more information call 207-283-1401.



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## "DIAMONDS WITH A STORY"

By Jackie LeBental

Power house designers, Eva Fehren, Ana Khouri, Anita Ko, Alison Lou, Ileana Makri and Arpana Rayamajhi have joined forces with one of the worlds largest producers of rough diamonds. Rio Tinto has been operating their Argyle mine located in Western Australia since 1983. Completely committed to the highest environmental standards and ethically sourced stones from mine to market, this global diamond source and team of dynamite fine jewelry designers has created the most beautiful and feminine collection showing off natural colored Australian Diamonds.

I had the great pleasure of attending the launch event of "Diamonds with a Story" where I was able to see, first hand each stunning piece from this collaboration collection. Each designer created their own unique designs intertwining natural golden Australian diamonds with their signature motifs. The room was filled with excitement and fabulous buzz on how these incredible designers captured the natural essence of these ethically sourced diamonds in each original piece set either in rose, yellow and white gold. These exclusive pieces will be available on each respected designer e-commerce sites starting at \$1000 retail.

To top off this dazzling diamond collaboration, world renowned photographers Dimitri Scheblanov and Jesper Carlsen of Herring & Herring captured beautiful photographs of each designer and their sparkling creations in a concept coffee table book. What a perfect manner to preserve this exciting design partnership.



**Jackie LeBental**

Jackie LeBental jewelry boss babe, owner of Barri Luxury Consulting and trends editor, provides jewelry brands, designers and retailers with personalized business solutions and extensive industry guidance. With over 10 years

of sales management, growth driven results and a intuitive passion for goal achieving, she offers a fresh and honest approach to your business model. on Instagram at Barriluxco.

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**Eva Fehren-** Eva Zuckerman designer behind Eva Fehren and the original X ring creator draws her electric inspiration from iconic New York City patterns and architectural elements. **Contact: 646.861.3595**

**Ana Khouri-** Soft and sculptural Brazilian designer Ana Khouri collections have an elegant flow creating her signature look and style. **Contact: 646.998.4840**



**Anita Ko-** Anita Ko the fierce LA designer always brings her diamond A game. Each piece designed with contemporary and classic elements and set to perfection. **Contact: 424.302.0413**

**Alison Lou-** Alison Lou brings fun to fine jewelry. Her collections are whimsical with a side of humor that always stays original and unique. **Contact: 212.327.0900**



**Ileana Makri-** Inspired by her world travels and Greek roots, Ileana designs modern and edgy collections for the stylish and chic ladies of the globe.

**Contact: artemis@rainbowwave.com**

**Arpana Rayamajhi-** As a true artist, designer Arpana combines her love for tribal motifs and natural influences to run through out her one of a kind collection pieces. **Contact: info@arpanarayamajhi.com**





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### New Bracelets from Variety Gem

To help jewelers garner more sales from this trending style Variety Gem has introduced several new adjustable slide closure diamond bracelets in 14K white gold and two-tone. The pictured bracelets are set with 0.33ctw and 0.27ctw of diamonds. The MSRP range is MSRP: \$2,215 - \$2,045. For more information call 800-735-4367.



### MDJ Advantage Adds a Southern Regional Manager

David Haverly has joined MDJ Advantage as their Southern Regional Manager.

Haverly joins this fast-growing company that was started by three industry leaders with a combined 100 years in the industry, Michael Indelicato (left), Dominic Mainella (center) and Jeffrey Sadowsky (right). MDJ Advantage is an organization built on buying and selling at a great value with immediate delivery, offering retailers valuable jewelry opportunities.

"I'm excited to join the team at MDJ," said Haverly, "I especially look forward to bringing their vision to my customer base throughout the south."

Haverly has worked most of his 36-year career in the industry delivering closeout and surplus jewelry to independent jewelers. His work as a Territory Manager for Independent Source/Fabrikant, Gordon Brothers/GBC, Imani Brothers and White Trading has provided Haverly with the experience and relationships that make him a great fit.

"David is a true professional," said Dominic Mainella, Managing Partner of MDJ Advantage, "His in-depth industry and product knowledge is a great asset to us and his clients."

MDJ Advantage has introduced a buying experience for retail jewelers that allow them to obtain bargains fast and easy. Started by three industry experts with over 100 years of combined experience, they bring diversified collections of fine jewelry at multiple price points. Most of these collections are

not available to retailers and MDJ Advantage is able to offer these items below manufactures cost, while also being able to specialize in one-of-a-kind and signed pieces. These pieces and price points range from the finest selection of jewelry, to estate, signed, branded, and antique; offering not only advantageous styling but astonishing pricing. MDJ Advantage is bringing jewelers branded products they might not have been able to acquire on their own, and at prices that only they can offer.



MDJ Owners Michael Indelicato (left), Dominic Mainella (center) and Jeffrey Sadowsky (right)



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# PARAMETICS MEANS PROFITS FOR RETAILERS

In this four-part series we will learn how 3Design, a jewelry CAD program, means profitability for retailers. 3Design's parametric solid modeling is perfect for retailers who want to make custom jewelry that can later be modified without having to start from the beginning. We will begin with a basic ring design and learn how to build a parametric ring in less than 5 minutes. 3Design software records the history of your designs, making it straightforward to modify a piece of jewelry in front of the customer, or at a later stage. You have full control of your designs and can share them at any point with your customers. The most important thing to understand about paramedic history, is that your designed will be updated "proportionally" whenever a part with associated is history is changed.

## Step 1 – Parametric Solid Modeling

In step one, we open up the jewelry tool box in the program. The first row of tools is the ring creation (see diagram below). These tools have built in parametric history, so we don't need to do anything special. The very first ring icon is called the "Ring Size Builder".



## Step 2— Ring Size Builder

Click on the ring size builder icon, and the property box opens. (See property box on left side of the diagram below). Creating a ring in 3Design begins with determining the finger size, known as the inner diameter. The inner diameter is the finger size. 3Design gives you the finger size options in European, UK, US, Asia, Japanese sizes, or a custom size can be used.

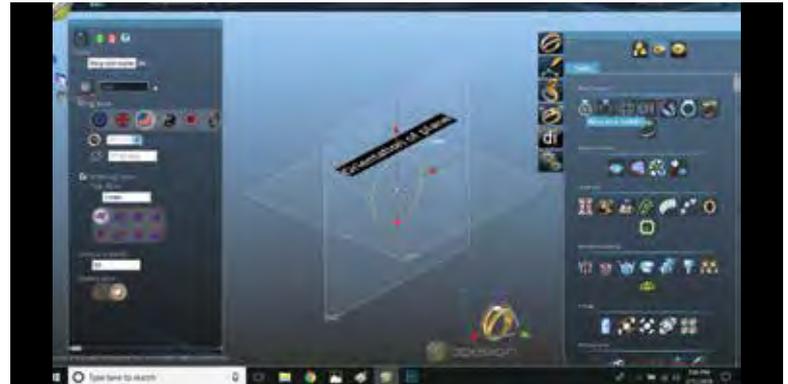
You will also notice in the diagram, that a plane hovers about the ring size builder. This is known as the top off set plane. The plane is where the stone will be positioned. It is this plane that connects the stone "parametrically" to the ring sizer builder.



**Jenine Lepera Izzi**

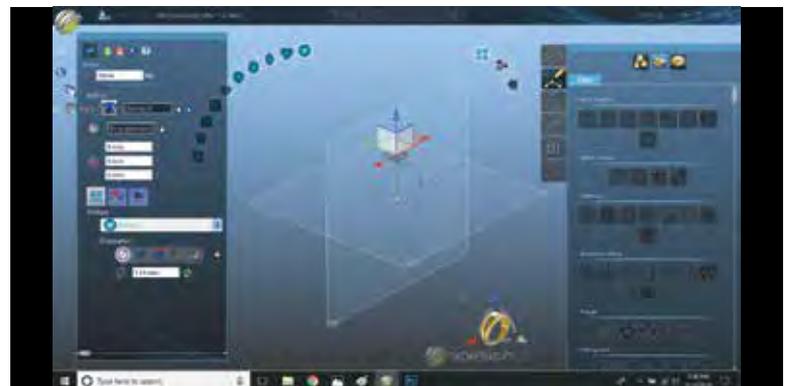
Jenine Lepera Izzi founded the New York Jewelry Design Institute (NYJDI), an educational haven for budding designers and jewelry pros looking to enhance their skills.

This connection allows us to change the ring later on.



## Step 3—Setting the stone in the top offset plane

The way the program recognizes the connection between the stone and the ring size builder, is to pre-select the rings build and then the stone icon. Doing this in order keeps parametric history intact. If the ring size builder in not pre-selected, the stone will not be associated to the ring. Once the stone is set up with parametric history, it can later be changed to any shape. The top offset plane is set a 3mm by default. This can be changed at any time, as we will see shortly.



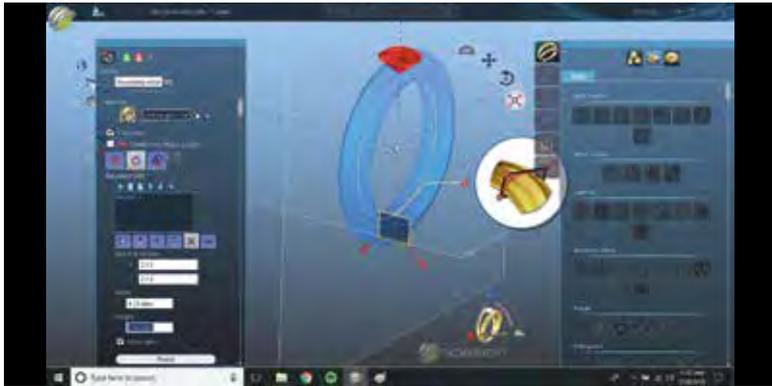
## Step 4 –Creating the Shank

The next step is to add metal to the ring size builder. We do this by creating a shape, known as a profile. The profile is the shape the shank will take. (See the diagram below) Profiles can be customized to create any desired shape. You can also use the pre-designed profiles found in the software's library.



### Step 5 – Curve Sweep

Once the shape is selected, it will be “swept” around the ring size builder. This is called a “curve sweep” and it is what creates the shank.



### Step 6 – Adjusting the Stone

On the left side of the program we have the history tree. Here is where everything is recorded. As you will notice, the ring size builder is listed just under the part. By double clicking on this, it opens up the property box to the ring size builder that we saw back in step 2. I had mentioned in step 2 that the top off set plane default was 3mm. Now that we can see the relationship between the stone and the shank, we can adjust the top offset plane so the stone is above the shank.



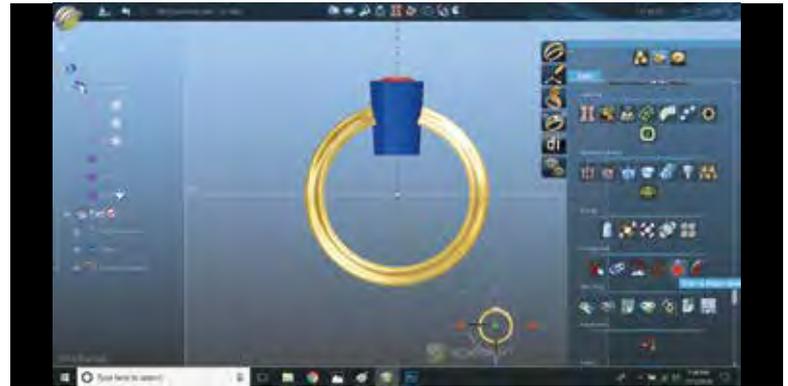
### Step 7 --Creating a custom bezel

There are many ways to create a custom bezel. In this demonstration we will use the bezel builder to create the bezel. Since we created a custom bezel around our stone, the stone angle creates a stone seat for us. The stone must be pre-selected to keep the parametric history linked together. Remember the stone is already linked to the ring size builder, as per step 3. Now we link the stone and the bezel together, making all three parts parametric to each other. As the stone changes, so will the bezel. As the ring size changes, so will the stone and bezel alongside it.



### Step 8—Trim to finger size

The next step is to trim the bottom part of the bezel so that it fits nicely to the finger hole. This is done with a tool also found in the jeweler’s box, called “Trim to finger size”. By selecting the custom bezel and then clicking on “trim to finger size,” the tool crops the bottom of the bezel that has been pulled through the shank.



### Step 9—Crop

The bezel has been cropped for the finger to slide into the ring.



### Step 10 – Realistic Rendering

Finally, the last step is to create a realistic rendering to show what your finished product will look like. Below this design is with rendered using Deep Image to create the photo realistic image.



Stay tuned for the next tutorial in Retail Jeweler, to learn how parametrics history will turn this basic ring into different ring sizes, and to learn how and shanks using various shape gemstones will save you, the retailer, time and money.



## Stuller Releases New Bridal, Diamond & Gemstone Catalogs

The holiday rush is over, but engagements happen all year around. And Stuller has announced the release of two new catalogs designed to help jewelers capitalize on those opportunities: Bridal 2018-2019 and Diamonds and Gemstones 2018-2019.

“Our logic is simple: every stone needs a setting and every setting needs a stone,” says Ashley Brown, executive director of marketing. “It just makes sense to release these two books together as they can go hand-in-hand at the sales counter.”

The Bridal 2018-2019 catalog is our most comprehensive to date. “This catalog helps jewelers keep up with major bridal trends, including the growing demand for custom design,” said Maren Rosen, vice president of merchandising. “It includes our largest offering of flexible 3C designs, which are styles that are easily customized on Stuller.com.”

Additional features for Bridal 2018-2019 include –

- More than 40% new product marked with a NEW badge for easy identification.
- New section for Shanks and Settings.
- New Ring Enhancers section with wraps, guards, and contour bands.
- More styles shown in rose and yellow gold.

“The new Diamonds and Gemstones catalog is truly a glimpse of our vast in-stock inventory,” said Stanley Zale, vice president of diamonds and gemstones. “Jewelers can find an assortment of new product along with design inspiration and additional sales tools. We’re proud to offer our customers one of the largest selections of diamonds and gemstones in the industry.”

Diamonds and Gemstones 2018-2019 features include —

- New shapes, cuts, and sizes indicated with a NEW badge.
- A color index for choosing stones by color.
- Inspirational customer-designed pieces.
- Stuller’s helpful services grouped together on pages 182-184.
- Gemstone facts you can share with customers.

Learn more about Bridal 2018-2019 and Diamonds & Gemstones 2018-2019 at [Stuller.com/bridalcatalog](http://Stuller.com/bridalcatalog) or [Stuller.com/gemstonescatalog](http://Stuller.com/gemstonescatalog).



## Carbon6 Unveils Luxury Line of Men’s Rings

With spring looks come spring intent, and the rush to say, “I do.” This February, Carbon6 is launched Carbon Gold, handsome rings adding next level luxury to the existing Carbon Collection. Available in both 18K white and rose gold, the design-driven company merges its proprietary forged carbon fiber with an inner ring of gold for modern luxury.

John Easley, Principal Designer, says, “We wanted to focus on forged carbon fiber for our men’s wedding collection because it is symbolic of the best of what a partnership can be. We started Carbon6 with the goal of creating a band that would be attractive and strong, but also meaningful. What drew us to forged carbon was that it uses two different materials—each of which has unique strengths that the other lacks—that come together to create something stronger, more durable, and more beautiful than either material could be on its own. Pairing it with 18 karat gold to include the symbolism of gold, this beautiful and incorruptible material, further deepened that symbolism.”

The company also launched all three Damascus ring styles—Python, Driftwood, and Woodgrain—with two new interior options: an 18 Karat white gold interior, as well as a forged carbon fiber interior. In addition, a Spider Silk Damascus ring with an 18K gold interior will be newly introduced. Every Carbon6 Damascus collection ring is handcrafted from custom-forged, American-made Damascus steels. Their unique patterns are a result of the forging process, during which two different steels are forged together. After each ring is cut, it is given an acid bath, during which the acid washes away one of the steels faster than the other to reveal the unique pattern of each piece.

Every Carbon6 ring is designed and handcrafted in-house at the company’s Brooklyn, New York, workshop using the highest-quality, American-made materials.

To learn more call 607-229-3611



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## EDITOR'S NOTE

The following article is from JCK Shows in response to my editorial in the Jan/Feb issue of The Retail Jeweler. JCK asked if we would print a response to the editorial entitled "Show Wars Have Started." The Retail Jeweler appreciates JCK's response because we want both sides of the story presented.

### **JCK Las Vegas Capitalizes on Customer Feedback to Enhance, Improve & Evolve the Industry Trade Show Experience**

As the JCK Las Vegas show prepares to bid farewell to Mandalay Bay Resort & Casino following the 2018 show (June 1 – 4, 2018), management at Reed Exhibitions is taking advantage of the move to the newly renovated, upgraded Venetian/Sands Expo Convention Center to completely transform the event experience and better align the show with customers' evolving needs. Moving over 2,100 exhibitors is a daunting task but offers a unique opportunity for management to re-design the show and elevate the experience for everyone, from vendors to buyers, press and visitors. The 2018 show in Las Vegas will be just the beginning as the teams look forward to making a bold and lasting impact in 2019.

#### **Capitalizing on Customer Feedback, Listening**

The JCK Las Vegas Show was built over 27 years ago with the industry, for the industry. It has grown over time as the industry's needs have continued to change and expand. Every decision being made by show management today is based on customer input. Each of the 30,000 jewelry industry professionals who participate in the show have a variety of channels for offering feedback, such as serving on the JCK & Luxury Advisory Boards, face to face visits with staff throughout the show, 500+ in person retail store visits completed by the JCK and LUXURY teams throughout the year, post event digital surveys, social media engagement and show leadership representation in various trade groups and at other industry events. JCK Las Vegas and Reed Exhibitions are actively listening to the customer in a wide variety of ways and using that feedback to re-imagine the show experience and better serve the needs of jewelry professionals from every aspect of the industry and from all distribution channels.

#### **Like its Participants, JCK is Planning for the Future**

Through a dedicated advisory committee, JCK places a focused effort on reaching the next generation of business owners and millennials. At JCK's planned return to the Sands Expo Convention Center in 2019, exhibitors will have even more support. Options for location and neighborhoods will provide value to the exhibitor and create more choice in pricing.

They will be provided with tools and resources to promote their exhibition, including matchmaking lead retrieval, dedicated

landing pages, mobile app listings and GPS technologies, all of which will help retailers find the vendors in their new booth locations at the renovated venue.

#### **Elevating the Business Experience in a Convenient, Secure Environment**

In an ever-changing retail environment, the JCK Las Vegas Show is committed to ensuring that the retailer's time away from the store is productive. Innovations to the show experience now provide everything under one roof, creating an efficient platform for conducting business and supporting every aspect of the retail store from merchandising and education to security and networking.

For example, just as technology becomes increasingly important in sustaining a retail business, the show's technology area continues to grow and expand. And in the same way that retailers must now enhance their customer service to maintain relevance and a competitive edge, show management increased its customer service, with continual retailer outreach, personal concierge service, improved navigation with GPS functionality for locating vendors/services/products, as well as an industry leading matchmaking program to assist with exploring new buyer to exhibitor relationships and a team of on-site "Ask JCK" hosts who will personally walk customers wherever they need to go.

The entire show experience is designed to conveniently connect buyers and sellers more efficiently, more accurately - and more securely than ever before. JCK works closely with the venue, corporate security, state, local and federal law enforcement authorities to identify risks, assess them and develop security plans for events so attendees can take advantage all the show has to offer without worry. Building a safe environment for business is a top priority.

#### **Aligning Objectives with the Business Goals of Customers**

Recent research results and customer feedback have identified specific trends and changing goals for jewelry retailers, including elevating the in-store customer experience, maintaining and improving margins and adapting the product offering for millennial consumers.

JCK has aligned its objectives to help meet these specific retailer needs and create an environment to foster unlimited potential for education, inspiration, networking, sharing and referrals.

JCK has implemented the latest, cutting edge technology to help buyers shop more efficiently and to personalize their show experience through "JCK Match." The innovative program organically recommends exhibitors to buyers based on personal sourcing needs determined at registration. In 2017, 68% of participating retailers reported doing business with one or more of the recommended new vendors. As the program evolves, JCK Match will incentivize buyers with cash for shopping with their recommended vendors.

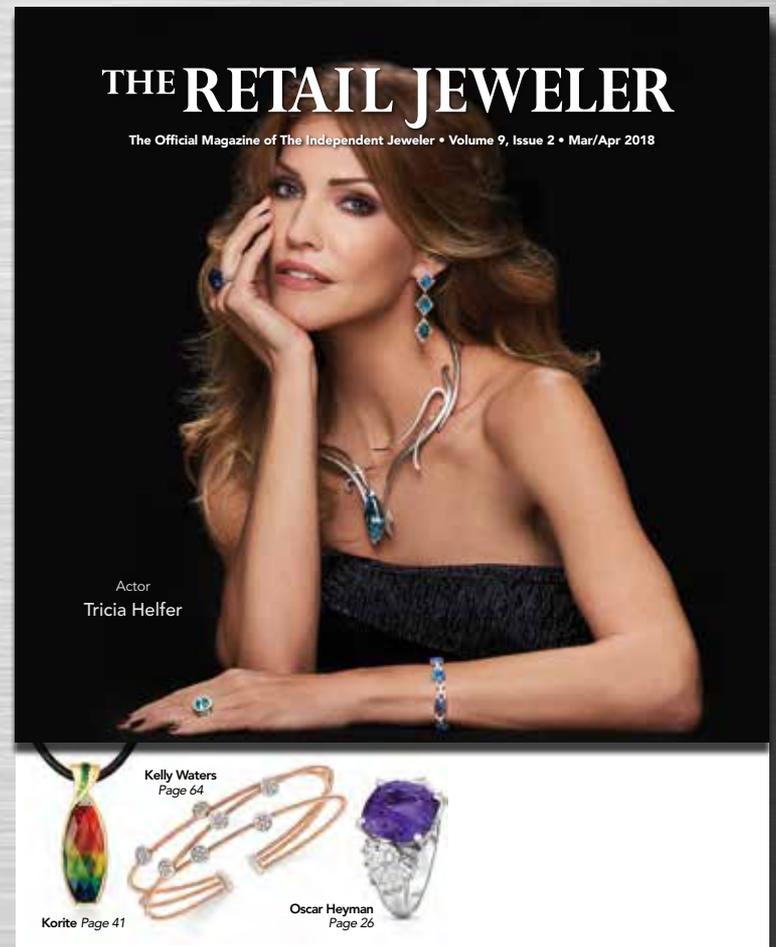
JCK also works to help buyers and suppliers maintain and even improve margins by adding new product and service segments on the show floor. New show neighborhoods include the novel "Global Gemstone Pavilion", "Security", "Retail Experience", "Lab Grown Diamonds" and the continual growth of "Essentials and Technology". These new areas expand product offerings to assist retailers who seek to diversify, discover new products or enhance their retail environment by something as simple as buying gemstones closer to their origins.

Inspiration comes to life at JCK through "In Store Experience" where retailers can be inspired by events, installments and unique experiences that they can apply to their business to attract new customers and build loyalty.

JCK Talks features peer to peer sharing at Retailer Roundtables and highly regarded subject matter experts, from both inside and outside of the industry, to give diverse, fresh perspectives unique to this event. JCK Talks allows retailers to walk away with real solutions and knowledge that they can apply to improve their store, business or customer experience.

In addition to JCK Talks, JCK creates many other avenues for organic networking. From small, intimate lounge gatherings, happy hours and on-floor fashion shows, to larger scale celebrations and award ceremonies, there is an event for everyone.

Yancy Weinrich  
Senior Vice President  
Reed Jewelry Group



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## Jewelrythis New Approach to Custom Jewelry

Jewelrythis is an innovative solution positioned as the “all-in-one jewelry platform”. It offers a unique, online service where jewelers can find, design and produce 3D CAD designs then complete the entire jewelry manufacturing process from integrated custom CAD design, 3D printing, casting and stone-setting through finishing services with rapid-turnaround delivery. Each service—or groupings of services—remain available a la carte to fit a jeweler’s specific needs. Tying this all together is an integrated online project management and support communications capability that keep tabs of your project every step along the way.

Offering fresh concepts and custom designs is critical to meeting the ever-changing tastes of today’s jewelry consumer. By also offering a platform where designers can present and sell their designs, Jewelrythis ensures a robust in-stock collection that today numbers over 15,000 stock and customizable designs from all over the world.

A custom design project can begin with a sketch complete with hand-written notes uploaded as a new order. A complete project management process begins with a certified custom designer immediately assigned to translate the sketch into a 3D CAD design optimized for the jewelry manufacturing process. Once the CAD file is created, the jeweler views the file and can further refine it through the Jewelrythis platform that allows for direct communications with his assigned custom designer.

The final CAD design can then be rendered for approval by the jeweler’s client. Once approved, the design is routed to a Solidscape high-precision 3D printer and a wax model is created for casting. Casting services, stone selection, stone setting and finishing services are available to complete the project or the jeweler may elect to do the final steps themselves. This illustrates another key advantage to the Jewelrythis solution. At any time, a jeweler can opt in or out of the jewelry manufacturing process depending on what work they wish to do—or have the time to do it.

“My passion is managing, growing and improving Jewelrythis.com as a unique 3D CAD jewelry design platform that helps jewelers design and produce custom, fine jewelry. I believe that Jewelrythis is the future of jewelry because it allows jewelers to realize their most beautiful and intricate creations in ways that were never possible,” states Jewelrythis’ founder, Dror Habusha. “It’s also a place where designers can upload their 3D jewelry designs and sell them to a global market, or just discuss jewelry design ideas with other talented designers,” he added.

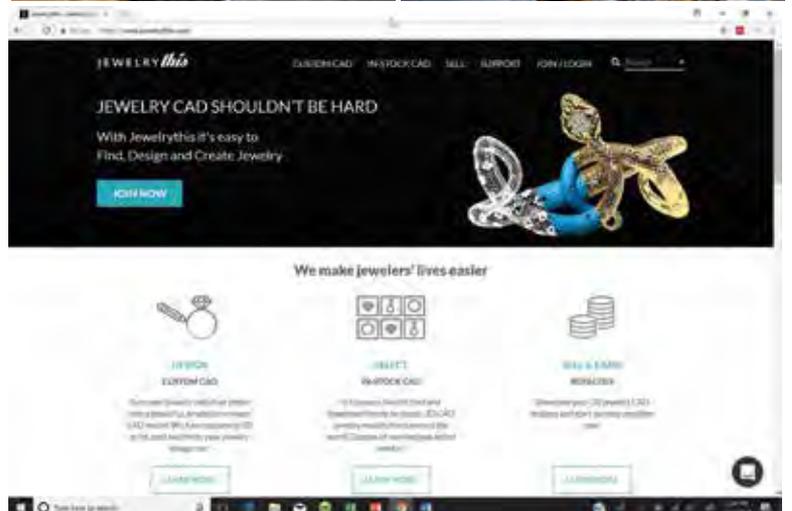
Melding his vision and deep online educational background to the intricacies of the jewelry retail and manufacturing process, Dror partnered with master goldsmith and custom CAD designer Aron Sully. Aron is the “Ace up our sleeve,” according to Dror. What Aron brings to the table is over 25 years as a behind the scenes customer jeweler for many of the world’s most renowned jewelry brands and retailers.

Solving real-world challenges faced by retail jewelers today was the drive behind Jewelrythis. “By creating an online marketplace and community for 3D jewelry design and digital manufacturing, Jewelrythis strives to offer retail jewelers a much greater variety of on-demand custom designs that reduces their costs, eliminates the need to manage multiple resources, shortens the custom jewelry creation cycle and ultimately delivers greater customer satisfaction,” according to Dror.

For more information visit [www.jewelrythis.com/retail](http://www.jewelrythis.com/retail).



Dror Habusha, Aron Sully





### IJO Names New Board Members

The Independent Jewelers Organization (IJO) has appointed seven members to serve on The IJO Board of Directors and the Next Generation Advisory Board, in an announcement by Jeff Roberts, President & CEO. The board position is to act as a liaison between the membership and IJO management, and to help form ideas for the betterment of the overall operation of IJO. "We are very fortunate to have a really active, involved and supportive Board of Directors", stated Roberts, "composed of nine retail and two vendor members. These directors were chosen from among more than 750 retail member stores, and the many officers of the more than 190 vendor members."

#### New to the Board for the upcoming term are:

- Steve Rumanoff, Rumanoff's Fine Jewelry & Design, Hamden, CT
- Travis Piper, Piper Diamond Company, Vincennes, IN, representing both boards
- Mike Youkilis, Midwest Diamond Distributors, Cincinnati, OH

#### Continuing their current terms are:

- Rich Bennett, P.K. Bennett Jewelers, Mundelein, IL
- David Hevia, Kiefer Village Jewels, Lutz/Land O'Lakes, Dade City & Brandon, FL
- Jeff Krekeler, Krekeler Jewelers, Farmington, MO
- Rachel Hardester, Lee Ann's Fine Jewelry, Russellville, AR
- Tamara Geraci, Peter & Company Jewelers, Avon Lake, OH
- Brian Rouse, Bay Area Diamond Company, Green Bay, WI
- Jeff Guntzviller, Miners North Jewelers, Traverse City, MI
- John Youkilis, Victor Corporation, Cincinnati, OH

Roberts continued, "Three years ago, at the suggestion of our Board of Directors, we created a Next Generation Advisory Board. The purpose of this new Board is to involve and capture ideas and concerns from the younger people in IJO who are making a career in the jewelry industry. It will enable the next generation to share their perspectives, ideas and concerns, and these meetings will occur at each of IJO's semi-annual conferences." The head of the seven-member Advisory Board will report the comments and findings back to the IJO Board of Directors for further discussion.

#### Newly named to IJO's Next Generation Advisory Board are:

- Travis Piper, Piper Diamond Company, Vincennes, IN, representing both boards
- Mack Thomas, Infinger's Jewelry, Walterboro, SC
- Casey Gallant, Stephen Gallant Jewelers, Orleans, MA
- Kim Elton, Peter & Company Jewelers, Avon Lake, OH

- Justin Langhammer, Quality Gold, Fairfield, OH
- They will be joining those serving current terms:  
Michael Haddad, The Diamond Family, Manchester, MO  
Ari Manin, Grono & Christie Jewelers, Milton, MA

The next meeting for all board members will be in March at the Marriott Marquis in Houston, TX. For more information visit [www.IJO.com](http://www.IJO.com)

### IGI Re-Certified by Responsible Jewelry Council for North and South America

The International Gemological Institute (IGI) continues to promote the importance of upholding credibility and high industry standards through its submissions to independent external auditors. The Institute announced that IGI – North & South America has been granted re-certification by the Responsible Jewellery Council (RJC) against its 2013 Code of Practices. The New York-based organization attained this designation by meeting the highest ethical, social and environmental standards as established by the RJC.

RJC members adhere to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum metals. After a member has become RJC certified for the first time, independent verification is required at the end of each certification period to ensure continual adherence and to maintain certified Member status.

"It is a pleasure to announce IGI – North & South America has been re-certified against the 2013 Code of Practices. The new provisions under the 2013 Code of Practices address important issues for our members and their supply chain. We are delighted to see members achieving re-certification against the standard and warmly congratulate IGI – North & South America," says Andrew Bone, RJC's Executive Director. "We are honored to once again receive this important distinction," said Jerry Ehrenwald, president and CEO of IGI – North & South America. "IGI is dedicated to supporting the RJC's commitment to promote responsible and ethical business practices throughout the industry. By adhering to these core values, we will continue to instill and reinforce consumer confidence."

IGI – North & South America has been a member of RJC since 2009 and will retain its current certification for the next three years. For more information on IGI and its offerings, please visit [igi.org](http://igi.org).

### Kelly Waters Launches New Fashion Jewelry Line

Kelly Waters, an industry-leading manufacturer of high quality fashion jewelry, has recently launched a new collection inspired by Italian fashion and design. The Bella Cavo Collection—which takes its name from the Italian phrase beautiful cable—consists of flexible cuff bracelets and rings crafted in sterling silver.

“We wanted the Bella Cavo Collection to be stylish and fit effortlessly into the life of modern women,” explains Ed Waters, owner of Kelly Waters. “The jewelry is fun and allows women to show off their personality and originality. The rings and bracelets can be worn alone or layered together to create an array of endless looks. They can quickly slip them on before dashing out the door to their next adventure.”

The jewelry is available in a variety of metals and stone colors, and is lightweight and easy to wear. Bracelets and rings represent a range of fashion tastes, running from the simple—a cable cuff bracelet in gold finish with beaded bezel set diamonds—to the more detailed and ornate—a multi cable cuff bracelet in rose gold finish with tiny simulated diamonds. Personalized options include bracelets with engravable name plates and simulated birth gems in colors representing all twelve months, and rings with simulated birth gems. Because of its versatility and price point, the Bella Cavo Collection is ideal for repeat self-purchase, as well as gift giving for any holiday or occasion.

For more information contact Ed Waters at 617-282-3620.



### GIA to Open Laboratory in Surat, India in 2018

GIA will open a new laboratory in Surat, India and expand its long-term presence in Antwerp, Belgium in the second quarter of 2018 to meet the needs of the global gem and jewelry industry.

GIA has secured premises for both locations. “Expanding our facility in Antwerp and opening a new location in Surat continues GIA’s mission-driven effort to bring our research-

based laboratory services for diamonds, colored stones and pearls ever closer to our clients,” said GIA Executive Vice President and Chief Laboratory and Research Officer Tom Moses. “Providing innovative, timely, independent and highest-quality gem identification and grading services to our global clients ultimately serves the interests of and protects the gem and jewelry-buying public.”

The new laboratory in Surat will offer diamond manufacturers based in that important diamond center direct local access to GIA’s laboratory services, including the GIA Melee Analysis Service, a high volume automated service to separate natural diamond from synthetic diamond and simulant melee, sorting the natural stones by color range.

“We believe that this new facility in Surat will further support the growth and efficiency of the globally important Indian diamond manufacturing sector,” said GIA President and CEO Susan M. Jacques.

In Antwerp, GIA will expand capacity for the GIA M2M service, which scientifically matches rough diamonds to the resulting polished diamond. GIA will also provide diamond grading and secondary consultation services. GIA will take in items for every service at the Antwerp and Surat labs. Further information about opening dates and services will be announced at a later date.

### NAJA Scholarship Winner

Maria E. Clay was the winner of the 2017 ACE© It Conference Scholarship to attend the 49th Annual ACE© It Winter Educational Conference scheduled on January 28-29, 2018 in Tucson AZ.



Maria E. Clay, NAJA scholarship winner

Ms. Clay of Mammoth, AZ, was the 2017 winner of the annual scholarship. Ms. Clay is a current home study student at the International School of Gemology. Her jewelry journey began with her involvement in starting a line of bead jewelry in 2011. She has since opened a home based jewelry business. Ms. Clay has completed an in-depth research on requirements to become a gem and jewelry appraiser - from states’ to appraisal organization requirements. She vows to complete her goal of “Future Home of Southern Arizona Appraisal Services”!

The NAJA Scholarship gives a gemology student a first hand experience of networking with appraisal professionals by attending the highly regarded NAJA educational experience during a time when Tucson devotes itself to gems, jewelry, and minerals. NAJA believes that appraising is a viable career

option for students of gemology.

The National Association of Jewelry Appraisers is the largest membership association specializing exclusively in gem and jewelry appraising and related appraisal issues. It offers education and networking opportunities with knowledgeable appraisal professionals. For further information on becoming a member of NAJA and attending NAJA's Tucson education conference, please contact Gail Brett Levine, GG, Executive Director, The National Association of Jewelry Appraisers, P. O. Box 18, Rego Park, NY 11374, 718.896.1536 fax 718.997.9057, [naja.appraisers@netzero.net](mailto:naja.appraisers@netzero.net), [www.NAJAappraisers.com](http://www.NAJAappraisers.com).

### Christopher Designs Appoints Michael O'Connor Chief Marketing Officer

Christopher Designs announced the appointment of industry veteran Michael O'Connor as Chief Marketing Officer. In this role O'Connor will be responsible for the strategic planning, development and execution of the company's marketing, advertising and public relations functions, as well as the development of new business and sales channels.

"We have worked with Michael many times over the years and are thrilled to have him as a part of our team", said Christopher Slowinski, President and CEO of Christopher Designs. "His knowledge, relationships and broad understanding of the jewelry industry combined with his experience in strategic brand building, marketing and public relations match perfectly with our growth plans."

"I have had my eye on Christopher Designs for many years since it is one of the few brands that provide consumers with tangible and visible benefits that meet their desires when purchasing a diamond. The diamond cuts designed by Christopher Slowinski provide a diamond that is brighter, whiter and larger in silhouette than their standard counterparts, adds O'Connor. "I'm thrilled to have the opportunity to grow and shape the company and share that story."

O'Connor's experience spans more than three decades in the jewelry industry. For the past 8 years he has been president of Style & Substance, Inc. working with such brands as Platinum Guild International, The Couture Show, Baume & Mercier and Rio Tinto Diamonds to name a few. Prior, he



was Senior Vice President of Platinum Guild International, USA where he headed up strategic development and marketing, advertising and public relations programming.

Prior, as Vice President of Goldstein Communications, he developed and executed initiatives for a variety of clients such as Tache, The Luxury Show and JCK Show and Faberge. Prior to that, O'Connor was hired by Goldstein from Frederick Goldman, Inc. where he was the Director of Corporate Marketing. He helped create and build a number of successful brands in the company's portfolio, such as, Artcarved, Keepsake and Diana.

O'Connor began his career in jewelry sales and jewelry design, having designed for a number of world-class brands including the DeBeers past, present, future concept, and has also had years of experience as a television spokesperson.

### Cas-Ker Introduces New Tool & Supply Catalog

Professional jewelers and watchmakers have two new ways to order and keep up to date on the latest products and supplies. The Cas-Ker Company will launch a new product website at [casker.com](http://casker.com), and a new tool and supply catalog, both available in January 2018.

The website and the catalog include thousands of products for professional jewelers and watchmakers, including specialty jewelry and horological tools, precision testing, measuring and repair equipment, watch parts, and fine metalworking supplies. Casker.com's new mobile-responsive, secure shopping site features expanded search capabilities, simplified product category organization, and responsive web pages, which make it easy for jewelers and watchmakers to find products they need. Large color photos, up-to-date pricing, in-stock sizes, and detailed descriptions are included for each product. To see more, please visit [casker.com](http://casker.com).

Cas-Ker's new 9th edition 448-page print catalog is arranged and indexed to make it easy for customers to find products that make their work more efficient and profitable. Large photos, updated prices, sizes, and detailed descriptions are included for each product. Regular customers can expect to receive the new catalog free with their next supply order. New customers can call 1-800-487-0408 to request a catalog for \$15 + shipping.

The Cas-Ker Company, based in Cincinnati, Ohio, has been family owned and operated since 1927, and is one of the largest watch materials suppliers in the country.

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## CARAT+, The Premier Diamond Event Launched VIP CARAT+ Club

Leading diamond industry professionals and buyers will receive exclusive benefits during the show's second edition in May. Those who are accepted into the initiative will receive dedicated show privileges, including early-bird access to show features and guest list status at CARAT+ Night. Other highlights will include shuttle transport and complementary accommodation for CARAT+ Club members during the show, as well as unlimited access to the CARAT+ VIP Zone at Antwerp Expo.

Numbers will be strictly limited to 200 leading professionals, with plans in place to grow membership to 500 individuals over the next three years. Diamond jewelry retailers, diamond buyers, leading manufacturers, wholesalers and other industry professionals from the colored gemstone and jewelry sectors are encouraged to apply for CARAT+ Club membership, here: [caratplusantwerp.com/en/visitors-info/club](http://caratplusantwerp.com/en/visitors-info/club)

The VIP CARAT+ Club has also been created to facilitate peer-to-peer networking among diamond professionals in an informal environment. It is hoped that the scheme will introduce an enviable breadth and variety of visitors to CARAT+, building on the 3,000 visitors and 130 exhibitors who took part in the inaugural edition of the event in 2017.

Event founder and director, Filip Van Laere, says: "Our absolute priority for CARAT+ 2018 is to welcome an array of visitors from across the globe, whether they are active buyers or industry professionals seeking inspiration and new connections. The CARAT+ Club is our way of making your visit to CARAT+ as worthwhile as possible. In these last few months before CARAT+ 2018, now is the time to apply and discover why we are The World's Premier Diamond Event."

Located in Antwerp, the world's capital of diamonds, CARAT+ is a must-attend show for diamond wholesalers, jewelry manufacturers, brand representatives, fine jewelry designers, buyers and retailers looking for a mix of loose diamonds and finished jewelry.



CARAT+ Event Director and Founder, Filip Van Laere

CARAT+ takes place on May 6-8, 2018 at Antwerp Expo in Antwerp, Belgium. For more information please visit [caratplusantwerp.com](http://caratplusantwerp.com). To secure your entrance pass to the event, please email [info@caratplussantwerp.com](mailto:info@caratplussantwerp.com).

## Royal chain Joins Responsible Jewellery Council

Royal Chain Group, the country's leading supplier of gold and precious metal jewelry has announced it has joined the Responsible Jewellery Council. The news of their membership comes at an especially significant time for the company—their 40th anniversary year.

Social responsibility is at the forefront of discussion in almost every business today. Today's consumer and retailer is feeling a duty to be aware of the business practices of the products and brands they present to their customers.

"This is an important milestone for us, reinforcing our dedication to the core values of trust, respect and transparency, and to ensure that our future generations will thrive" said Paul Maroof, founder and President of the company.

Maroof, who started the company in 1978 with his father, believes in investing in the future because his son, Phillip Gabriel Maroof, remains an integral part of the Royal Chain management today. As part of the younger generation of jewelers and designers out there, Phillip Maroof has expressed a great interest in this topic, as the company looks to attract younger consumers to their brands and to be pioneers in leading the effort for greater responsibility.

The Council for Responsible Jewellery Practices was formed in 2005 and later became known as the Responsible Jewellery Council (RJC) in 2008. Their mission is "To advance responsible ethical, social and environmental practices, which respect human rights, throughout the diamond, gold and platinum group metals jewelry supply chain, from mine to retail." Vendors and retailers that wish to become a member must first apply and then go through a 6-step process, which culminates in the awarding of a certificate if approved. RJC members commit to and are independently audited against the RJC Code of Practices, which addresses human rights, labor rights, environmental impact, mining practices, product disclosure and many more important topics in the jewelry supply chain.

Royal Chain wholeheartedly embraces the mission of the RJC, and their new membership status demonstrates a continued effort to make sustainability a top corporate priority. Throughout

the course of forty years, the company has been a supporter of socially responsible initiatives and charitable organizations such as Generation Rescue, Jewelers for Children, Baby2Baby and other sourcing initiatives.



Phillip Gavriel Maroof



### Charles & Colvard Launches Love Green

Live Green Initiative with Rare Green Moissanite Jewelry to Support Environmental Conservation

Charles & Colvard, Ltd. has released a collection of natural green moissanite jewelry as a part of its Love Green, Live Green initiative to raise awareness for global sustainability.

"Our green moissanite is an extraordinary gemstone that offers our customers the opportunity to support a great cause while purchasing a beautiful piece of jewelry," said Don O'Connell, chief operations officer and senior vice president, supply chain. "We'll donate 10% of sales of our green moissanite jewelry to

The Nature Conservancy to do our part to take care of the earth. For those who share our concern for the world around us, our green moissanite embodies their devotion to live green. Our customers are not just purchasing an eco-friendly product, they are perpetuating nature conservation with a beautiful, distinctive product."

Green moissanite boasts the same toughness as Forever One colorless moissanite, meaning it will stand up to daily wear and tear. More information about Love Green, Live Green and the limited edition green moissanite jewelry can be found on the Company's e-commerce website: <https://www.charlesandcolvard.com/featured/green-moissanite>.

To further enhance its product selection, Charles & Colvard launched a variety of men's wedding bands and rings, which are available in white, yellow and rose gold as well as titanium options. Additionally, the Company introduced single stud earrings for customers wanting to purchase just one earring. The addition of men's rings and single studs offers customers a one-stop shop for all fashion and bridal jewelry.

Charles & Colvard has also expanded its range of gemstones available to distribution partners with Forever One melee – small round gemstones that range in size from 1.0-2.4 mm. These smaller stones are cut and faceted to exact specifications that enhance the fire and brilliance of jewelry products such as rings, earrings and pendants. Melee gemstones are available to distributors and retail partners through Charles & Colvard's wholesale division.



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## 2018 Closing Dates

The Retail Jeweler 2018 Closing Dates			
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Jan/Feb	12/01/17	01/12/18	JIS*, Tucson*, JANY*, Atlanta*, MJSA*
Mar/Apr	02/09/18	03/22/18	JIS*
May	03/23/18	04/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	04/23/18	05/28/18	JCK, JIS
July/Aug	06/11/18	07/17/18	JANY, SJTA*, Select*
September	07/27/18	09/03/18	Centurion*, JIS*, Select
October	08/24/18	10/05/18	Select, JA-Special Delivery
Nov/Dec	10/12/18	11/16/18	

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

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**MIDAS** Sales Reps Wanted

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

**Jewelry Sales Rep Wanted**

For new sterling silver jewelry line from an established brand. For more than 65 years, **Nambe** has been synonymous with award-winning modern style, with designs exhibited in or acquired for the collections of 23 international museums. **Sales Reps wanted for:** FL, TX, AR, MS, LA, OK, IL, WI, MN, MS, KS, NE, ND, SD, VA, NC, SC, & Caribbean. **Shannon Brown - Director of Sales** [shannon@nambe.com](mailto:shannon@nambe.com) • 646-880-3756

## Why is AGTA Moving from JCK in 2019?



Doug Hucker, CEO of the American Gem Trade Association (AGTA), is a busy man. Lately he has been very busy with finishing up another successful AGTA GemFair in Tucson and the big news about AGTA moving to the Las Vegas Convention Center in 2019.

We recently caught up with Doug, to ask about the AGTA Pavilion's move.



**TRJ:** It's a big decision to move the entire AGTA pavilion from JCK to the Las Vegas Convention Center. What was the reason behind such a bold move?

**DH:** First and foremost, the AGTA is about increasing sales of natural colored gems and cultured pearls by AGTA members to jewelers and ultimately to the consumer. Knowledge and ethics are key to AGTA's members' success.

The move to the new location wasn't an impulse. It was the result of exhaustive research to determine what was best for the customer, which in our case are jewelers and manufacturers who use natural colored stones and cultured pearls.

Ultimately the decision to move came down to three factors for us: cost, scheduling, and space. It's no surprise that the cost of exhibit space has escalated tremendously; out of reach for some suppliers. As far as scheduling — if AGTA had stayed at the old location it would have had to significantly reduce its hours of operation in terms of both number of days and hours per day. This would be a major inconvenience to the buyers. Lastly was space. The current location is not optimal in size, location, or layout. The new location will provide a superior environment for both buyers and sellers.

**TRJ:** How does the AGTA membership feel about it?

**DH:** Well, obviously they are behind it. There were some trepidations in the beginning. Change can be scary. But the benefits for both the AGTA members and their customers are obvious.

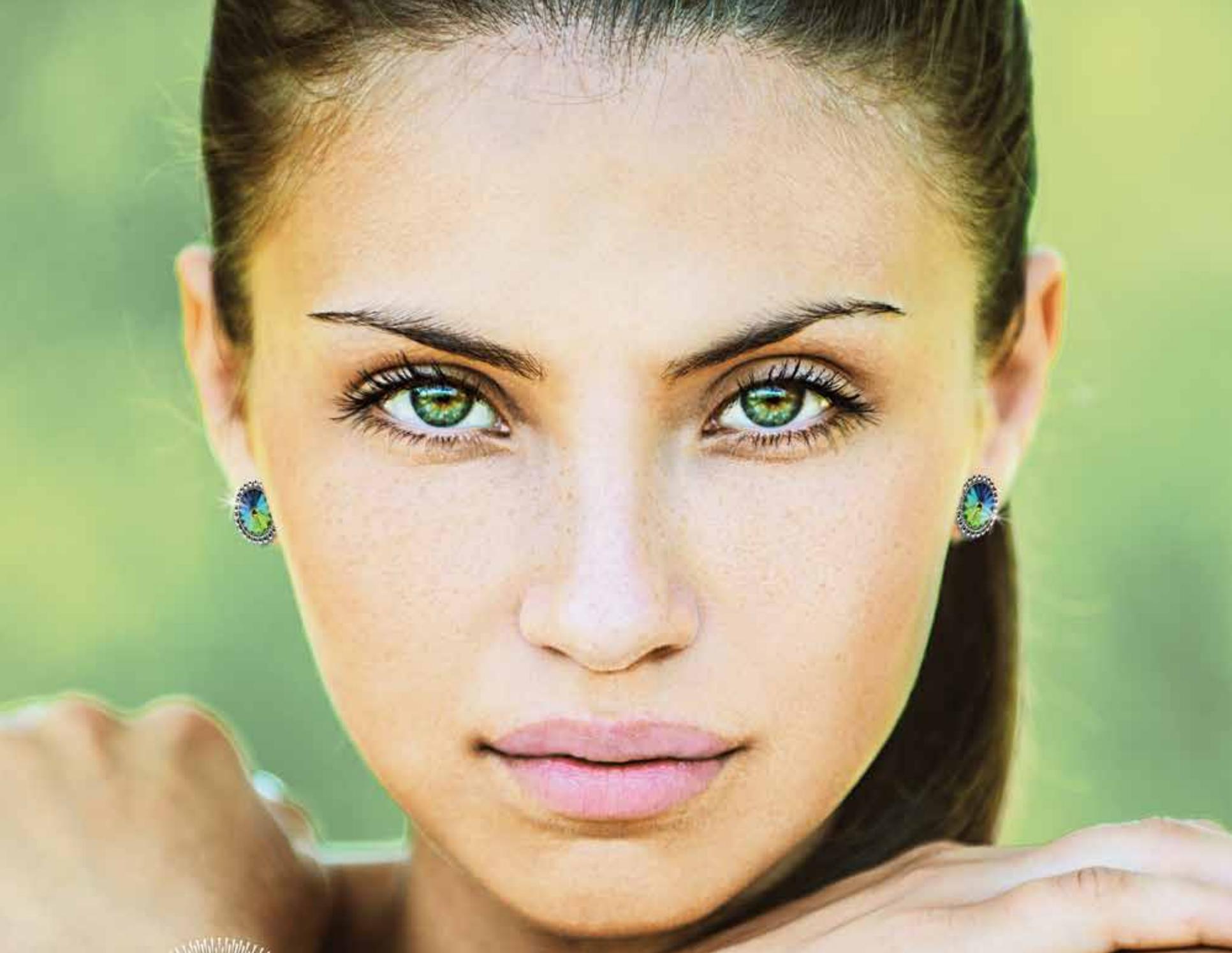
**TRJ:** What is the incentive for the buyers to come to the new location?

**DH:** Because that is where the AGTA will be. AGTA members have a loyal following of customers. This is due in a big way to the organization's emphasis on knowledge and ethics. Jewelers know when they buy from AGTA members they are buying from US based firms with solid reputations in the jewelry trade.

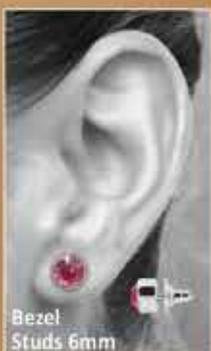
Another important draw is the Antique Jewelry and Watch Show which is also in the Las Vegas Convention Center on the same dates. This show has a big following and draws big crowds. Many of those attendees are also very successful selling natural colored gems.

**TRJ:** Anything else?

**DH:** I encourage all jewelers to visit the AGTA Pavilion this year at the JCK show and next year at our new location. Natural colored stones and cultured pearls are an opportunity to offer something unique, natural, and beautiful that provides a very healthy profit margin for jewelers.



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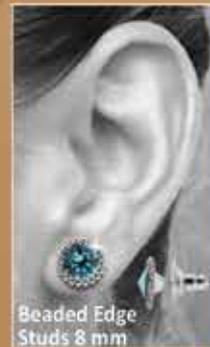
Bezel Studs 6mm



Bezel Studs 8mm



Beaded Edge Studs 6mm



Beaded Edge Studs 8mm



Rope Edge Studs 10mm

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## SAVE THE DATE

2018 Competition Deadlines:

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

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

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