

# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 8, Issue 3 • May 2017



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## GAINING A COMPETITIVE EDGE

A few weeks ago, I was invited to see first hand an interesting application of Internet technology to the jewelry business. New applications of technology to the business are being developed constantly in the hope of finding a magic key to help industry members, particularly independents, do more business. It has been my observation over many years in the industry, that retail jewelers, in particular, are slow to adopt new technologies. I believe there exists a mindset in the business that it is so different from other retail businesses because jewelers believe consumers want to see, feel, and try on jewelry products before committing to an actual purchase.

Blue Nile has challenged the notion of consumer attitudes toward jewelry, especially the Internet/Technology consumers, of having to visit a physical store to purchase jewelry. Every major jewelry retailer now makes it possible for consumers to buy on line if they choose. The larger chain stores like Sterling, Jared, Kay, and Zale each have websites that make it very easy for consumers to buy online. Smaller stores have websites as well, but accessing them is not necessarily easy nor is shopping easily done, if it is available at all. The technology generation can become frustrated with out of touch technology and may well result in lost opportunities for independents to have this generation actually visit the independent stores.

With this situation as background, the Virtual Diamond Boutique (VDB) was created and developed by Tanya Nisguretsky, a jewelry industry veteran who saw the need in the marketplace for a technology method that would simplify and allow retail sales personnel to work with clients in such a way as to make the sales process easy, efficient and fun and to help retailers enhance their diamond and colored gemstone inventories so they can engage customers who might otherwise walk away.

Developing a relationship with a customer is the most effective method of converting browsers into buyers. For example, a customer who inquires about a cushion cut diamond at a carat weight the retailer does not have in stock. The VDB system allows sales associates to search for such unique requests at the touch of a fingertip on an I-Pad, I-Phone or Android or on a computer desktop – all the while engaging the customer in the process and educating him/her along the way. Customization tools within the application also allow sales associates to collect favorites and share the information with the customer via email. Stones can be requested on “memo.” Customers or sales associates can compare the high definition photography and videography of the stones; they can also compare certified grading reports side by side or easily find matching stones for earring pairs or custom designs.

The system makes customers to feel they are a part of the process, like a treasure hunt within the customer’s specific criteria. Retailers can customize views to allow only stones from preferred vendors or they can restrict their searches to their minimum acceptable quality levels. The visual nature of VDB makes it an effective tool for educating the customer, as well as the sales associate, in a fun process that prequalifies the customer and capitalizes on sales opportunities. The longer the customer stays in the store, the higher the chances of success and the stronger the relationship becomes.

In this modern and mobile world, however, not all sales inquiries come into the store. The mobile VDB app is accessible 24/7 on smart phone devices, so that sales associates can capture consumer interest and potential sales anywhere, at any time. A random conversation at a dinner party could turn into a sales opportunity for someone looking to buy diamond earrings for an anniversary gift. The use of VDB technology to instantly show matching pairs on a smart phone within the criteria and then follow up by sharing the selected stones with him via email or on social media platforms. Now the customer’s interest and his contact information have been captured. He has no need to shop online – the retail jeweler just did it for him.

Finding ways to capitalize on every sales opportunity, inside or outside the store, is critical for traditional retailers who want to be competitive. Clearly adopting new technologies, when we look back over the years, have made significant progress in the sales and profit growth of retail jewelers. This new technology can very well give you a significant competitive edge.



**Frank Dallahan**

co-publisher of The Retail Jeweler  
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**SAVING VERSUS ACCUMULATION:  
HOW TO PLAN FOR YOUR FINANCIAL FUTURE**

By David Brown



Saving for a rainy day – it’s not an image that inspires excitement in people, yet it’s something we all need to do. Rainy day or not it’s important that we allocate a portion of what we make towards our future financial security. Unfortunately, not everyone does. Part of the problem stems from confusion around the process of saving versus wealth building or accumulation. There was a time when saving referred to your future financial nest egg and it’s slow and steady accumulation. Increasingly however saving has come to represent a deferment of pleasure to a later date – the building up of cash towards a trip, a new car or whatever item you need that can’t be paid for within one paid period.



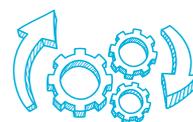
The result is a decline in the ability of many to build a level of wealth that will see them into their later years – and thanks to breakthroughs in medical science those later years are being pushed further and further back. Our grandparents were barely expected to get past the end of their sixties – today’s generation can expect to see 90 years of age and beyond. That is a long period of time for which you will need funds if you plan to retire anytime after sixty.



Many storeowners don’t see the need to put a slice of profits aside – instead they see their store and accumulated inventory as their retirement fund. Unfortunately the ability to sell a store is not what it used to be, and even if you can many purchasers will turn their nose up at taking your inventory at full face value.

One of the best secrets to accumulating wealth is to follow the old adage of pay yourself first. If you’ve ever read the classic ‘The Richest man in Babylon’ you will be familiar with the concept of keeping 10% of everything you own. The lesson is

as true today as it was when it was written. Unfortunately many make the mistake of passing their money quickly on to others rather than paying their wealth fund first – yet the process is not as difficult as you think.



We seem, as humans, to have the ability to consume 100% of what is put in front of us. I can name as many people who struggle on \$200,000 per annum as struggle on \$100,000. The simple act of transferring 10% of everything you earn into a wealth account that is never spent may sound difficult but it’s surprising how little you miss it. Not only do you find yourself not short of funds, but you truly don’t lack for anything either – it’s as if that 10% was being flushed down a toilet in the first place.



If you can maintain that habit steadily for the rest of your working life, never failing to pay your wealth account first, then the steady build up, along with the powers of investing and compounding, will start to kick in. You can never go broke if you follow this rule.



Start today – make a decision that you will transfer a set amount into a wealth account every month and you will find you still have more than enough to meet your monthly obligations.



**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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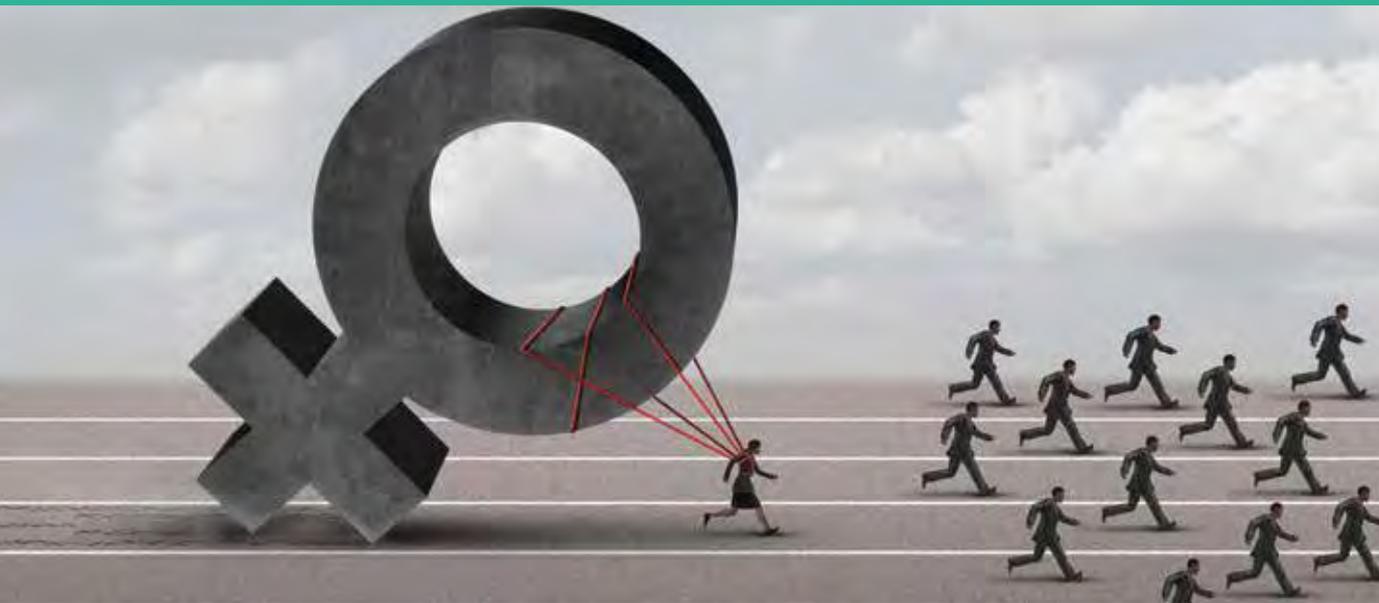
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## "IS GENDER EQUITY A BEST PRACTICE?"



By Donna M. Phelan, MBA

Companies who employ “best practices” of policy, strategy and management, are considered to be more competitive, ethical, integrated and successful. Although there are management gurus to help us define best practices, such as Edward Deming’s Total Quality Management (TQM), how often do we examine the business policies we have in place and their effect on the customer, shareholder, employee and community in which we operate? Do we establish an environment of fairness and inclusion?

The recent class action case surrounding alleged sexual harassment and discrimination at Sterling’s Jared and Kay Jewelers brings a dark subject into the light of analysis. Is there widespread sexual discrimination in the jewelry industry?

Certainly, there is long-standing pay discrimination. This is verified by Census data, which shows that in nearly every profession, women earn less than men. Women earn on average 80 cents for every dollar men earn. This disparity may not sound like much, but according to the National Women’s Law Center (NWLC), over the 40-year career life of the average working woman, that difference adds up to an estimated \$431,000. For African American women, who earn 63 cents for each dollar white men earn, the lifetime wage loss amounts to \$877,480. For Latinas, who earn just 54 cents per dollar that non-Hispanic white men earn, the lifetime loss of wages amounts to an astounding \$1,007,080.

The loss of hundreds of thousands of dollars over a woman’s career life undermines her ability to educate herself to achieve higher level jobs. It also restrains her ability to raise the standard of living for her family, provide for their college education and plan for a secure retirement. The pay gap is worse for

mothers, grows worse with age and contributes to higher level of poverty among women, particularly in a woman’s older retirement years. It is a factor in women’s approximately 25% lower Social Security benefits (Social Security Administration).

Why is the gender wage gap so slow in reaching parity? The Equal Pay Act, a federal law that prohibits pay discrimination based on gender for men and women who do essentially the same job, was passed in 1963. The American Association of University Women (AAUW) calculates that it will take nearly 100 years, until 2059, before the wage gap closes.

The wage gap is also perpetuated by the practice of asking female job applicants for their salary history, which may have been lower than current industry average due to sexual discrimination and other factors -- rather than applying standards of equal pay for equal work (NWLC). Requiring salary history on a job application is now considered by many to be an unfair labor practice.

In 2016, over 26,900 cases of sex discrimination cases were brought before the federal Equal Employment Opportunity Commission (EEOC). The law forbids discrimination when it comes to any aspect of employment, including hiring, firing, pay, job assignments, promotions, layoff, training, fringe benefits, and any other term or condition of employment. (EEOC). This would be a sound foundation for a business best practice.

Sexual harassment is also illegal, and includes unwelcome sexual advances, requests for sexual favors, and other verbal or physical harassment of a sexual nature, as well as offensive remarks about women in general. (EEOC)



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## KEEP HOME SAFE WITH

By David Sexton

## WITH THESE SECURITY PROCEDURES

IT'S WELL KNOWN THAT JEWELERS AND THEIR BUSINESSES ARE TARGETS FOR CRIME, BUT MANY PEOPLE IN THE INDUSTRY **FAIL TO RECOGNIZE** THAT THE TARGET DOESN'T DISAPPEAR ONCE THEY LEAVE WORK.

**CRIMINALS WILL TARGET THE HOMES OF JEWELERS AND THEN FORCE THEM BACK TO THEIR BUSINESS AND DEMAND MERCHANDISE.** WHILE PHYSICAL DAMAGES AND LOSSES CAN BE LARGE, THE EMOTIONAL TOLL MAY BE THE MOST TROUBLING FOR THOSE WHO HAVE EXPERIENCED A HOME INVASION.

THESE CRIMES AND UNNERVING EXPERIENCES ARE **PREVENTABLE**, THOUGH. **FOLLOWING THESE PROCEDURES CAN MAKE YOUR BUSINESS – AND YOUR HOME – A HARD TARGET FOR WOULD-BE CRIMINALS:**



“ If you're not wearing your jewelry, store it in your locked and alarmed safe. If you find that there are pieces of jewelry you own that are not worn frequently, consider storing these items in a safe-deposit box.



If one of your family members happens to be a canine, train it to bark at unknown individuals. This can warn you of intruders, as well as intimidate would-be burglars.

”

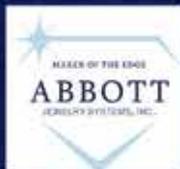
- Place generic license plates on your vehicles and avoid placing any uniquely identifying stickers (i.e. auto dealers, your children's school) on your vehicles that will attract attention or assist a criminal to positively identify you as a jeweler and more easily follow you.
- Don't bring jewelry home with you. Your merchandise is for your business and bringing it home presents unnecessary risk to your family.
- Additionally, avoid taking a briefcase home. Even if it only contains paperwork, criminals who could be casing you can't see what's inside and may assume you're carrying jewelry.
- Plan and vary your route when traveling to and from your business, and drive defensively. Remain alert and aware of any/all suspicious individual(s), vehicle(s) or situations you encounter in transit. Use appropriate countermeasures or planned alternate routes when necessary.
- Never have any jewelry industry publications or business mail sent to your home address. Instead, have them sent to your business or a post-office box.
- Don't hide your house key under your doormat, in the mailbox, or any other "secret" hiding place a typical person may use. Play it safe and leave your key with a trusted neighbor.
- Don't list your personal phone number in a phone book and be especially aware if it can be searched online. Be diligent and make sure you're not searchable.
- Have your cell phone charged and available within an arm's reach at all times. Consider using other forms of communication too (i.e. messaging apps), in case the criminals block your signal or cut your phone lines.
- Make sure that the valuable items in your home have ID numbers that can be referenced if they are ever stolen.
- Keep purses, wallets, money, jewelry, and other valuable items out of sight at all times.

If you're not wearing your jewelry, store it in your locked and alarmed safe. If you find that there are pieces of jewelry you own that are not worn frequently, consider storing these items in a safe-deposit box. If one of your family members happens to be a canine, train it to bark at unknown individuals. This can warn you of intruders, as well as intimidate would-be burglars.

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## KEEP HOME SAFE WITH WITH THESE SECURITY PROCEDURES

Just like a crime prevention network between you and other local jewelers and business owners, consider starting and/or supporting a neighborhood watch program.

You should already have a working relationship with your local police department to keep an eye on your business. Remember to also ask the police to keep an eye on your home.



Keep your doors locked at all times, even when you are home.



Don't open the door to delivery people or unexpected visitors.

If you're away on vacation, ask the same neighbor you entrusted with your spare key to pick up mail and deliveries. Seek the help of an equally trusted service company to cut your lawn or shovel snow.

Don't forget to keep your automatic timers on to give the appearance that you are indeed home and check in with your neighbor and police to see if there have been any security concerns.



Regularly review your security plan with your family and share these tips with them.

The good news is that you probably accomplish some of these tips in your regular routine. For instance, the thought of leaving your house without a charged cell phone or charging device could make anyone shudder. You may also already have different routes planned to get to and from work if the traffic is bad.

To further improve your procedural security at home, go back through the list and identify the areas where your practices are weakest, which ones have the largest overall impact on your safety, and which ones are the easiest behaviors to change.

For more tips and techniques to run a safer, more secure, and more successful business, visit [JewelersMutual.com](http://JewelersMutual.com) and subscribe to The Clarity Blog.



**David Sexton**

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

## "IS GENDER EQUITY A BEST PRACTICE?"

### Why is gender equality important?

In part due to sex discrimination, women are less likely to reach the highest level executive jobs, which provide the best pay, perks, benefits and power. Women held only 26 percent of private-sector executive positions in 2015 (AAUW). Women comprise fewer than 5 percent of the CEOs of the 500 companies in the S&P 500, 19 percent of members of Congress and 12 percent of the U.S. Governors. When organizations are predominately one group at the top (men), overseeing another group at the bottom (women), it creates an opportune environment for continued sex discrimination and even sexual harassment. Sexual harassment often results in long-lasting traumatic effects to the victim.

Gender discrimination and lack of workplace diversity precludes the benefit of broad-based opinion and experience in management decisions.

State Street Global Advisors, an index fund giant who manages \$2.47 trillion in assets, is using their clout to vote to oust directors at companies who don't have at least three female directors on their boards (and a policy for diversity inclusion). A study by investment research firm MSCI, Inc. from December 2016, showed that "companies that had at least three female directors in 2011 have financially outperformed those that had no board women in 2011, as measured by return on equity and per-share earnings" (Lublin & Krouse, "Push for Women on Boards," Wall St. Journal, March 7, 2017).

Research shows that gender equity and diversity inclusion are best practices. The responsibility is on employers to create an equitable workplace culture – and culture starts at the top.



**Donna M. Phelan, MBA**

Donna M. Phelan is the author of *Women, Money and Prosperity: A Sister's Perspective on How to Retire Well*. ([www.donnamphele.com](http://www.donnamphele.com)) Donna has spent 19 years at some of Wall Street's largest and most prestigious investment firms. She holds an MBA in Finance from the University of Connecticut, and provides personal finance advice to clients in twenty states coast to coast. She has been featured in USA Today, Yahoo! Finance.com, CNBC.com, NBC.com, and The Houston Chronicle, among others. Donna has

lectured at conferences nationwide on a broad range of financial topics and is the author of numerous articles on investments, retirement and financial planning. Donna was formerly President of the American Association of Individual Investors (AAII) Connecticut state chapter and was active in the Financial Women's Association (FWA) in New York. She is currently a member of the South Bay Estate Planning Council in Los Angeles. Prior to working on Wall Street, Donna was Principal of a jewelry design and manufacturing company whose customers included Tiffany & Co, C. D. Peacock, and Cartier, for whom she did freelance design.

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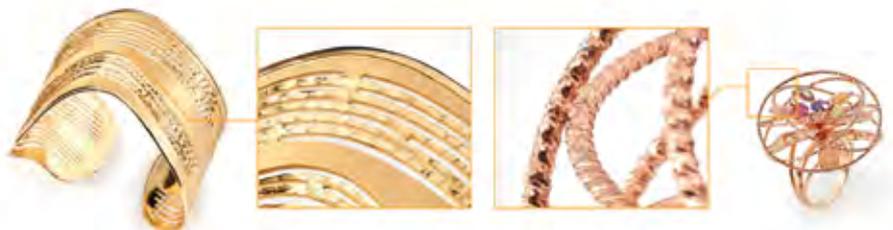
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# Owners Daily Playbook

By Bill Boyajian

Successful owners, entrepreneurs, leaders, and managers haven't gotten to where they are by accident. Most often, great achievement involves hard work, smart work, perseverance, and plenty of discipline. But this success usually starts with an individual's daily habits, some big, some small, but all very important.



## HERE ARE 10 HABITS TO PUT IN YOUR DAILY PLAYBOOK



1) It starts with a good night's sleep. I used to pride myself on how well I functioned on six hours of sleep, but I now realize how difficult it was to be at my very best with so little sleep, especially over a prolonged period of time. Eight hours of sleep makes you much more productive and effective during the other 16 hours of your day.



2) Have a healthy breakfast. Mom was right. It's the most important meal of the day, so make it a priority before you do much of anything else.



3) Get some vigorous exercise at least three days a week. I know how difficult this is, but it's a habit that will help you manage your weight, stay in good physical shape, and improve your mental health and perspective more than you may realize.



4) Be "up" when you get to work. When you have people who look to you for leadership, a positive attitude and an energetic vibe will help set the tone for the day. People want to work for people who are going somewhere. Let your leadership shine every morning.



5) Take the time to connect with each employee. Your merchandise notwithstanding, your associates are the key to your business success. So staying close to them and on top of issues, concerns, and opportunities is vital. One or two minute conversations will do. The key is to be sincere in your interest of them, and to care.



6) Prioritize your work day and what you need to accomplish. Make sure that everything you spend your precious time on is important. Leave the unimportant things to someone else. Do those things that only you, as the owner or leader, can do.



7) Review the key metrics in your business each day. What sold and who sold it? How did your day compare to last year? How are you tracking for the week and the month? What fast-selling merchandise needs replenishing? What gets measured gets done. Measure everything and use your point of sale system to maximum efficiency.



8) Thank people every day for their work effort. It only takes a second, and you get enormous mileage out of it. Most people value genuine appreciation from the owner or their leader more highly than anything else. Show it to them every day.



9) Take some time to step back and reflect. Challenge yourself to think in new ways and to seek the advice of your staff. People who work for you value feeling "in on things" almost as much as they value genuine appreciation of their work. So bring them into idea exchange, merchandising decisions, and policies that affect the store and your customers. Include rather than exclude. They will appreciate it, and you will benefit from it.



10) Be grateful. Not many people have the opportunity to own a business or even lead or manage one. We all need to appreciate what we have to be thankful for, and that gratefulness becomes contagious with those around you. So learn to be grateful for what you have and learn to share that gratefulness with others.



**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).

# Rembrandt Charms®

Precious charms for precious memories.



## BUSINESS BUILDING CHARM PROGRAM

Rembrandt Charms® Business Building Charm Program creates generations of loyal, lasting relationships! It all starts with one charm and a conversation about their precious memories. Their repeat business is assured!

### Marketing Support

Comprehensive selection of print and digital marketing materials are available for our store, website, email campaigns, social media, and mailings.



Catalog, Mini-Catalogs  
with Wishlist



Retail Locator

### Are you listed?

Rembrandt Charms® sends consumers directly to your store from our website's retail locator.



Sterling Silver  
& Karat Gold



Handcrafted in  
USA & Canada



World's Largest  
Charm Collection



Lifetime  
Warranty

"Our sales have increased over 50% with Rembrandt Charms® Business Building Charm Program! We restock our floor display, which holds over 900 charms, almost daily. We have also added bangle bracelets to our showcase located near the display, creating a charm department; customers can view the charms, classic bracelets and now the bangle bracelets in close proximity. By utilizing Rembrandt Charms® marketing support, restocking regularly, and working with our Account Representative to identify key opportunities our sales continue to increase."

-Kathleen Jenkins, Sherman & Sons Jewelers

Visit our booth at the JCK Trade Show! Booth #B38139

Contact Us For More Information Today!

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### Strong U.S. Silver Jewelry Sales Continued in 2016

#### Survey Shows Eighth Consecutive Year of Growth

Silver jewelry sales in the United States were strong in 2016 with 62% of jewelry retailers reporting increased sales according to a survey conducted on behalf of the Silver Institute's Silver Promotion Service (SPS). The results also confirmed that silver jewelry continues to be a leading merchandise category for retailers, both in driving sales and providing margin.

#### Highlights from the 2016 survey include:

- The average store growth in 2016 for silver jewelry sales was 16%. Eight percent on the respondents reported increases of over 25%.
- Retailers said their silver jewelry sales, as a percentage of their overall jewelry sales, were on average 35% of their unit volume and 27% of their dollar volume.
- 54% of retailers said silver experienced the best turnover rate in 2016 followed by bridal and diamond jewelry both at 17%, gold at 10%, and platinum at 2%.

#### The best maintained margins during the holiday season were:

- Silver Jewelry 49%
- Diamond Jewelry 21%
- Bridal Jewelry 18%
- Gold Jewelry 10%
- Platinum Jewelry 2%
- 89% of retailers say they are optimistic that silver jewelry sales will continue to grow.

SPS Director Michael Barlerin commented, "The Silver Promotion Service is obviously gratified by what the survey demonstrated. Silver's outstanding performance was the result of multiple inter-related factors, including the fact that 62% of retailers reported they had increased their inventory on average of 24%". The survey, conducted by INSTORE, was fielded in February this year. This was the eighth consecutive year that SPS has commissioned such a survey.

The Silver Promotion Service was introduced in 2008 by the Washington DC based Silver Institute. The objective of the SPS is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit [www.savorsilver.com](http://www.savorsilver.com)



### Louis Newman Spectacular Selection

Louis Newman Inc. is presenting a spectacular selection of important diamond rings all set in platinum. #O63001 Center: oval brilliant 7.01ct D SI1, GIA, side stones: 1.30cts round brilliant, \$358,000 msrp. #O61001 Center: oval brilliant 5.07ct F SI1, GIA, side stones: 2-0.47ctw, \$215,000 msrp. # O63002 Center: oval brilliant 5.39ct I VS1, GIA, side stones: 2-0.86ctw \$145,000 msrp. #CU66002 Center: cushion modified brilliant 6.01ct E SI2, GIA, side stones: 1.30ctw \$165,000 msrp. #CU61010 Center: cushion modified brilliant 7.10ct J VS2, GIA, side stones: 2-1.32ctw \$177,000 msrp. #E63008 Center: emerald cut 6.02ct H VS2, GIA, side stones: 2-0.68ctw \$270,000 msrp. #E60013 Center: emerald cut 9.18ct D VS1, GIA, side stones: 2-0.68ctw msrp \$1,300,000. For more information call 888-819-2626.



CU6101



O63002



E60013



E63008



O63001



O61001



CU66002



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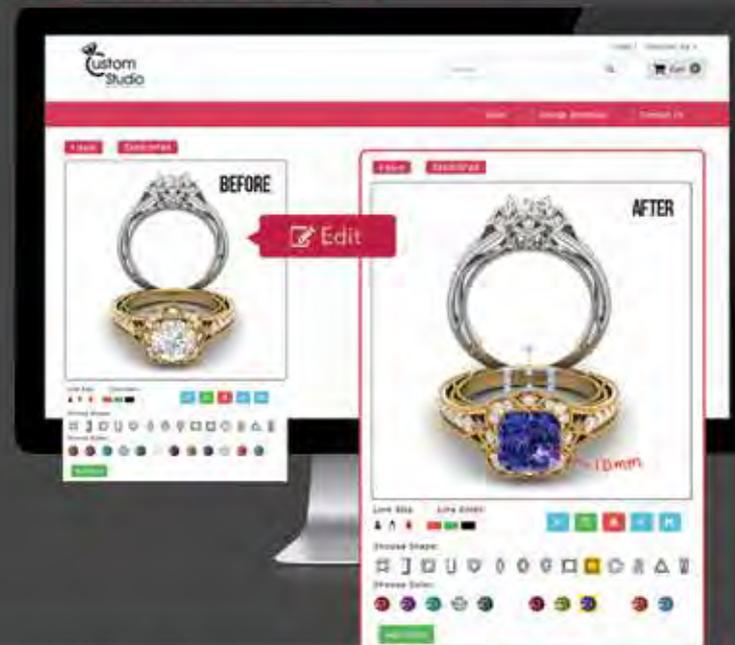


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## Rock and Gems

Cacoxenite amethyst and diamond necklace set in 14K rose gold. MSRP: \$1,400.

310-871-5360



## M Spalten Fine Jewelry

Opal princess ring stack (three pieces). Pear and oval shape Ethiopian opal and diamond ring set in 18K rose gold. MSRP: \$4,740.

210-865-0923



## Forge by Benchmark

Beautifully rugged, this 8mm comfort-fit Tantalum and black titanium band is intricately patterned with a unique fractured stone design. MSRP: \$615 - size 10.

205-232-7642



## Belle Étoile

Little Stars Pastels Bangle. Multi-colored stones pavé-set into rhodium-plated and rhodium-plated, nickel allergy-free, 925 sterling silver. MSRP: \$225.

415-626-9223

## Artistry Ltd.

Zelda dangles with 0.80ctw of graduated yellow sapphires and 0.43ctw of diamonds set in 14K yellow gold. MSRP: \$3,100.

888-674-3250



## Mastoloni

Radiant and romantic trumpet earrings offer a traditional pearl bridal style, elevated by a glittering diamond deco style accent set in 18K white gold. MSRP: \$1,495.

800.347.3275



## Jordana Adrienne

Asymmetrical Bar Necklace with Diamonds Available in: 18K yellow, white, and rose gold with 0.20ctw diamonds. MSRP: \$1,550.

917-608-7227





## Jyes International

Flower brooch made in 18K white gold with 4.39ctw round diamonds, 1.4ctw baguette diamonds, and 0.98ctw marquise diamonds. Price upon request.

415-621-8880



## Michou

From their one-of-a-kind collection. Sterling silver 22K gold vermeil with 29ct carved tanzanite accented with green tourmaline. MSRP: \$5,995.

530-525-3320



## Thistle & Bee

Stylish sterling silver diamond cuff (0.40ctw). MSRP: \$1,465.

212-594-0418



## E. Shaw Jewels

Luxurious gemstone fringe bracelet. Green onyx, moonstone, labradorite, freshwater pearl, chalcedony, malachite, and pyrite with 14K yellow gold-filled and gold vermeil accents. MSRP: \$300

212-226-2224

## Ed Levin

Nautilus pendant in sterling silver and 14K with a 6mm blue topaz MSRP: \$319.

800-828-1122



## Rembrandt Charms

Charms for the entire bridal party. Mother of the Groom bracelet. MSRP: in sterling silver (as shown) \$100. Also, available in gold.

800-828-7840



## Bellarri

This enhancer is from the Aladdin Collection featuring a gorgeous array of vibrant multi-gemstones surrounded by rich inlays of black Mother-of-Pearl and beautiful diamond accents. MSRP: \$3,350.

800-255-0192



# ARE YOU

By Jim Ackerman



# A JEWELER OR A MARKETER

# OF JEWELRY AND GEMSTONES



Let's return to basics. Not just the basics of the jewelry business or even the basics of marketing. We're going back to the basics of business. What it means to be in business; to own a business.

Let's start with a question.



No, really. This is a vitally serious question.

Ask 100 jewelry store owners what business they're in and they'll tell you, **"I'm a jeweler,"** or, **"I own a jewelry store."** Some may say, **"I'm in the jewelry business."**

**NOPE!**

If you own the shop, you may think you're a jeweler, but the day you took ownership of the business is the day you became something different. That's the day you became a marketer of jewelry and gemstones and you were no longer a jeweler.

The late, great business leader Peter Drucker said in effect, "The only two legitimate functions of business are marketing and innovation. The rest are expense."

When you own the business, your primary function is to "bring in the business."

Other people can be found to do virtually everything else; buying and managing inventory, managing employee schedules, training, accounting, you name it. But if you fail in the function of bringing in the business, you have no business. Dare you abdicate this responsibility?

Unfortunately, most independent jewelers never realize these important truths and that accounts for their lack of prosperity.

For example, one jeweler has been in business for three generations and yet is generating less than a million dollars a year in gross revenues. Another opened just three years ago and is already enjoying a multi-million dollar business.

How can this be?

Some would chalk it up to luck, location, up-front capital, etc. But the truth is, the difference is probably marketing. The jewelry store owner who focuses on marketing will be the one who makes the most money, even if his skills, inventory, and location are inferior. This is the businessman who realizes his primary function is to bring in the business.

Bill Warren owns a store in the tiny burg of Hudson, NC, population 4,000. He also owns a beach house on the coast and spends about a week a month there. He has set up his business so he only has to work 3 quarter time at the store and has focused on his marketing so that he consistently pulls well over a million dollars a year out of that little town.

But if he saw himself as a jeweler, he would never have been able to build such a business or enjoy such a lifestyle. He'd be too busy on the bench.

# Let Me Count The Ways...

If you are sitting at your desk asking yourself how can I become a better jeweler, how can I make more profit or how can I plan better for my future, the answer is easy. Join the Independent Jewelers Organization.

Fifteen years ago, I started asking myself all of these questions and didn't know the answers or where to find them. Then we received a phone call that changed our business from the moment we went to our very first IJO conference. At every IJO show, I learn something new, innovative and exciting! They really get me amped up to get back to the store and get focused on improving my business.

Along with fantastic shows, IJO has so much value for the money. I couldn't even tell you how much the annual dues are – it's irrelevant compared to the wealth of knowledge, benefits, relationships and money I have gained from being a member for the last 15 years. IJO is always moving forward and thinking about our future. From having the best 190 vendors to offering great benefits like an online chat forum with the members and vendors to communicate and share ideas. You never feel alone.

If you love to travel as much as I do, then attending their buying shows twice a year is always an awesome adventure in exciting destinations. You can fly overseas twice a year for their Antwerp Diamond Buying trips. Their Antwerp program is one of our biggest assets to position our store as "the" diamond store in our community.

I can't tell you the countless ways IJO has made me a better jeweler and businessperson, you will have to experience it yourself. When you join, I'll be happy to help you or answer any questions you may have. Call Penny Palmer and sign up to come to our next show in Seattle in August. You will not regret it!



**Rachel Hardester, Lee Ann's Fine Jewelry, Russellville, AR**

**The next IJO Conference takes place in Seattle, August 4-8.**



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

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

# ARE YOU A JEWELER OR A MARKETER OF JEWELRY AND GEMSTONES



There are only three ways to grow your jewelry enterprise...

**Get more customers**

**Increase your average sale**

**Get your existing customers to come back  
and buy more often.**

Bonnie Harris Frey of Harris Jeweler in Troy, OH generated thousands of dollars on several sales bringing in new customers by doing a Guest/Host Joint Venture with the local gun shop and range. And because both parties to the joint venture promoted the offer exclusively through email, it cost them next to nothing to do!

Michael Marusak is an 18 year-old freshly graduated from high school and beginning a career working for his father, Carl at Ace Diamond Jewelers of Deerborn, MI. By using the store's up-selling and add-on selling system, Michael was able to get a customer who had come in for a \$250 wedding band, to walk out with a \$48,000.00 diamond.

And Hadley Perry Pacheco of Perry's of SouthPark in Charlotte NC employed a unique strategy for getting existing clients back to the store for her annual, pre-holiday, Customer Appreciation event. By sending a unique set of letters – instead of the normal postcard invitations – Hadley generated \$298,000+ in revenue in just one week, compared to only about \$200K for the previous year's event.

Odds are you have spent considerable time and money to become the professional that you are. You have time on the bench; you may have paid for substantial training to become certified as a gemologist; you unquestionably have countless hours invested in learning your craft. In addition, you may have taken business courses, even gotten a degree. You may have taken special classes on accounting or other business disciplines.

What have you done to become the marketer that you need to be? Have you invested the same kind of time developing and honing the skills you need to run the "engine" that truly drives your business?



**Jim Ackerman**

Jim Ackerman is President of Ascend Marketing, the only source of marketing and advertising TRAINING for jewelers. Jim has teamed with jewelry sales and management icon, Shane Decker to create the Ultimate Jewelry Sales & Marketing Boot Camp, to be held in Denver and Atlanta in August of 2017. For details go to: [www.ultimatejewelrysalesbootcamp.com](http://www.ultimatejewelrysalesbootcamp.com).

Start with a simple commitment of 30 minutes a day. Set aside at least a half hour a day to work on the marketing systems of your business. (Remember, that is to work on developing and implementing marketing systems, not operating them.)

If you don't have an up-sell/add-on selling system in place, that would be your most lucrative place to start. Determine what the pieces of the puzzle are for such a system, then decide how many 30-minute sessions it will take to develop all of those pieces. If it will take 10 sessions, you will have your new system ready to put in place in 10 working days. After you've done your first project, select another – perhaps a formal referral system – and begin working on that the same way. Put in your 30 minutes and stop at the end. Become a marketing machine, simply putting forth the effort for just the time you have committed to on a daily basis.

The key is to remain true to the commitment. Set an appointment with yourself and honor it. Unless the building is literally burning down, do not let anything – even clients – interfere with this effort.

Finally, if you're not skilled as a marketer, it might be a good idea to get some help. This does not mean simply abdicating your marketing responsibilities. It may include some delegation. It certainly includes getting some training, and gathering some resources. Consultants, ad agencies, trainers, books and audio programs... these are all resources. But remember that resources are there to help you accomplish your responsibilities to bring in the business, not take over that job for you. Ultimately the responsibility can only rest with you, the owner.

This is some of the most powerful and useful advice on marketing you will ever receive. Fail to heed it at your own peril. Follow it and you will quickly, easily, add tens of thousands – maybe even hundreds of thousands of dollars in revenue to your enterprise.

Jim is also offering Retail  
Jeweler readers a FREE

**SPECIAL OFFER**

Marketing Fitness Check-up (\$397.00 value) to provide jewelers with at least 3 simple-to-implement marketing recommendations to get more customers, increase average ticket or get existing clients back more often.

Interested jewelers can get details  
at: [https://ekk89994.infusionsoft.com/  
app/form/mfc](https://ekk89994.infusionsoft.com/app/form/mfc).



START A CHAIN REACTION.

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1978



# DON'T GET SEDUCED BY THESE SERVICES AND VICIOUS CYCLES



Because time is precious and we hate to waste it, we are always looking for faster ways to do things.

A GPS gives you the power to find faster routes to destinations; phone apps can give us faster ways to shop; there are new smart devices of all types to help manage your time and clean your home faster. Business owners are often looking for faster ways to do even a lot more, like payroll, accounting, product reordering, and marketing. Each of these functions can be outsourced or automated to some degree, thus freeing up the business owner's time.

On the other hand, there are companies that offer services, which claim to be lower cost and make a business owner's time more efficiently spent. Payroll services offered directly from your bank or Quick Books Online are two such applications that even can be used from your smartphone. Website services like WIX, Weebly, Squarespace, and Shopify claim how easy it is to create a website using their service. And, they also claim you can edit those websites right from your smartphone, too.



Once you choose accounting software, POS software, graphic editing software, and even website software, there's little chance that you will switch to another version. The reason is the software you choose is directly linked to your business processes. When software starts to slow down, most people, including me, are more willing to switch to faster computers and smartphones instead of investigating potentially better software that would interrupt existing processes. Even though a new system may be better, the interruption in the business is too great of a barrier to exit, and therefore the status quo is maintained.

WIX, Weebly, Squarespace, and Shopify make it so easy to build a website that it seems unwise to move to a harder to use system. Harder is usually equated to longer time to manage or having to hire an employee or agency to maintain the site, which leads to higher costs. What are often overlooked are the added benefits of control, advanced tracking, and customer interaction needed to grow your business to the next level. Each of the Shopify systems provide the illusion of easy control while hiding the reality of limitation and increasing costs.



Recent ads from the Shopify companies make it seem like it's a real benefit for businesses to use their service. There is no

doubt that the ease of use benefit is real, and that's the most alluring factor. Each of those systems was designed to make the website management process faster, but they were not designed to create fast websites, efficient code, good SEO, customer tracking, or help you with your online marketing. Of the four systems, Shopify is probably the best one for tracking customer actions and built-in SEO, but they still have a lot of limitations.



A while ago, Google said they would start ranking websites according to the quality of their code. Well-written code is usually shorter, more efficient,

and yield faster websites. Poorly written code is usually longer and referred to as "code bloat." The Shopify systems allow you to edit the sites quickly. Once you start adding features to your website, your code bloat increases, which leads to a drop in performance speed and usability of your website. Even though Google warned about code bloat more than a year ago, it's only recently that my research shows a correlation between code bloat sites from Shopify and the ranking of a website.



By Matt Perosi



As Andrea Hill often asks, “are you a web designer or are you a jeweler?” The reason for the question is to make you realize that you should focus on your core competency, which is jewelry design, repair, or sales. Although the ads from companies like WIX, Weebly, Squarespace, and Shopify might make it seem like setting up our own website is a simple afternoon task, the real truth of wasted time is revealed when you take that question and replace the words web designer with accountant, marketing director, or payroll manager. Even though the intention might be to save a few pennies on outsourcing or hiring employees, every time a jeweler focuses part of their attention on some other task they must take that time away from their core competency. This usually leads to lower sales, which leads to more expense and employee cutbacks, which leads to the owner trying to do even more of the work they should not be doing. This vicious cycle can lead to company decline.



The alluring ads from Shopify companies make it seem like well established businesses should use them. In my view, these services are only good for start-ups who eventually intend to migrate to something better. Established businesses have a history, community involvement, customers, and have a choice to use the internet for enhanced customer service more advanced than what WIX, Weebly, Squarespace, and Shopify can offer. When choosing a software for your business you should always choose something that will allow you to grow and expand over time; when it comes to website software, those Shopify systems simply don't have the expansion needed and are a step in the wrong direction.



**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.

# MAKE WAVES



*Want to start a virtual tsunami in sales? Intuitions delivers. Made of stainless steel and featuring a single diamond and message on every piece, its appeal ranges from baby boomers to millennials. It's available in cuff and adjustable friendship styles to fit every wrist. And it's guaranteed to create the momentum you need to profit exponentially.*



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GROUP



### Maximize Return on Pre-Owned Inventory

Worthy offers a new service to help jewelers sell pre-owned inventory. For jewelers who buy pre-owned jewelry and accept trade-ins, Worthy can help the jeweler get the best price.

Worthy's powerful auction platform matches the jewelry with hundreds of professional buyers who compete for the item. Provide Worthy with a description of the item and receive an estimate. The item is then sent to them for grading and authentication. Worthy then provides a guaranteed price for cash. Worthy is risk free. The jeweler sets the minimum. If Worthy doesn't get the jeweler's price the item is sent back to the jeweler. Worthy pays the shipping.

As the show and buying season draws closer this service could help turn excess inventory into cash which could be used for new purchases or other expenses. For more information visit [www.Worthy.com/jewelers](http://www.Worthy.com/jewelers) or email: [regina@worthy.com](mailto:regina@worthy.com).



### JBT Announces Board Members

The Jewelers Board of Trade is pleased to announce the election of the following Officers and Directors to its Board at the Company's Annual Meeting on February 15, 2017, and Board Meeting on March 15, 2017.

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

- Chairman: Todd Wolleman, Leo Wolleman, Inc., New York, NY
- First Vice-Chairman: Michael L. Kaplan, Rocket Jewelry Box, Inc., Bronx, NY
- Second Vice-Chairman: Ann S. Arnold of Arnold Advisory Group LLC, Norwood, NJ
- President: Anthony J. Capuano
- Secretary: Brenda M. Pimentel
- Treasurer: Anthony J. Capuano

Newly elected to the Board for a two-year term:

- Mr. Jeffery Corey, H. E. Murdock Company Inc., Waterville, ME

Mr. Corey began his jewelry career in the family jewelry store working with his father. He is currently VP, Marketing at H. E. Murdock Company Inc., Waterville, ME and currently serves as Vice Chairman of JA Political Action Committee, on the Board of Jewelers



Jeffery Corey

for Children and the De Beers Forevermark Advisory Council.

- Mr. Michael Pelto, Jewelers Mutual Insurance Company, Neenah, WI

Mr. Pelto, an experienced IT professional, joined Jewelers Mutual in 2016 as Chief Intelligence Officer. Prior to Jewelers Mutual, Mr. Pelto held senior leadership roles at Kohl's Corporation, MillerCoors, and Miller Brewing.



Michael Pelto

- Mr. Richard Seufert, HSBC Bank USA, N.A., Rehoboth, MA
- Mr. Seufert joined HSBC in 2004 and helped create their Precious Metals, Diamond and Jewelry group. He is currently Senior Vice President and manager of that division and has over 30 years of commercial banking experience.

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

- Danielle Ingwer Cohen, Leo Ingwer Inc., New York, NY
- Brian D. Fleming, Carla Corporation, E. Providence, RI
- Kevin Green, Seiko Corporation of America, Mahwah, NJ
- Michael L. Kaplan, Rocket Jewelry Box, Inc., Bronx, NY
- Richard Katz, Richline Group, Inc., Mount Vernon, NY
- Avi Raz, A & Z Pearls, Inc., Los Angeles, CA
- Pinny Rubin, Quality Gold Inc., Fairfield, OH

The following Board members continue to serve their existing terms:

- Ann S. Arnold, Arnold Advisory Group, LLC, Norwood, NJ
- Ira Bergman, The Gordon Company, Inc., Pompano Beach, FL
- David Bonney, Lux Bond & Green, Inc., West Hartford, CT
- Edward N. DeCristofaro, LDC, Inc., E. Providence, RI
- Roderick H. Lichtenfels, W. R. Cobb Company, E. Providence, RI
- Nilesh Sheth, Forever Collections, Inc., Los Angeles, CA
- Richard Weisenfeld, Riva Precision Manufacturing, Brooklyn, NY
- Todd Wolleman, Leo Wolleman, Inc., New York, NY



David Bonney

The following Advisory Board members continue to serve their existing term:

- Phyllis Bergman, Mercury Ring (Div. of Interjewel USA, Inc.), New York, NY
- Richard Greenwood, A. F. Greenwood Co., Inc., New York, NY
- F. Daniel Pharr, Pharr Valuation & Business Svcs. LLC, Richmond, VA

### Roman and Jules Color Label

Roman and Jules lights up precious color with their new Color Label Collection. Superlative quality fancy yellow diamonds and color gems are the hallmark of this new grouping. The pieces pictured from the collection are crafted in 18K white gold and are set with brilliant white diamonds accenting ruby (\$37,225 MSRP), sapphire (\$21,125 MSRP), and fancy yellow diamond (\$48,625 MSRP).

For more information call Roman and Jules at 516-498-8282.



### MJSA Announced Vision Awards

Since its first winners debuted at the 1992 Expo New York, MJSA's annual Vision Awards competition has showcased outstanding jewelry design. In its 26th year, MJSA continues to expand the focus beyond just design to the business of design. We look forward to see the exciting things that designers will create.

MJSA ensures the Vision Award winners receive the recognition they deserve by promoting their triumph through the industry's leading publications, which will include The Retail Jeweler, InStore, and Metalsmith, and the association's own MJSA Journal special awards issue in August.

In addition, the winning entries were on display for thousands of buyers and exhibitors during the March 2018 MJSA Expo in New York City, the show for professional jewelry makers and designers. Other prizes include gift certificates of up to \$500, courtesy of Rio Grande, cash awards, book libraries, and, for student winners, scholarships up to \$1,000.

## CATCH FIRE



*Want to ignite an explosion in sales? And see traffic heat up and stay hot? Angelica lets you capture new and profitable trends with ease. Made from eco-friendly recycled metals, this top-seller has something for every passion and preference. And it's guaranteed to help you create the kind of momentum you need to grow and profit exponentially.*



### New Damascus Steel Collectors Knives

Luxury Gitware by Jere has introduced a new collection of Damascus steel collector's knives; the Luxury Knife Collection. The word "Damascus" goes back to medieval western cultures and refers to an earlier style of craftsmanship that first emerged in India around 300 B.C. This craftsmanship was prolific at the time and was likely named for the region that made it famous. Their unique, hand-crafted collectible Damascus steel blades have over 250 layers and the hardness is 56-60 H.R.C. The handles are made of abalone shell, different hard woods from all over the world such as rosewood, sandal wood, micarta, camel bone, buffalo horn and other exotic materials.

Each knife comes with a certificate of authenticity plus a leather sheathing in a beautiful custom black gift box. The smaller pocket knives come with a leather tassel and silver plated trim. Luxury Knife Collection is offering a single collector case plus a case that holds 12 knives made of tiger wood and zebra wood. As a promotion when buying 8 knives assorted Luxury is offering a large case made of mapa burl wood that can be used as a knife display or gun collector case.

A broad selection of available styles includes folding pocket knives and fixed blade knives. A new addition is a set of three Damascus Chef Knives that come in a soft custom made leather sheathing. The Luxury Knife Collection of damascus steel collector's knives are perfect year round man's gift or a gift from the ladies, groomsman gifts, birthday or anniversary. Call 770-421-8880 for more information.



### Retail Linx Attempts To Change Face of E-Commerce

Anyone who attempts to start two online businesses must really be adventurous and optimistic. In the real world, 90% of such ventures fail within the first 120 days. Retail Linx has boldly created two innovative online platforms that addresses the needs of sellers and retailers in a way no one has done

before with Ivanzi.com, a curated marketplace designed to empower emerging brands, and IvanziPop.com, a one-stop shop for those seeking event or retail space.

Ivanzi.com is a private online marketplace where emerging domestic designers can sell their goods to established retailers and independent boutiques looking to add variety and spice to their stores. It is essentially a 24/7 trade show, but from the convenience of your computer. One of the main selling points of Ivanzi.com is that it offers its customers targeted marketing campaigns and pursues tailored demographics to ensure a high conversion rate. Another distinguishing feature of Ivanzi is the innovative "Joint Sale", allowing suppliers to display products on retailer's shelves. Ivanzi will be available only to domestic sellers nationwide.

Ivanzi.com's sister site, IvanziPop, can be thought of as an "Airbnb for retail real estate" for customers seeking space for an event, pop-up store or long-term storefront. The website enables property owners, brokers and retail space owners to list space available to be rented by customers for an agreeable amount of time from one hour up to one year. IvanziPop addresses the biggest concerns facing small and large businesses - increasing overhead costs, inventory management, surging retail expenses and limited opportunity to place merchandise in brick and mortar stores. Its services not only benefits smaller shops with little capital, but also big box stores and independent retailers looking to reduce real estate and overhead expenses. Upon initial launch on March 22nd, IvanziPop will only be available in the New York City area, with plans to expand later in the year.

For more information please contact Abdul Thonayan at 646-661-6696.

### Second Jewelry Industry Summit Declared A Success

The organizers of the Jewelry Industry Summit announced today the publication of the final report on the recent meeting in Tucson, Arizona. Nearly 150 people from 14 different countries came together to continue the work begun in New York in March of 2016, to take collective action towards strengthening our sustainable and responsible supply chain. The goals of the second Summit included:

- The development of a shared vision for key segments of the industry supply chain that support the broader industry vision for sustainable business and responsible sourcing.
- Another important goal was to develop practical tools and strategies that are easily accessible, allowing businesses to make progress through continuous improvement.

The Summit report, available at: [www.jewelryindustrysummit.com/responsible-jewelry-stories/2017-final-summit-report](http://www.jewelryindustrysummit.com/responsible-jewelry-stories/2017-final-summit-report), describes the results of the two-day interactive and facilitated workshop in Tucson. Updates were delivered on the initiatives kicked off at the previous Jewelry Industry Summit in March 2016, including the communication and marketing initiative #ResponsibleJewelryStories. Building on existing efforts and generating new initiatives, participants at the Second Summit engaged in dynamic and innovative ways to make their mark on the responsible jewelry movement.

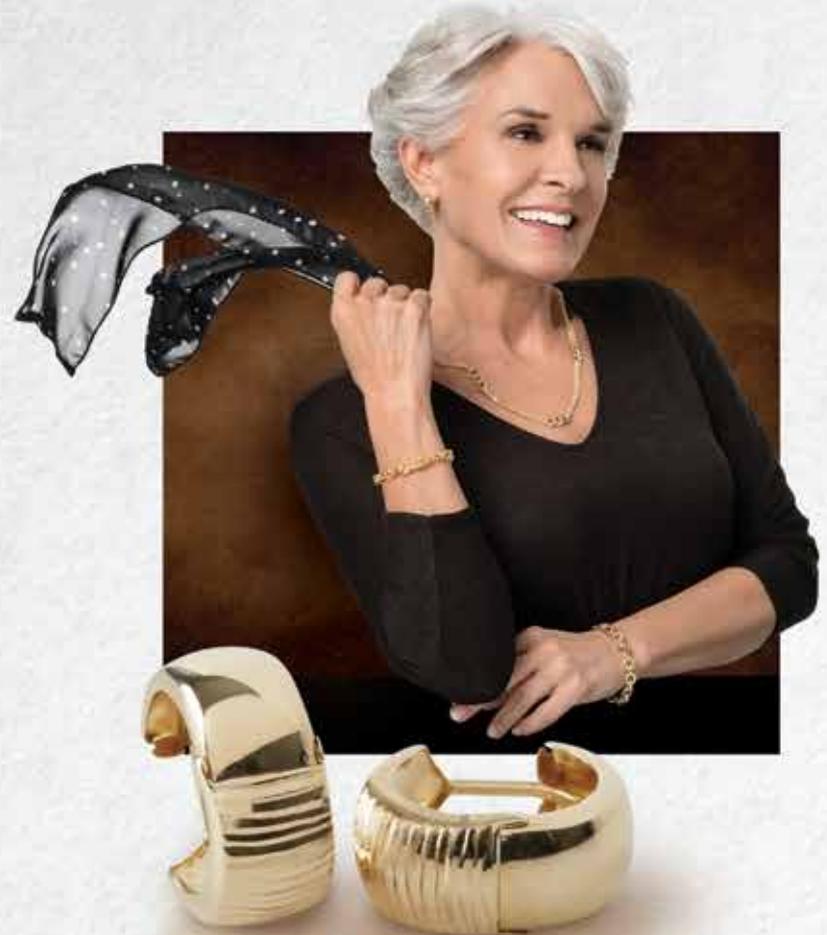
The initiatives created touch on a broad range of the jewelry supply chain and reflect the creative ways that anyone can participate in advancing the Summit mission, including some of the following:

- **The Small Jeweler Ethical Toolkit:** A virtual toolkit to aid small jewelers in understanding the issues and existing standards in the jewelry industry. It also aims to provide resources and tools to help small jewelers on their ethical journey.
- **Sales Associate and Consumer Training:** Getting the message out! This initiative exists to provide training and knowledge on responsible practices for retail associates in the jewelry industry. By educating those selling the products, the message and story of responsible jewelry can be further disseminated to consumers and the public.
- **The Bahia Golden Rutiled Quartz Mine to Market Sustainability Model:** A model to guide sustainable development in mining, environmental stewardship, value-added activity, parallel activity in organic agriculture, and geo-ag tourism. This model highlights and exemplifies the positive global impacts made possible by committing to responsible and ethical jewelry practices.

These initiatives, among many more, will be implemented throughout the year by a group of industry volunteers energized by their attendance at the Summit who are committed to ensuring that these projects succeed.

The Summit report also highlights the speakers who educated attendees on their work on sustainable supply chains in the electronics industry, explained the meaning and implementation of "Conscious Capitalism," and shared insight on the effective marketing and communication of sustainable practices.

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# LOOK BOOK

By Jackie LeBental

## {The Beauty and its Shell}

For centuries natural pearls have been held as one of the rarest gemstones, although many variations of pearls exist, a true natural wild pearl with all of its luster is a rarity. Each pearl whether, Akoya, Freshwater, Tahitian or South Sea, has its unique and exquisite beauty that each one of these designers has captured.

### 01

#### Amy Glaswand

There is something sophisticated about blending architectural curves with precious gemstones and metals. Amy Glaswand, has an extensive background in both costume design and metalsmithing, which gives her the foundation to transform her original ideas into bold and classical styles. I have had my eye on this fabulously chic white pearl and diamond ring set in 18K yellow gold for a long time.

**MSRP: \$3,150.**

[www.amyglaswand.com](http://www.amyglaswand.com)



### 02

#### Bridget King

Mix and matching styles, is a trend that has been around for centuries. Edgy, fresh, and modern, Bridget King designs for the woman who likes to layer. Her collections offer the perfect everyday pieces with any outfit. I adore this pearl and diamond bar necklace set in 18K white gold. It's on my wish list! Available in yellow and rose gold.

**MSRP \$980**

[www.bridgetkingjewelry.com](http://www.bridgetkingjewelry.com)



### 03

#### Eli Jewels

There is something to be said about a family of jewelers. For decades Eli Jewels, proudly named after the family's founder and father Eli, have been mastering the art of jewelry design. From beautifully crafted engagement rings to high fashion fine jewelry collections, this band of brothers continues its legacy in an ultimate way. I fell head over heels for these black and white diamond pave hoops featuring stunning South Sea pearls set in 18K white gold.

**Price upon request**

**201.291.4200**



### 04

#### Laura Medine

Capturing the spotlight, the exquisite designer Laura Medine has truly turned jewelry design into wearable art. This amazing gemstone encrusted white and golden baroque pearl ring set in 18K yellow gold is a gorgeous statement piece. Your hand will be the talk of the night!

**MSRP: \$3,000.**

**212.986.5700**



#### 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).

05

### Kimberlin Brown Jewelry

Organically created, this extraordinary designer who produces all of her pieces by hand in her studio, pushes the limits with design. Each piece is so unique and original, you feel like dancing when you put one on. This high crafted bangle with golden South Sea pearls set in 18K yellow gold has me dreaming of summer nights at the beach.

**MSRP: \$3,886.**  
917.478.8441



07

### Super Bell Jewelry

Dedicated to jewelry design, Super Bell Jewelry has been supplying our industry with unique and fresh looks for over 20 years. From classic bridal styles to today's modern themes, this jewelry powerhouse offers a multitude of highly crafted designs. This freshwater pearl pendant surrounded by diamond, multi-sapphire and tanzanite's set in 14K yellow gold is the perfect summer accessory.

**MSRP: \$1,939.**  
212.362.2773



09

### Stuller

When you hear the name Stuller, you know you've come to the right place for anything jewelry. One of the largest manufactures in our industry, owner and founder Matt Stuller has revolutionized how we think about the jewelry. From seminars to training, to findings and chains, to gemstones and finished jewelry, this kingdom of essentials is a necessity for your business. These on trend freshwater pearl and diamond ear climbers set in 14K yellow gold are a must have.

**MSRP: \$768.**  
337.262.7700



06

### Halleh Fine Jewelry

Designer and founder of Halleh Fine Jewelry, Halleh Amiralai has been strutting her runway worthy designs since 2008. Slightly obsessing over her original and forward thinking creations, I fell in love with these bold fashionista diamond baguette and white pearl earrings set in 18K yellow gold. They are some serious ear candy

**MSRP: \$7,395.**  
646.389.0109



08

### Imperial Pearl

For decades, the Bazar family has been proudly sourcing the world's most luxurious pearls. One of the largest independent pearl companies in the US, they've established a pearl standard with both retailers and consumers. Classically modern, each collection is built around their beautiful pearls showcasing their luster and elegance. I'm completely swooning over this 14K rose gold freshwater pearl and amethyst ring!

**MSRP: \$750.**  
800.556.7738



10

### Anzie

The fabulous ladies of Anzie have been creating stylish and chic jewelry designs for over 15 years. Canadian born, this amazing mother and daughter team captures how women accessorize the everyday jewelry wardrobe. From precious color gems to diamonds, there are so many styles to choose from you end up wanting them all! This freshwater pearl and pave white sapphire pendant set in sterling silver is one of my favorites.

**MSRP: \$295.**  
888.341.2604





## The Edge Retail Academy Launches Tiered Business Academy Programs

The Edge Retail Academy (ERA), the Omaha based retail jewelry consulting company, officially launched its all new Business Academy services in time for the spring 2017 selling season.

The new highly customized, itemized consulting service plan identifies key challenges and areas of improvement for a given retailer and then aligns that retailer with ERA Business Advisors who have expertise and experience in that particular area.

Starting at only \$695 per month, with no contractual commitment, a retailer can gain access to a wide variety of itemized services that relate specifically to the store's goals and objectives. The program offerings are tiered based on the retailer's budget. As an added benefit, retailers participating in the Business Academy program also gain free entry to the ERA/Edge two-day educational conference.

"We are excited to bring our clients these dynamic new business solutions in an evolving and rapidly changing retail market," said David Brown, President of The Edge Retail Academy. "Let's face it – retail strategies from just a few years ago are no longer working, just as today's effective strategies will not work in two years' time. I am proud to offer highly customized, cutting edge tools that lead to constant and continual improvement for our clients."

Categorized by Silver, Gold and Platinum levels, the new Business Academy Program offers an array of itemized services from customized sales plans and business development programs to analysis of sales performance and recruiting, as well as inventory strategies and retirement/succession planning.

Each participating retailer can customize the ERA services based on their specific challenges and their commitment level. In addition, each client receives consulting, training and/or assistance in the specified area from an ERA Business Advisor with expertise in that particular field.

"I am so pleased that The Edge Retail Academy has an updated menu of services in their Business Academy," says Dan Levinson of Ellis Jewelers in Concord, NC. "I can now work one on one with any of their Business Advisors, based on their specialty and my store's specific needs. And the best part is it's included in my monthly Business Academy fee. These

added services make my monthly membership an even greater value and will prove highly effective in helping my team reach its goals more efficiently."

For more information, visit [www.edgeretailacademy.com](http://www.edgeretailacademy.com) or contact Becka Johnson Kibby at [Becka@EdgeRetailAcademy.com](mailto:Becka@EdgeRetailAcademy.com) or 714-925-2456.

## Legor Group USA launches Casters Blend and Premium Blend Investment Powder

LegorGroup USA has teamed up with Whip Mix® to manufacture an American Made, high-quality casting investment powder for the jewelry manufacturing market; selling under the brand names, FOV Investment: Caster's Blend and FOV Investment: Premium Blend.

Legor Group USA Director, Rusty Heath states: "It's important to recognize that quality castings begin with quality consumables."

Precise pattern duplication can be achieved from the highly smooth surfaces the investment creates. Extended working time beyond traditional 9-10 minutes, upwards of 13 minutes, allows for precision in preparation and no more worries about the high shear/high speed mixers reducing the working time! The wide tolerance range of water to powder mixing ratios makes it easy to use. Highly repeatable results will cut down production time saving you money.

Designed to work with the majority of your gold and silver casting needs, FOV Investment: Caster's Blend is also perfect for brass and bronze. FOV Premium Blend is specially formulated for higher temperature alloy requirements, such as palladium white gold.

Available in 44lb box and 10.5lb bag from both locations; New Mexico and New York.

For more information, contact Rusty Heath at 844-428-8335 or [info\\_usa@legor.com](mailto:info_usa@legor.com).





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## Riva Precision, Rebrands with New Logo and Website

Riva Precision Manufacturing, a full-service provider of designer-driven manufacturing solutions for the jewelry industry, launched a refresh of its corporate brand, unveiling a new logo and website. The new branding represents Riva's expertise in manufacturing luxury jewelry for retailers and design houses.

From its origins as a one-man shop nearly thirty years ago to its 37,500-square foot, vertically-integrated facility in Brooklyn, Riva has become one of the nation's leading manufacturers of fine jewelry. Riva provides full-service, state-of-the-art design and manufacturing services, including product design, diamond setting, plating, enameling, chain manufacturing, tube making and polishing.

"Since our inception, Riva was built on the concept of servant leadership. We have found ourselves at the forefront of jewelry manufacturing by serving and supporting growth in both our customers and our employees," said Ted Doudak, Founder and CEO of Riva. "Our new brand represents our expertise in applying precision engineering to the elegance of the jewelry we manufacture, as well as our steadfast commitment to producing jewelry in the USA."

Riva's new logo incorporates dependability and elegance, using the metaphor of a stag. Aligned with the values and guiding principles of Riva Precision Manufacturing, a stag gleans wisdom with the passing of time; its growing antlers represent the authenticity, mastery and empowerment of experience. Tying the aesthetic back to jewelry manufacturing, a diamond is formed from the negative space created between the ten point antlers. The logo reinforces the dependability and master craftsmanship that are the stronghold of the Riva manufacturing brand.

Riva's new website, [www.rivaprecision.com](http://www.rivaprecision.com), has been revamped with a modern parallax design, providing an easy to



## New and Noteworthy

navigate overview of the company's manufacturing capabilities, company culture and core values.

For more information about Riva and their operations, visit their website or email [info@rivaprecision.com](mailto:info@rivaprecision.com).

### Stuller Hosted Mini Conference For Leading Jewelers Guild

Stuller recently partnered with the Leading Jewelers Guild to host a one-day conference at its global headquarters in Lafayette, Louisiana, giving members of the guild an entire day of education and networking.

"The Leading Jewelers Guild, a strategic alliance of independent jewelers, was invited to our headquarters prior to their March 2017 meeting in New Orleans," says Alex Graham, customer events manager. "We wanted to expose these jewelers to everything Stuller can offer them. And for most, it was the first time they were stepping foot in our factory."

The one-day event, which was similar to Stuller's Bridge® events, started with an opening from Stuller President, Danny Clark, then followed with several educational classes, including new trends in bridal to innovative developments in technology. The group also took the opportunity to tour the 600,000 square foot Stuller factory and talk with Founder and CEO Matt Stuller.

"We had an awesome time at Stuller," says Jenny Caro of Jewelry by Design in Virginia. "Hearing Matt Stuller first hand tell his story about starting his business from scratch was very interesting. He is an inspiration to the jewelry industry for what he has accomplished. I highly encourage everyone to visit Stuller's campus or to attend a Bridge Conference."

Learn more or register for a Stuller event at [Stuller.com/events](http://Stuller.com/events). Any group interested in coming to Stuller for a mini conference, should contact [events@stuller.com](mailto:events@stuller.com).



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## THE SILVER STORY...AN UPDATE

Over the past ten years or so we've become accustomed to precious metal prices at historically high levels and in a sense, we can take things for granted. Gold remains in the mid \$1200s, platinum in the mid \$900s and silver prices in the mid teens. The base prices of the three precious metals have a significant impact on the retail sales prices of jewelry products sold today. Sticker shock is as real in the jewelry business as it is in the automobile business.

So, is it any wonder then that silver jewelry has rocketed onto such a significant growth track over the past eight years and as a result has become increasingly important for retail jewelers' merchandise assortment planning. Too, silver has become the quintessential artisanal metal for fine jewelry allowing designers to design product that realistically could not be done with gold or platinum because of the significant cost differentials.

Price point merchandising has always been important in planning jewelry assortments. Building traffic for independent jewelry stores depends on a variety of factors. The demographic profile of the consumer is one. Increasingly, female self-purchase is or should be part of that planning function. Jewelers have come to recognize once you get the consumer into the store you must have a wide selection of product and price points to satisfy the desires of these shoppers.

Research has pointed the way to silver's value and attractiveness in bringing the younger woman into independent retail jewelry stores. When women look for a gift for someone else or to purchase something for themselves, the independent jewelers are in a better position to fill the role of providing the answer.

The latest Silver Promotion Service annual report of silver's contribution to the industry once again – as it has for the past eight years – demonstrates, clearly, the sales and perhaps more important, the profit contribution silver products make

to a jeweler's business. The latest report tells us about the growth story of silver. 62% of the jewelers in the study reported sales increases in their silver jewelry product in 2016 and of that number 54% reported sales increases in the range of 11% to 25%, with the overall average increase coming in at 16%! These are impressive numbers given the difficulty of 2016 for the industry.

Perhaps more important is the maintained margin story from this year's study. Silver far and away provided the best-maintained margin of all the products in the survey including diamond, bridal, gold, and platinum. Considering the fact that silver product is a favorite among the female demographic and thus an important draw to the store, silver jewelry is doubly significant to the independent retail jeweler.

### A FINAL FEW POINTS FROM THE STUDY TO CONSIDER:

- 

**88%** of silver jewelry is purchased by consumers in the **20 – 55 age range** and encompasses both female self-purchasers and female gift givers.
- 

A significant majority (72%) of the jeweler respondents believe silver jewelry is very important to their business
- 

And 89% of those retailers surveyed believe the booming market in silver will continue unabated for the next several years.

Silver makes so much sense for independent jewelers because it permits focus on unique designs from the world of creative designers and manufacturers. And, thus allows jewelers to distinguish their stores from chain operators.

**How was your silver business in 2016?  
Is the silver opportunity calling you?**

# IN 2016 SILVER GAVE A STERLING PERFORMANCE



**IN THE  
8<sup>TH</sup> ANNUAL  
SURVEY\*  
RETAILERS  
REPORTED:**

**62%**

Silver Jewelry  
sales increased  
over prior year

**54%**

Silver Jewelry  
experienced the  
best turnover

**49%**

Silver maintained the  
best margins during  
the holiday season

**89%**

We're optimistic  
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\*INSTORE Retail Survey

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



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JEWELRY DESIGN

Clean lines and brilliant design characterize Kelim jewelry. There is a rich diversity in the collection that includes over 500 organic and geometric designs that are both feminine and timeless. From observing the patterns in the kelims, Meral and Halil have developed a keen eye for elemental and architectural form in every corner of their environment. Their inspiration simply comes from being aware of the intricate beauty that surrounds us in our daily lives.

Kelim's timeless matte sterling silver styles are influenced by the natural beauty of both Turkish and Swiss cultures. Each piece is hand crafted and finished. It is modern, wearable jewelry that can literally be worn with jeans and a t-shirt or with a cocktail dress. The designs are fresh and classic, and never trendy.

"Silver is our canvas, nature our inspiration, and jewelry our art."



# KELIM

## JEWELRY DESIGN

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**Phillip Gabriel Maroof**



To better understand why the Phillip Gavriel brand continues to grow in popularity, take a look at our new Popcorn Mesh Collection. This casually elegant line is a proven seller everywhere its been shown.

High margins, great sell-through, excellent value, unparalleled customer service and the backing of one of the strongest companies in the jewelry industry – The Royal Chain Group – make the brand an irresistible choice.



Phillip Gavriel has been featured in numerous magazines including Harper’s Bazaar, Vogue and Elle. And a national social media marketing program has been created to drive customers into your store. In addition, Phillip Gavriel offers a generous and comprehensive co-op program to generate awareness in your local market.

**Discover the power and appeal of Phillip Gavriel.**

  
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Ariva's Silk Collection is classic, timeless and sophisticated. This subtle yet memorable suite blends two hand carved signature textures, spun silk and basket weave, with the soft hues of iridescent moonstone and bowenite.

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



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925 sterling silver with rhodium plate finish, satin matt/polished finish. MSRP \$375.



925 sterling silver with rhodium plate finish, scratch matt finish. MSRP \$265.



925 sterling silver with rhodium plate finish, blue topaz (3.60ct) (chain sold separately). MSRP \$205.



925 sterling silver with rhodium plate finish, satin matt/polished finish (chain sold separately). MSRP \$297.



925 sterling silver with rhodium plate finish, scratch matt finish (chain sold separately). MSRP \$325.



925 sterling silver with rhodium plate finish, blue topaz (3.40ct). MSRP \$205.



925 sterling silver with rhodium plate finish, satin matt/polished finish. MSRP \$267.



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model photography by Liam Alexandre



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Drukker Fine Gemstone Jewelry is the creation of Elena Drukker. She creates timeless, classic designs appropriate both for every day and those very special occasions. Drukker Fine Jewelry is created in small quantities and has been handcrafted in the Ukraine since 1996. Elena focuses on colored gemstones and uses the colored gemstones set in sterling silver and gold.

Elena Drukker and her artistic and engineering team create unique designs utilizing world-renowned

classical jewelry-making techniques that go back to the time of Fabergé. Even though we use contemporary technology to its fullest in the manufacturing process, most of our jewelry designs are too intricate for us to consider computer-assisted designs or manufacturing. Our jewelry is handcrafted, with each gemstone being individually prong-set by hand, which allows our jewelry to stand the test of time.

Drukker is a family business that has been in operation since 1996. During that time, Elena has created

over 2,500 different models. Drukker sterling silver jewelry is plated with both palladium and rhodium. Both metals help retain the beautiful finish of the product for years to come. The product line consists of rings, earrings, pendants and bracelets

Drukker Fine Jewelry is located located in Suburban Washington, D.C. For more information visit us at [www.drukker.com](http://www.drukker.com).



Model - #643  
MSRP - \$94  
Gemstones - Peridot



Model - #1985  
MSRP - \$179  
Gemstones - Smoky Quartz



Model - #1989  
MSRP - \$93  
Gemstones - Synthetic Opal



Model - #1992  
MSRP - \$143  
Gemstones - Garnet



Model - #1998  
MSRP - \$236  
Gemstones - Alexite



Model - #13022  
MSRP - \$107  
Gemstones - White Cultured Pearl



# Kids Rock

Okay, so you don't see seven year olds walking into a jewelry store to buy jewelry, but the people who do buy it are exactly who you want in your store. Children's jewelry is a potentially lucrative category and a bridge to even bigger sales. There are approximately 61 million children ages 0-14 in the USA. Assume half are female, the group most likely to be given jewelry gifts, that's over 30 million compared to 2 million marriages a year. Multiply that by the number of kid's gift occasions: birthdays, holidays, graduations, rites-of-passage, etc. each year and you start to get an idea of the immensity of the market and the traffic it could mean for your store. Now consider who is buying children's jewelry: parents, grandparents, family, and friends, each of whom is also a prospect for fine jewelry, from solitaires and anniversary bands to remounts and custom jewelry, for themselves or other adults.

The mechanics for capitalizing on this market are no different than any other important category. You have to stock it with enough depth and breadth to provide your customers with a variety of style and price points. You have to market it. That includes in-store displays and your usual media mix of print, direct mail, broadcast and social media. Many suppliers offer a range of marketing material to help with your success. Think of the fun you can have with window displays dedicated to children's jewelry.

So, if you're looking for a market that just keeps growing and attracts prospects who spend, look into children's jewelry.

Here's a look at what's trending now in jewelry for children.



Princesse Cultured Pearls

*Princesse Cultured Pearls* – Legacy Collection from **Byard F. Brogan**. Start with a single pearl necklace and add pearls over time. A great, repeatable traffic builder that brings customers back year after year. Their complete display package including 4 starter necklaces and 3 pearl cards for addition starts at \$326 (jewelers cost) for sterling and \$454 (jewelers cost) in 14K gold. Also included are countertop brochures, post cards, digital ad slicks, website and social media support as well as a full library of digital assets for your own campaigns and social media. Call 215-885-3550.



Kiddie-Kraft

*Kiddie-Kraft* from **Marathon** is a popular line of children's jewelry in sterling silver, gold-filled, and 14K. Individually gift boxed, manufactured in the USA with a lifetime guarantee. In-counter displays, marketing materials and catalogs are available. Call 800-451-1515.



# Kids Rock

## Grandparents by the Numbers

Grandparents represent one-third of the US population.

Grandparents lead 44 million U.S. households (37%) in the US nationwide.

Grandparents are young. The average age of grandparents in the US is 48.

Grandparents make money. 60% still have a full-time or part-time job.

23% have started their own business.

They've got money. Grandparents control 75% of the wealth in this country.

They have the highest average net worth of any other age group (\$254,000).

They spend \$2 trillion every year on consumer goods and services.

55% no longer carry a mortgage.

They account for 42% of all consumer spending on gifts.

They spend \$52 billion every year on their grandchildren alone.

63% shop online.

56% share photos online.

46% bank online.

45% are on social networks like Facebook, LinkedIn, Twitter, Yahoo! Groups.

-source: [grandparents.com](http://grandparents.com)  
[grandparents.org](http://grandparents.org)



## My First Speidel

**My First Speidel** is a wonderful collection from Speidel featuring a variety of fun, fashion, and religious charms and jewelry. For teaching how to tell time they offer *My First Tic-Toc Educational Puzzle Watch*. Pieces range from \$16 to \$39 MSRP. The countertop display is provided free with a purchase of their best seller package. For more information on **Speidel** call 401-519-2000.



## KC Designs

**KC Designs** introduces young fashionistas to diamonds with *Her First Diamond* necklace. Crafted in 14K yellow, white, or rose gold it features a 0.03ctw diamond; the MSRP is \$275. Graphics for display and social media are available. Call 800-552-3790.



# Kids Rock



## Royal Chain Group

**Royal Chain Group** and their brands *Phillip Gavriel* and *Angelica* offers a wide variety of jewelry for children in gold, sterling silver, and recycled brass. A variety of marketing assets are available. Call 212-382-3340.



## Rembrandt Charms

**Rembrandt Charms' Grow With Me Bracelet** starts a young girl with her first charm bracelet. The clasp can be attached to any link and adjusted as she grows. A small charm finishes the free end. Suggested retail as shown in sterling silver \$48. Charms can be added to the bracelet for milestones and special occasions such as First Communion. As she grows, so will her bracelet, with the addition of charms that represent who she is. Sterling silver charms starting at \$12. Complimentary Marketing Materials available including mini-catalogs with wish lists to use as a consumer take-away. For more information call 800-828-7840.



## Midas Chain

**Midas Chain** offers the adorable *So You* Collection crafted in 14K yellow gold in an array of styles with an adjustable 16"-18" chain. Gold Star, MSRP: \$139. Gold Elephant, MSRP: \$168. Gold Heart, MSRP: \$146. Call 877-643-2765.



### Andy Kohler

co-publisher of The Retail Jeweler  
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*New* and Noteworthy

**Masterful Design with Baguettes**

JYE's use of baguettes in their jewelry is a testament of their dedication to quality and design. When combined with round brilliants, the result is a very clean, classic look. The newest additions to their Luxury Collection echo the effect of the everyday elegance of their signature pieces. For more information call 415-621-8880.



**Charles & Colvard Announced the Expansion of Forever One into Additional Helzberg Stores**

Charles & Colvard, Ltd. the original and leading worldwide source of created moissanite, today announced the expanded availability of Forever One™ moissanite jewelry into additional Helzberg Diamonds® retail stores. Helzberg Diamonds is a leader in the fine jewelry industry and dedicated to offering its loyal customers exceptional value, exclusive designs and timeless jewelry.

Charles & Colvard and Helzberg Diamonds have a longstanding relationship, selling moissanite jewelry on the retailer's e-commerce website [www.helzberg.com](http://www.helzberg.com), and more recently in select retail stores. With this store expansion, Charles & Colvard is doubling the number of Helzberg Diamonds locations where its moissanite jewelry is sold.

"Our customers are seeking retail locations to experience moissanite first-hand, and we're thrilled to be able to send them to a growing number of Helzberg stores," said President and CEO of Charles & Colvard Suzanne Miglucci. "Our companies share a common customer, and this expansion initiative allows us to mutually address a market need that moissanite fulfills. Helzberg is one of the most respected jewelry retailers and considered a purveyor of fine jewelry, which aligns well with our upscale jewelry and gemstone."

# New and Noteworthy

Forever One is high quality lab-created moissanite that is designed to eliminate the artificial distinctions between value and beauty and offers an alternative fine jewelry option to the consumer who is thinking beyond traditional choices. Every Forever One gem comes with a limited lifetime warranty that protects against damage to the stone and any changes in color, clarity or brilliance.

Charles & Colvard has been creating moissanite for more than 20 years and has spent this time tirelessly refining the way it produces this beautiful, lab created gemstone. Decades of innovation have culminated in breathtaking and accessible jewelry that lasts a lifetime. For more information on Charles & Colvard Forever One Moissanite, please visit [www.charlesandcolvard.com](http://www.charlesandcolvard.com).

## Dog Fever Introduces 8 New Breeds

Dog Fever is an exciting and unique collection of jewelry dedicated to man's best friend. Dog Fever Jewelry is the ultimate fashion accessory for dog lovers!

With over 50 dog breeds available, new breeds now include the Labradoodle, Collie, Pointer, Siberian Husky, Pomeranian, Schnauzer, Welsh Corgie and the Great Dane. From Beagles to Boxers, Dachshunds to Dalmatians, Labradors to Spaniels simply choose your breed. Each piece will become a treasured souvenir reflecting the unique bond between you and your dog.

All jewelry is made from 925 sterling silver and is designed and handcrafted in Milan, Italy. The collection includes rings, bracelets, necklaces and earrings. All Dog Fever jewelry is available in silver or, for those who want to add a little lifelike realism to their furry friend, silver pieces can be hand painted in colored enamel. If you fancy some bling, Dog Fever can be custom made in 18kt gold and diamonds can be added to your dog's eyes. Each piece of jewelry is packaged in a Dog Fever gift box with an information card pertaining to the breed of the dog.

For more information please Call 561-374-0792



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Great Dane

Welsh Corgi Pembroke

Continued to Pg 72

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### American Gem Society Members Show their Support for Conclave

The American Gem Society (AGS) has announced a list of sponsors for its annual Conclave, held April 5-8, 2017 at the Loews Hollywood Hotel in Hollywood, CA. The list includes many of the most well-known and respected brands in the industry.

"These companies not only help sponsor Conclave, they demonstrate their commitment to AGS members by contributing to world-class education, networking and growing a community of jewelry professionals dedicated to consumer protection," said Katherine Bodoh, CEO of the American Gem Society and AGS Laboratories. "Their support demonstrates their commitment to excellence, values, and ethics." Jewelers Mutual Insurance Company returns as the Presenting Sponsor of Conclave. "Their continued support and dedication to the industry helps the AGS create, year-after-year, the high level of classes and networking opportunities that our members can only get at Conclave," said Ms. Bodoh.

### De Beers Takes Full Ownership of De Beers Diamond Jewellers

De Beers Group announced it has successfully concluded the purchase of LVMH's 50 per cent shareholding in De Beers Diamond Jewellers to take full ownership of the company.

De Beers Diamond Jewellers' retail network comprises 32 stores in 17 key consumer markets around the world. This includes a growing business in greater China and with Chinese clients worldwide, an established presence in London and Paris, and a new flagship location in New York City.

Bruce Cleaver, CEO, De Beers Group, said: "With its strong brand awareness, consummate diamond expertise and a commitment to responsibility, De Beers Diamond Jewellers is a trusted and industry-leading diamond jeweller. More fully integrating the De Beers Diamond Jewellers brand and store network will enable us to deliver an even more differentiated diamond offering, alongside our fast-growing diamond brand, Forevermark."

Francois Delage, CEO, De Beers Diamond Jewellers, said: "De Beers Diamond Jewellers is firmly established as one of the world's leading diamond jewellery retailers. We already have a shared heritage and strong brand link with De Beers Group. By being fully part of the Group, we will benefit even more from the unique diamond culture, established since 1888. We will continue to offer passionate and peerless diamond expertise to our discerning clients around the world."

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# New and Noteworthy

## New Columbus Jewelry Show August 2017

Jewelry manufacturers, retailers and other industry professionals will come together for the launch of a new event in August 2017 in Columbus, Ohio. The New Horizons Jewelry Show is the only show serving the Midwest and will feature more than 250 booths of well-known jewelry manufacturers and service providers.

Retailers from across the country are invited to learn of the latest trends, what's new and hot in jewelry, and prepare themselves to make the most of the upcoming holiday selling season with a unique education program focusing on sales and marketing.

"We all know, you cannot continue to do the same thing you did last year and expect to grow," said New Horizons President and Show Director, Jim Reed. "You need to continuously look at the road ahead to see the challenges and opportunities that are over the horizon." Reed has been managing trade shows

for over 33 years, 23 of those being in the jewelry industry, including the development of the JCK Show in Las Vegas and The SMART Jewelry Show in Chicago. Reed says the New Horizons Jewelry Show exhibitors and education program will prepare retailers for the challenges coming down the road and position them to take advantage of the opportunities that lie ahead over the horizon.

For more information, please visit: [NewHorizonsJewelryShow.com](http://NewHorizonsJewelryShow.com)

WHAT: New Horizons Jewelry Show

WHEN: Conference Day - Saturday, August 19

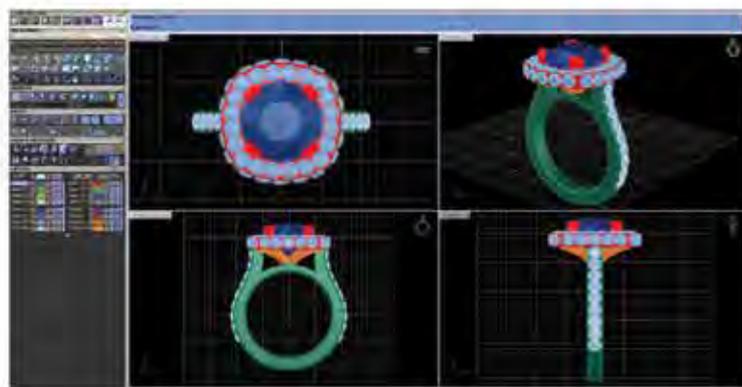
Show - Sunday, August 20 through Monday, August 21, 2017

WHERE: Greater Columbus Convention Center  
400 N High Street, Columbus, OH 43215

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## WHO NEEDS A WIZARD?

### FOLLOW THE YELLOW BRICK ROAD TO THE GEMS OF VEGAS

By Olga González, FGA DGA

Dorothy's sojourn through a Technicolor dreamscape is a fantastical feast for the eyes. There is complexity in adding modified filters onto a motion picture camera, where three colors film on three different strips, later processing separately and "printing" on the final product sent to theatres. Yet the varying moving parts allow magic to happen; the beauty in art captivates audiences, and storylines unfold. The gem shows in Vegas are similar. It's moving parts are the different shows: JCK, AGTA, Couture, Luxury, Las Vegas Antique Jewelry & Watch Show, JIS Exchange, the newly launching Jewellery Box...they're all stops along the way to the Emerald City.

Emerald City allure comes from its elevation as the standard for beauty. Like the Vegas shows, it is where trends establish, emerge and set the pace for designs and designers. What's hot in Vegas this summer? Here are some whisperings from the Wizard...

#### Ruby Red is Not Just for Slippers

Rarely does an accessory become a silver screen icon, but Dorothy's ruby red slippers are never to be forgotten. The color is intense and vivacious, and is seeing resurgence in female self-purchase. Mike Money, Partner at John Buechner (Prestige at Luxury by JCK, Booth# LUX-P1829), says "Ruby is very hot right now. Red in general is trending in a positive direction".

Tapping the ruby red heels. Saying there's no place like home...maybe that is what brings the modern Dorothy to look for ruby as the "it" center stone of the moment? Now that the doors have reopened for business with Burma, gem dealers have been showing off some spectacular Burmese wares. Not all great rubies come from Burma though; there are plenty of other fabulous sources for high quality material, like Mozambique, as well as other gems that can give a ruby red look at varying price points. Try spinel, rubellite, or tourmaline.

#### Enamel is Breaking Through

Remember the magical moment when the house plopped? Dorothy picks up Toto and her basket, and opens the door from the transitional sepia to Technicolor wonder. Every floral decadence in the garden shines like enamel...and that enamel beauty is hot for this summer.

Adding just the right boost of color to offset metalwork or a perfectly placed gemstone, artisans are turning back to this

ancient technique, capturing craftsmanship. A skill for the patient and diligent, multiple firings and steady hands are required for mastering the technique. Sinork Agdere, Owner and Designer of Lord Jewelry (Couture Show, Salon 127) says, "The beautiful fusion of fired glass on metal allows for rich colors to adorn jewelry and it is so captivating. I have devoted many years to mastering the art of enameling and it is a crucial component to my designs. I can honestly spend hours mixing and playing with different colors. What makes it so special is simply just that...the selection and possibility of colors are endless! Also, unlike paint on metal, which has a short life with an obscure look, enamel provides a long lasting, durable and incomparable color finish." Spoken like a true master of color.

Then add the Moonstone, since she fell from a Star Glenda introduces Dorothy as someone who "fell from the sky. ..(She) fell very far and Kansas she says is the name of the star." Our heroine is quick to explain the real story, but the metaphor of falling from a star hits close to home. Everything celestial is hot: the sun and the stars, yet what is especially trending is moonstone in fine jewelry. Glenda has a lot of stars on her crown and wand, but I wouldn't be surprised to see a moonstone cocktail ring donning one of her fabulous fingers. Often combined with enamels, and also used as a center stone surrounded by diamonds, it is breaking barriers as the "it" stone, perfect for bridal gifts.

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## FOLLOW THE YELLOW BRICK ROAD TO THE GEMS OF VEGAS

### Silver-ish (Tin) Man Meets The Golden Lion

When Dorothy meets the Tin Man, she comes across a man made of metal, rusted solid in the forest, and brings him back to life with a few pumps from an oil can. He melodiously wishes for a heart, which he sees as his connection to being humanlike. When she meets the Lion, he picks a fight, but cries when Dorothy reprimands him with a smack for going after Toto. One of her new friends is silver (tin really—but let's say silver colored) and the other is gold. Together, they are going to seek the all-knowing Wizard in his trendy city. This combination of two-tone, specifically silver and gold, is a look that is becoming elevated.

Gone are the days where gold and silver do not mix. Two-tone is beautiful, powerful, and is creating some of the most dynamic designs out there. Not only does silver-meets-gold jewelry match everything in one's wardrobe, but the versatility extends from day to night, making it the go-to combination for practical sophisticates everywhere.

Keiko Mita, Founder of K. Mita Designs (exhibiting at Jewellery Box) says, "I use mixed metals often in my jewelry line. I make earrings where each side varies in precious metal color, as well as stone position, and also differs in length. It makes a piece more unique while, practically speaking, offering customers a more accessible price point. It is important that the whole look is cohesive, because the underlying theme in my collection is that opposites can co-exist well together – just like my husband and I!"

### The Fashionably Cut (Emerald) City

When you reach the most fashionable destination in town (which is clear by the fact the city is gem themed), one should be ready to handle what's coming up next. Outfits and gemstone species aside, let's talk about what unique cuts are coming back.

### Sugarloaf

The trifecta of up-and-coming cuts is the sugarloaf, the trillion and the rose cut. Each is making a comeback in a big way, and for completely different reasons.

The sugarloaf cut is raised and smooth, coming to a rounded point, unlike a cabochon...reminiscent of the sugarloaf form in

which refined sugar was produced until the late 19th century. It is the premier cut for showing off color, since it is large and sits high, usually set in a cocktail ring for impact. Emeralds (like this city), sapphires, aquamarines, and paraibas are all seeing a rise on the hand of the fashion-forward sugarloaf-loving sister.

### Trillion

The trillion is the new trendy center stone for diamond engagement rings, and it is also getting a lot of play in colored gems as well. Faceted to sparkle, yet angular and modern, it offers the shine all women love, with a uniqueness that stands out from the crowd. Triangular and beautiful, trillions are perfect for art jewelers and modern brides, as well as those looking for a fashionable cut for their colored stone.

### Rose Cut

Last, but certainly not least, like the Wizard of Itself, is the "oldie but a goodie." Who doesn't love a classic rose? Over the past few years, the old cuts have seen a renaissance, alongside the rising interest in vintage jewelry design.

Dominique Israileff, President of ASBA USA (AGTA, Booth #607) says of the rose, "The unique cuts of these stones enhances the natural beauty of the diamond, which was our initial attraction to using this cut in our jewelry. This line of jewelry of ours was designed with the modern woman in mind, you have all the sparkle of a cocktail ring, but the cut of the rose allows the ring to hug the finger and therefore lower the risk of damage. "Why fall asleep in a poppy field, when you can wake your love up with a rose?"

Don't start shopping without your yellow brick guide to this year's jewelry trends. It'll help you stock up for the fashionistas of the Emerald City (and your store) while in Vegas.



### Olga González

The CEO/Founder of Pietra PR. She currently serves as President of PRSA-NY, the New York Chapter for the largest trade association in Public Relations, and is the Networking Director for the Women's Jewelry Association New York Metro Chapter Board. She is also a member Gemmological Association of Great Britain (Gem-A) and the New York Mineralogical Club. Olga can be reached at [olga@pietrapr.com](mailto:olga@pietrapr.com)



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# WHO NEEDS A WIZARD?

FOLLOW THE  
YELLOW BRICK ROAD TO THE GEMS OF VEGAS

## Ruby Trend Reference

John Buechner p: 800.541.2675



Natural ruby and diamond ring in platinum.

Ruby ring with old cut diamonds and accent diamonds.

Omi Prive p: 977.OMI.GEMS (877.664.4367)



Ruby Duet earrings, featuring rubies and diamonds set in platinum with 18K rose gold prongs.



Open three-stone ruby and platinum ring, with diamonds.

## Enamel Trend Reference

Lord Jewelry p: 213.489.0039



Flower Pin. 18K yellow gold, diamonds, and enameled.



Emerald Dreams pendant. 18K yellow gold, emerald, diamonds, and enameled.



Rings by Lord Jewelry, Left to Right:

- Opal and diamonds 18K yellow gold adorned with jewelry enameled.
- Ruby in 18K white gold adorned with jewelry enameled.
- Diamond in 18K yellow gold adorned with jewelry enameled.
- Opal and diamonds in 18K yellow gold adorned with jewelry enameled.

## Sugar Loaf Cut Trend Reference

John Buechner p: 800.541.2675



Platinum estate cushion shaped sugarloaf cab sapphire and diamond ring. Sapphire 34.54cts; half-moon diamonds 1.31cts. MSRP: \$110,000.

# WHO NEEDS A WIZARD?

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## Moonstone & Enamel Trend Reference

Lord Jewelry p: 213.489.0039



Moonstone Pendant made in 18K rose/white gold with diamonds, and adorned with jewelry enameling.

Audrius Krulis p: 917.971.3736



Fantasies earrings in 18K yellow gold and moonstone.

Hatai Jewelry p: +669-2691-0440 (Whatapp for Prem)



Hand-crafted 925 sterling silver moonstone bracelet with 22K gold, micron plated with hand painted gold enamel color.

## Rose Cut Trend Reference

ABSA USA p: 800.824.9148



Talon ring in 18K white gold and rose-cut diamonds.

Rona Fisher p: 215.627.3848



Dancing River Diamonds ring in 18K yellow gold, palladium, with rose and brilliant cut diamonds.



Rock Pile palladium post earrings with rose cut diamonds.

## Trillion Cut Trend Reference

Rona Fisher p: 215.627.3848



Skinny Pebbles Ring in 18K yellow gold, palladium, blue sapphire and rose cut diamonds.

**Michou Releases New 2017 Catalog**

Michou has released its 2017 Collections Catalog. The catalog features additions to their popular Infinity and Poseidon's Treasures Collections. The newest collection, Ribbon Dance consists of 22 pieces. Call 530-525-3320 to receive a copy of the catalog or go to Michoujewelry.com to download to your computer.



**GemFind Adds REPS to Its App Marketing Services**

GemFind, which provides technology-based marketing solutions for the jewelry industry, has recently partnered with the marketing and advertising agency Harmon Group to add REPS (Reliable Electronic Product Sales©) to its lineup of applications. REPS is an innovative sales system that puts a manufacturer's entire jewelry product line and customer data profile on an iPad. Harmon Group originally developed the app to allow jewelry reps to make impactful sales presentations while carrying an abbreviated line of products.

REPS streamlines the sales process, helping jewelry reps sell product more effectively. It simplifies customer relationship management, makes sales presentations more relevant for individual customers, eliminates mistakes, and increases order accuracy. And its ability to store and display an entire product line digitally increases product exposure, reduces product cost, and can lower or eliminate the need for insurance.

"We are exceptionally pleased to be partnering with GemFind for the distribution of REPS," says Rick Arnemann, CEO of Harmon Group. "Both Harmon and GemFind share the same high level of integrity, with a focus on quality, innovation, and client synergy, making this the perfect integration of our marketing and presentation skills and their technical capabilities."

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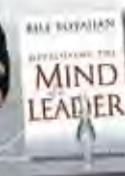
*"I've known Bill for over 35 years so when we needed some outside counsel, he was the natural choice. I brought him in to meet with me and with my family members to provide advice and counsel for the next generation. Bill's trusted insight, experience, and outstanding people skills were what we needed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

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



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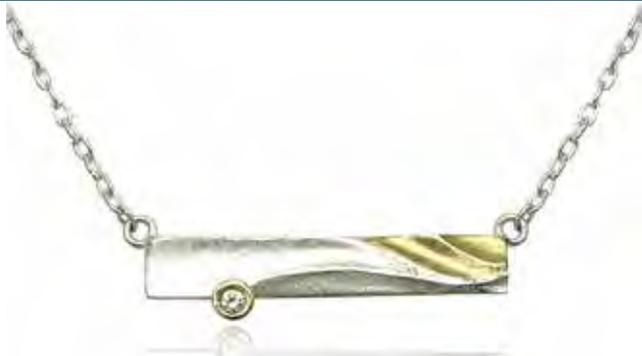


# WHO NEEDS A WIZARD?

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## Two-Tone Jewelry Trend Reference

Mita Design p: 646.633.4573



Zen Necklace 18K yellow gold,  
Argentium sterling silver and diamonds.



Small Round Studs  
in 14K yellow gold,  
Argentium sterling  
silver and diamonds.

Audrius Krulis p: 917.971.3736



Nest Ring in sterling silver,  
yellow gold bezel and star  
sapphire.

Long Feather earrings in 18K  
yellow gold, sterling silver,  
and white diamonds.



Todd Reed p: 303.442.6280 x11 (Contact John Blythe)



Cuff in 18K yellow gold,  
sterling silver with patina,  
white brilliant diamonds and  
raw diamond cube.

Earrings in 18K yellow gold,  
sterling silver with patina,  
white brilliant diamonds.



Ring in 18K yellow gold,  
sterling silver with patina,  
and baguette diamonds cts.

Toby Pomeroy at Sorrel Sky Gallery P: 970.259.9222



Two blackened certified  
Fairmined Silver Metolius  
bands and one 14k yellow  
gold (Mongolian certified  
Fairmined Ecological)  
channel-set band with  
Canadian brilliants.

# New and Noteworthy

REPS is the ideal complementary application to GemFind's JewelCloud®, which helps manufacturers better distribute their product data, and helps retailers manage online product and inventory. REPS seamlessly integrates with JewelCloud®, allowing product information on JewelCloud® to easily transfer to REPS.

"GemFind strives to be on the cutting edge of technology for the jewelry industry, and this new partnership with Harmon Group fits nicely with our outstanding lineup of jewelry apps and services," states Alex Fetanat, President of GemFind. GemFind will be demonstrating the REPS application at JCK Luxury Las Vegas, June 2-8, at Booth # L203.

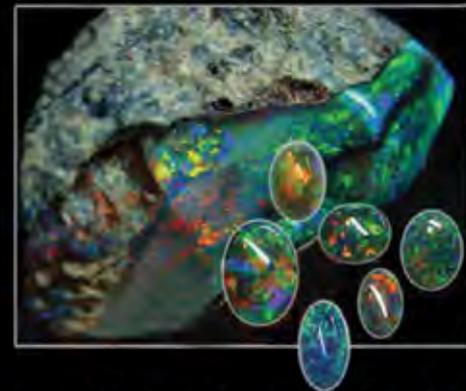
## SalesOne Introduces Hands-On Security Ring Display

This new display allows customers to shop by themselves while retailers inventory is secured is available at no-charge exclusively to SalesOne customers. This display gives jewelry stores a solution to allow customers to shop by themselves and only ask for help with they are ready to purchase.

The Hands-on Ring Security Display, which is American made in beautiful Ash wood, is a perfect mix of form and function. The built-in security cable system will give retailers peace of mind that their inventory is protected while the beautiful hand-crafted wood frame in dark stain finish has a high-end luxury feel that can enhance the look of any store.

Retail jewelers can benefit from a Hands-On Ring display program anywhere in their store to bring in more ring sales. This compact floor display (14"x14"), which can be converted to an on-counter unit, allows consumers to make confident purchases, protects the retailers inventory investment and frees the sales person time in the store.

For more information about the Hands-on Ring Security Display call 866-507-2537.



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## CAREER OPPORTUNITIES

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## GIA Develops Free Gem Guide for Artisanal Miners



### Institute works with NGO Pact and women's mining group in Tanzania for pilot study

GIA (Gemological Institute of America), working with nonprofit international development organization Pact, recently launched a pilot study to test a new rough gem guide. The guide was developed specifically to offer basic gemological and market knowledge for artisanal miners in gem-producing regions. The illustrated booklet, available in English and Tanzanian Swahili, was distributed to approximately 45 women miners in the Tanga region of Tanzania.

"This project is at the very core of GIA's mission," said GIA President and CEO Susan Jacques. "We are moving practical gemstone education as far up the supply chain as possible, to people who can benefit tremendously from greater understanding of the beautiful gems they bring to market."

The content and form of the booklet, *Selecting Gem Rough: A Guide for Artisanal Miners*, was developed by a team of GIA gemology, market, education and design staff working in consultation with colored gemstone experts who have extensive experience buying gems in rural areas. The project, originally conceived by GIA Distinguished Research Fellow Dr. James Shigley, is part of the Institute's mission-driven effort to share gem information and related skills throughout the gem and jewelry industry supply chain and with the public.

All costs for the pilot – approximately \$120,000 – were paid from the GIA endowment fund. GIA provided the booklet and training at no cost; the booklet will remain free of charge as the Institute expands the training to other small scale rural miners in East Africa later this year.

A seven-person GIA and Pact team traveled to the Tanga region of Tanzania in January 2017 to conduct training with the booklet for approximately 45 women miners of the Tanzanian Association of Women Miners (TAWOMA). "Because the booklet is very visual with explanations in Tanzanian Swahili, the miners immediately recognized the practical applications and how they can benefit from this easy-to-use information," said Robert Weldon, GIA manager of photography and visual communications, who helped develop and test the booklet. "It was incredibly fulfilling to see how sharing GIA's extensive gem knowledge could directly impact the daily lives of artisanal miners."

Pact, a Washington D.C.-based international development nonprofit, has worked with diverse artisanal and small-scale mining communities throughout Africa for more than 15 years. "There is often a knowledge differential between artisanal miners and those further along the supply chain," said Cristina Villegas, technical program manager for Pact's Mines to Markets program. "This new GIA resource will help miners in rural areas better understand the quality and value of their products, which will help reduce that differential and improve their economic development opportunities."

The Tanga region was chosen for the pilot because of its diversity of gemstones and the expressed interest of TAWOMA leadership.

Nearly every gem species mined in East Africa is described in the durable, waterproof booklet that includes illustrations of rough and polished gems. There are also graphical instructions on how to prepare and examine rough under a variety of lighting conditions using an included translucent tray.



Marvin Wambua, GIA GG (right), helps participants in GIA's pilot program examine a gem in the translucent tray included with the booklet *Selecting Gem Rough: A Guide for Artisanal Miners*. GIA and Pact, an NGO based in Washington, D.C., distributed the booklet and plastic trays to dozens of miners in the Tanga region of Tanzania in January 2017.

Photo by Robert Weldon © GIA

Participants in GIA's pilot program for *Selecting Gem Rough: A Guide for Artisanal Miners*. Dignitaries include Zepharia M. Nsungi, Tanga Tanzania Resident Mines Officer (front row, sixth from right) and Eunice Negele, chairperson of the Tanzanian Association of Women Miners (front row, seventh from right). Photo by Robert Weldon © GIA

Tanzanian Swahili copy of *Selecting Gem Rough: A Guide for Artisanal Miners* and included translucent tray. Photo by Robert Weldon © GIA



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