

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 8, Issue 8 • November/December 2017



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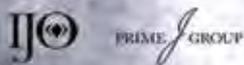
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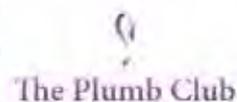


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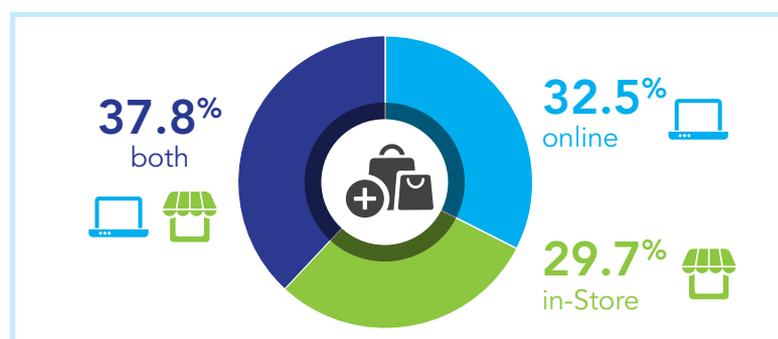
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SHOPPING HABITS OF CONSUMERS: ECOMMERCE VS. IN-STORE

By Frank Dallahan

To determine the shopping preferences of today's consumers and how they view the in-store versus the online buying experience, Imprint Plus, makers of re-usable, customized name badges and signage, conducted a random survey of 1,000 men and women across the country. The survey respondents were somewhat divided into three groups of those who prefer to shop online (32.5%), in-store (29.70%), and a combination of both (37.80%).



Among those who prefer the in-store experience, they frequent the following stores in order of preference: Discount Mass Merchandisers, such as Walmart and Target (76%); Food Retailers, such as Grocery Stores and Whole Foods (71.2%), followed by Drug Stores, such as CVS and Walgreen's (50%); Beauty Supplies, such as Sephora (48.9%); Consumer Electronics Stores, such as Best Buy (48.9%); Hardware Stores, such as Lowe's and Home Depot (44.10%); and Department Stores, such as Macy's or Nordstrom's (37.6%).

"Our survey tells us that consumers shop at brick and mortar retailers, primarily for discounted merchandise, food, drug, and health and beauty aids, as well as for consumer electronics, appliances, building supplies, and clothing," said Kristin MacMillan, President of Imprint Plus.

Consumers who shop in-store reported the need to see, touch, and handle merchandise as part of the buying experience, as well as on-the-spot sales and not having to wait for delivery. When it comes to purchasing food, the majority of the consumers surveyed (86.10%) prefer to shop in-store because of the ability to judge quality and freshness.

Shopping online for food presents challenges including the need to be home to accept delivery and the inability to use the senses in seeing and handling the merchandise offered. Clothing is another area where customers prefer in-store shopping. 60% of those surveyed favor the brick and mortar experience, with only 17% of those surveyed opting to buy clothing online. What consumers like least about in-store shopping is that it is too time consuming with long-wait times to check out or return merchandise. Other key dislikes reported include difficulty in finding sizes, styles and colors, and travel time to and from the store.



"The retail in store experience fulfills the need for using the senses as part of the shopping experience and feeling, touching and even smelling is utilized in merchandise selection," continues Ms. MacMillan.



More than half of customers surveyed (52%) reported convenience as the reason they like online shopping. They also reported the wide range of merchandise to choose from, free shipping and returns, price comparisons and online customer reviews as positive experiences associated with online shopping. What they dislike about online shopping is not seeing the merchandise in person, the inability to try on for size and fit and the need to wait for shipping.



"Consumers are pressed for time and would be more willing to shop in brick and mortar stores if they could shop more efficiently in less time," adds Ms. MacMillan. "A focus on customer service would help the consumer navigate through long wait times and merchandise selection. The use of technology and retailer apps can play a role in streamlining the process of merchandise selection and check out."



More than half of the consumers surveyed stated it was important to establish a personal relationship with a sales associate whether online or in-store. Asked if having a personal relationship with a store sales associates would lead to more shopping in that store, nearly 50% of those surveyed responded "yes." A name badge stating a sales associate's name, title and area of expertise is an introduction to the customer, one that the survey clearly establishes as a pathway to developing better customer relations with the retailer, as well as generating more sales and frequent visits.



"Today's consumers want personalized experiences when shopping and retailers need to blend technology and service to meet their needs," continues Ms. MacMillan. "A simple add on may be the ability to select clothes online and reserve a dressing room – saving time and creating a new shopping experience."



Frank Dallahan

co-publisher of The Retail Jeweler
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A P E X

S E R I E S



How to Keep Your Staff Motivated and Happy

By David Brown

In the 2000 movie 'What Women Want' Mel Gibson's character plays the role of a male chauvinist who, when electrocuted, suddenly develops an ability to hear what women are thinking. Sometimes as ordinary non movie stars, we wish we could understand the thoughts and needs of those in our lives on a daily basis, including the staff we have working for us!

Keeping your team happy seems like an almost impossible job. With a cross mix of different personalities and requirements it seems you would need to develop an individualized program to cater to every need, but to a large extent most employees are seeking the same things from their working relationship.

Aside from pay, here are the top areas to focus on in order to ensure your employees feel happy in their jobs.



OPPORTUNITIES TO PROGRESS.

No one wants stalemate – that feeling that they are doing the same job as five years ago and will be doing the same again in five years if nothing else changes. It can be difficult in a small organization to offer an extensive career path but it's important to get a handle on your staff's ambitions and try to cater to their needs in this area. A regular one-on-one chat about your employee's ambitions will help show you where they plan to head.



WORK /LIFE BALANCE.

It seems we are working longer and longer hours today and most research proves this to be true. For many staff the opportunity to spend quality time with their loved ones doing the things they love to do is high on the agenda, and the organization that can provide a healthy work environment combined with an understanding of their staff personal needs will make their company an attractive place to work.



DIRECTION AND STRUCTURE.

All staff members want to feel they are part of a journey with an organization that knows where it is going and how it plans to get there. Part and parcel of this is clear direction and guidelines in terms of performance and what is expected from everyone on the team along with consistency in its delivery.



RECOGNITION.

We all need to be recognized and acknowledged for our skills, knowledge and contribution. Unfortunately

many organizations take good performance for granted and fail to acknowledge it when it happens. Not getting appreciated is one of the biggest reasons why staff members leave their current position. You need to ensure your top performers are truly appreciated and acknowledged on a regular basis if you want to keep them onboard.



TRANSPARENCY.

John F Kennedy once said 'You can convince the world you are in earnest, only if you are in earnest'. Nobody likes hidden agendas – that uncomfortable feeling that an organization has intentions that aren't being discussed. This is as true for customers as it is for staff members and can create a lot of unrest within an organization. Make your rules transparent and be upfront and consistent in all of your dealings.



GOOD BENEFITS.

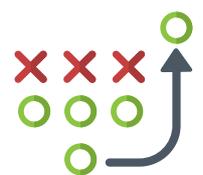
Staff can enjoy other benefits apart from their pay packet. Health insurance can be high on the list, or funding of additional training and study. Sometimes these can be soft dollar options, such as a jewelry allowance, that won't cost the company as much as it benefits the staff member concerned.



A LISTENING ENVIRONMENT.

A business is not a democracy, but all staff, regardless of their position, want to feel you value and listen to their opinions.

Building a successful team and developing good morale is not just about the money. A healthy pay packet will help satisfy staff, but I have seen too many people leave for lower paying jobs to believe that it is the only motivator. Tick the boxes on the seven steps outlined above and you will go a long way to creating a healthy work environment that you and your staff can be proud of.



David Brown

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

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IN SEARCH OF GREAT STAFF

By Bill Boyajian

The independent jeweler's share of the pie has been shrinking for many years and hundreds of storefronts have been closing annually, but the search for quality salespeople is becoming more and more difficult. Recruiting and hiring are among the core essentials for every owner and manager, but the process itself can seem elusive. Aside from the necessary background checks and pre-employment testing that have become standard in onboarding procedures, here are eight things to look for when recruiting and hiring in your store.

1 Look for people who smile, are positive, and are service-oriented. Call it "the receptionist test." Is someone friendly and engaging with people? Do they exude energy and an optimistic vibe? Or do they lack confidence, appear arrogant, or condescending in any way? Any hint of this is a turn-off to customers and should be a red flag to you.

2 Watch for a negative attitude about where a candidate came from. Despite whatever frustration a person may have felt in their last job or with their last supervisor, there are always ways of being discrete and professional about one's last job. If they rip their last employer, or even swear about them, they have a judgment problem at the very least, and this should lead you to wonder how they will come across to your staff and your customers.

3 Clothes and grooming do make a difference. Look for people who don't need to be told what to wear or how to look. If a person doesn't look their best or dress the part for an interview or even a first chance meeting, they probably aren't for you. You should be on the look-out for quality people everywhere you go in your community. Be aware of people around you who fit your culture and style, who you are attracted to because of their personality and demeanor, and who exemplify principles that align with your own professional values.

4 Look for people who are truly passionate about the job you are seeking to fill. Sometimes people don't know much about the specific job and role they are being asked to play, so you need to fill them in. But look for signs during the process that show interest and intrigue in the job itself, and in you as an owner or manager. If someone is more interested in the salary and benefits than the challenge and opportunity before them, consider this a tell-tale sign of things to come.

5 Insist on multiple interviews and with different ownership members, management, and/or key staff. Multiple interviews gives the candidate time to get comfortable with the company and the position, and in turn, it often lets their guard down so you get to see people as they really are, not as they appear to be. Using multiple interviewees allows you to

benefit from the fact that different people see different things during the interview process. And although you will need to filter their comments about a candidate through their own particular biases, it is still helpful to get their opinion and often their buy-in on the person.

6 Ask a lot of legally appropriate questions and listen and watch carefully for the answers. Observing body language may be even more important than what they say or how they say it. Look for answers that bring meaning to you in the role you want them to play. If someone can articulate their love for diamonds, gems, and jewelry, in particular, you know you have a good chance to impress them with your business and help them fit into your culture.

7 Look for the person who makes eye contact with you, who connects with you on your level, and who listens carefully to your questions and comments. The key to selling isn't talking so much as it is listening and perceiving. A good salesperson isn't that glib talking, smooth walking individual. It's the person who knows his or her role in guiding the customer to what they want and will love in a piece of jewelry.

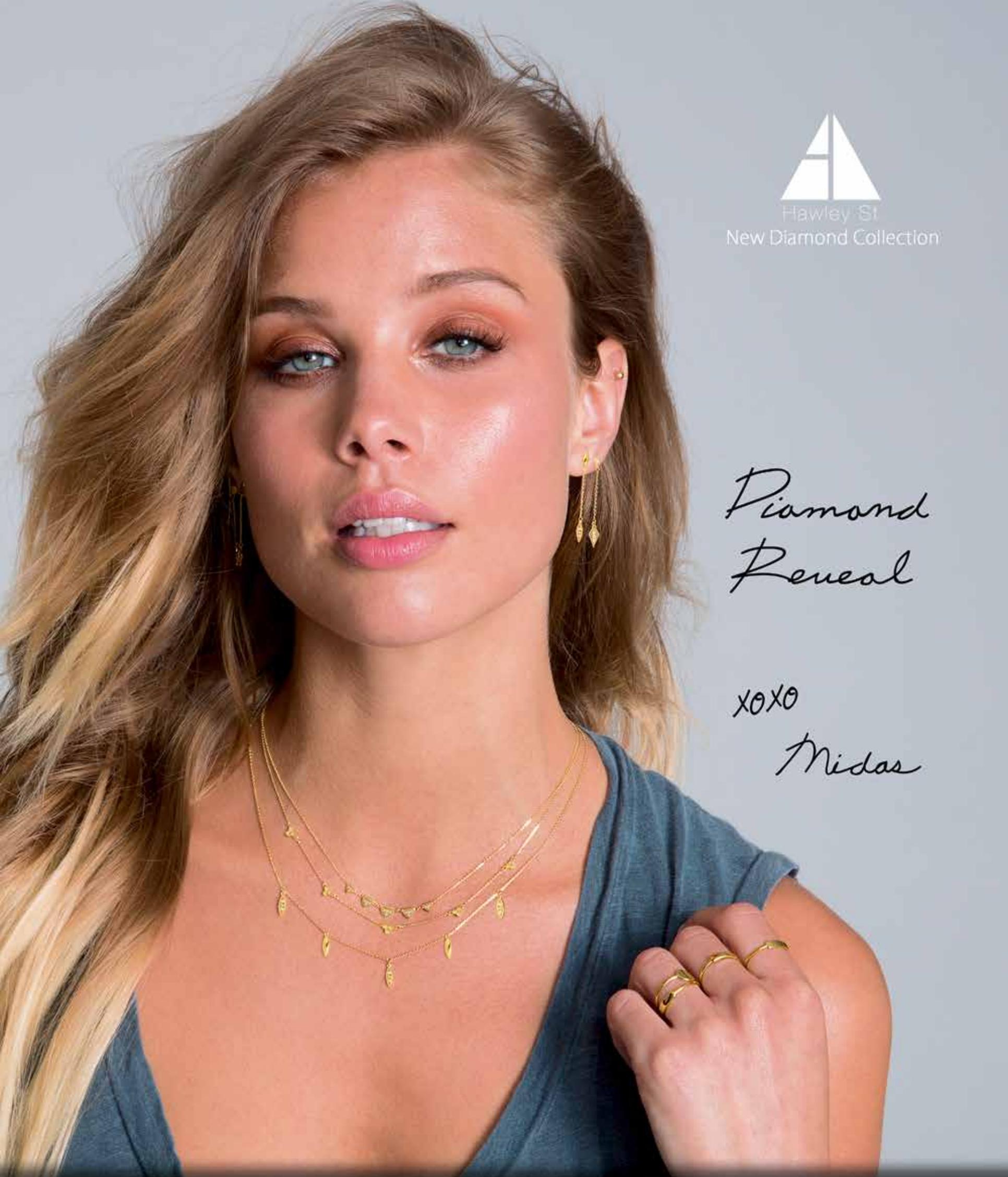
8 If you aren't certain about a person, or have an uneasy feeling in your gut, learn to pass. Even if someone has a record of good sales, the price you will pay in overseeing the conduct of a person who can be disruptive in your business is not worth the effort. If the problems that someone causes at work outweigh the challenges they solve at work, just pass. If you've been stuck with that person for years, well, you probably know what you need to do after reading this.



Bill Boyajian

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

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



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3 TIPS to Increase Your Brilliance This Holiday Season

By Susan Arlin

You've spent the year planning for it. As you enter this holiday season, it is easy to forget that it is your team who is going to create the success you have. Not your merchandise. Not your marketing. Your team. Consider these three ideas for ensuring flow and fun for your team this season:

01 Set up a festive gift-wrap table in the front of the store.

Hire part time low-wage persons for the gift-wrapping station at the FRONT of the store. (Some high schools have a DECA* program that actually gives credit to students who work a certain number of hours. Or sports teams that need community service hours. You may even get them on a volunteer basis.) This allows your primary sales team to make more sales by completing the sale and moving on to the next customer faster.

Set the table up front to ensure high visibility. Capitalize on the sense of community and subtle pressure to be included. When your customers see other customers holding their bags, waiting to be gift wrapped, it has a psychological effect of making them want to have a bag too.

Wrap it for a donation. Put jars that are labeled with the charities of your choice. After completing the sale have the customer give their purchases to the gift wrapper (this keeps the merchandise secure either with the customer or with the wrapper, and visible at all times). While their gifts are being wrapped, they put a donation into one of the jars. This has a multiplier effect—not only does it add to the charitable component of your brand, but it encourages fun and conversation while waiting or getting gifts wrapped.

02 Display the holiday goals.

Capitalize on the fact that over 60% of people are visual in terms of their learning and communication styles. Set up some type of visual display identifying the landmarks you want to get to.

Find a way to involve each person on the team. Make a game on a racetrack—perhaps a relay race where the person making the first sale of the day moves their game piece up to the appropriate dollar spot. The next person who makes a sale takes it from there and places their game piece in the next appropriate dollar spot. This increases the awareness of how each person on the team is a critical component of the overall win.



03 Celebrate your successes.

It is easy to get lost in the drama and pace of each day. Take time to recognize all that is going right. People want to feel valued. Small encouragements and praise do wonders for continuing the positive efforts. Take a moment at the end of the day to recognize outstanding efforts, big wins, processes that worked, etc.

Surprise them with breakfast or lunch. Play motivational music during set up—or bring in a karaoke machine for laughter and fun. Set up your team to face the day with positivity and joy.

You've put tremendous effort to ensure all of the elements are in place. Take the time to plan out your strategy for your most valuable asset—your people—and watch what happens as they soar to success.

*Distributive Education Clubs of America is an international association of high school and college students and teachers of marketing, management and entrepreneurship in business, finance, hospitality, and marketing, sales, and service. The organization prepares leaders and entrepreneurs for careers and education in marketing, finance, hospitality, management, and other business areas.



Susan Arlin

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

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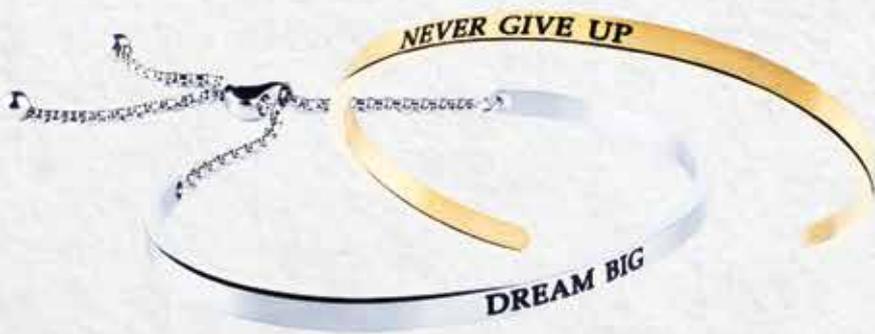
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HOW TO TRULY MAKE THE HOLIDAYS SPECIAL FOR YOUR MOST SPECIAL CLIENTS... AND YOU

SALE SALE SALE SALE SALE SALE SALE SALE SALE SALE



Don got them all together for a Holiday **PRIVATE SALE**.

And you should do the same thing this holiday season. Done even half-correctly, I have never seen this technique fail.

Don held his event at a local hotel, but you can just as easily hold yours right in your store. Pick a spot that works for you. Once you have, here is the rest of the **PROCESS...**



Pull 250 to 500 of your best customers from your database. These are the people you have been, and most want to do business with, over and over again.



Develop a formal invitation for the event. This should look like a wedding or party invitation.



Write a one or two page sales letter to be enclosed in the invitation, which explains the event.



Hold your private sale after hours and plan to serve refreshments.



Don Fernandes lined up some nice entertainment to liven up the evening.

Don Fernandes of Vail Creek Jewelers in the little town of Turlock, California, did \$40,000.00 worth of business in about 3 hours.

No, it wasn't a lucky day where somebody came in and bought a \$40,000.00 ring. It was an intense, massive collection of somewhat higher-than-average purchases by a group of his best customers. Would you like that kind of 3-hour stretch? Want to know how he did it?

By Jim Ackerman

You may elect to hold your event on two or three consecutive evenings, so your guests have maximum opportunity to attend. If they're not available for the first night, maybe they can make the second or third.

Ask your clients to RSVP REGRETS ONLY to the invitation, if you ask them to RSVP at all. Research nowadays shows that RSVP requests actually limit response. (That means your catering plans will be a guess.)

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HOW TO TRULY MAKE THE **HOLIDAYS SPECIAL** FOR YOUR MOST SPECIAL CLIENTS... AND YOU

The secret to maximizing the success of this event is in the sales letter you send with the INVITATION. Here are some of the crucial details...

- Hand address your envelope, including your return address. Leave your logo, post office box and suite number OFF. Use your street address. Postage should be first class. (Although for one such event, I sent the invites certified mail. All but two got opened. One person was out of country, the other thought the letter was from an attorney.)
- Size your letter to go in an A7 (invitation) envelope, not your regular, business size, 8.5x11 letterhead. At the top, just put, "From the Desk of..." (followed by your name).
- Personalize your sales letter, using the customer's first name in the salutation. (Dear Joan, instead of Dear Mrs. Jones:) Try to use the customer's name one other place in the letter.
- Also, use a typewriter typeface, like Courier, for the letter. This makes it look even more personal.
- Write in a very friendly and personal tone. Write in the first person (I, instead of we). Write the way you normally speak. Like you're talking to a best friend. It's actually a good idea to envision a specific person – a friend or a client – and write the letter as if it were directly to that one, specific individual.
- Spell out the reasons you are having this event. For example, "I just think that you, more than anyone else, deserve first crack at these dazzling new designs for Christmas."
- Identify a representative sample of special offers, if you're going to make them. Specials will generally improve response, but they are not necessary. If you are introducing a new line or highlighting your custom design work, for example, the exclusivity of the event may be sufficient to bring them in by the droves. On the other hand, if you do make special offers, make them exceptional. They don't have to be discounts only. Make sure you include compelling, value-added offers.
- Sincerely express your desire to have them attend. Something like, "As I said, Joan, you are one of my best clients and I really look forward to seeing you." The personal touch is almost irresistible. In fact, you should indicate that they are one of "only 250 of my best clients" being invited to the event.
- Make sure you include a P.S. on the letter that re-states the key benefit or benefits to the customer of being there.

Now, here's the little kicker that sends this kind of private sale into the stratosphere of success...

- Add a "hand-written" P.P.S. to the bottom of the letter Jim Ackerman "Please keep this private sale our little secret. However, if you have a special friend you'd like to bring along, just let me know when you RSVP." (Of course, you don't have to actually hand-write each of these postscripts. Write it once and have it scanned. Your printer will drop it onto the bottom of each letter in a different color ink.

This little sentence can turn an event designed to get your existing customers back for another purchase, into a sensational new client generator that will bring you more clients, just like the best ones you've invited to your private sale.

We've seen response rates from 10% to over 100% at these events. And the resulting sales could make your month... even your year!

Of course, the holiday season is the perfect time to hold this kind of event each year. But if you have more than 250 to 500 "top customers," you can hold a private sale for one set of 250 this month, another next month, and so on. You can invite different sets of top clients for different occasions throughout the year.



When you hold this kind of private sale, you make those selected customers feel very special, indeed. And they in turn, will make you feel very, very special as they shower you with their 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 Park City, Utah, September 8 & 9, 2018. For details go to: www.ultimatejewelrysalesbootcamp.com. Jim

is also offering Retail Jeweler readers a FREE 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>.



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US Patent Pending



By Vince Rath

BOOST HOLIDAY SALES 4 TIPS TO BETTER EXECUTION

It's that time again! The holidays are quickly approaching and you are finalizing their plans to capitalize on this all-important season. For many, the period between Thanksgiving and Christmas represents more than 30% of their annual sales and 70% of their yearly profit. It is a critical time to be sure, however, even the best plans will fail if they aren't executed well. Here are 4 tips to ensure your team delivers the goods this holiday.

COMMUNICATE A CLEARLY DEFINED PLAN:

An effective execution plan explains the company's strategy and specifies everyone's role in its success. It determines the behaviors that drive performance, the outcomes that are expected and in what timeframe they are required. For example, how does the company expect the sales team to maximize a customer delivered by the marketing department? A good plan explains how to add-on to an advertised item or make the most of a VIP discount coupon. It also anticipates bottlenecks that limit transactions throughput and creates procedures to minimize their impact. Contingencies for situations such as lengthy check-out times, outages on high-demand merchandise items or how to get product shipments received and displayed quickly will improve results dramatically. Lastly, communicate to the degree that all associates, even seasonal support personnel, can explain the key elements of the strategy and how they contribute to its fulfillment.

ROLE-PLAY:

The best sports teams practice rigorously to ensure they are prepared to perform at the highest levels during the most important games. The same is true for retailers. Break down complex processes such as the selling cycle into identifiable steps and best-practice behaviors that can be isolated, observed and trained. For instance, a simple acronym to learn how to Overcome Objections is LAIR; Listen, Acknowledge, Identify and Resolve. When associates follow this outline, they have the basic components necessary to address the most common customer concerns. Likewise, the manager has a framework against which to consider their observations and coach for improvement. To build skill, create mock scenarios the associate will likely face and notice if they used the LAIR technique well; provide feedback accordingly. Continue to rehearse until the associate builds "muscle memory" and use of the LAIR technique becomes second nature. The bottom line is: when retailers consider potential issues in advance AND practice appropriate responses, execution improves.

WGMGD: WHAT GETS MEASURED GETS DONE.

Accurate and timely reporting is critical to high-level execution because teams cannot alter direction if they don't know where they went off-course. Sales volume is only a symptom of the behaviors that produce it and basic reporting such as MTD variance to goal doesn't provide information about how to improve results.

For most companies, there are 5 or 6 Key Performance Indicators (KPIs) that provide clues about which behaviors to focus on so that results improve. For instance, a drop in average sale value could indicate the need for the sales team to improve skill associated with Building Value. A decline in transaction count might mean they need to improve their ability to Overcome Objections. The point is; if we provide the information daily, identify opportunities and offer feedback against the behavioral best-practices; improvement will follow.

FRONT-LINE MANAGERS ARE THE KEY:

Competent front-line managers are the most important component to successful strategy implementation because they are the ones who ensure the work gets done. The challenge is the pace this time of year, especially during the last 2 weeks, can be a distraction. Managers can't forget to follow up on expectations, review progress and provide direction to their staff even when it's very busy. Daily huddles and quick 1on1's between customers make a huge difference; find the teachable moments and keep the group on-track. Remember, even during the biggest games, the best coaches continue to teach, encourage and motivate their team.

Well, those are my thoughts about holiday execution. Follow these four steps and I am confident your team will deliver during this critical time. What do you think? Did I get it right? Please contact me at vince@optimumretailsolutions.com with any feedback you might have.



Vince Rath

Vince Rath is the owner of Optimum Retail Solutions, a consulting firm dedicated to helping independent jewelers with executive coaching, leadership development and operational improvement. He is the former Divisional Vice President of Stores for Helzberg Diamonds where he supervised 60 locations and approximately \$100M in sales revenue. He is also the former VP of Stores

for an 18-store jewelry operation located in the Mountain West. Contact Vince at vince@optimumretailsolutions.com



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LOOK BOOK

By Jackie LeBental

{Holiday Bubbly}

The holidays are filled with celebration, family, gifts, food, travel, and most importantly diamonds... At least that's my check list! What better way to celebrate seasonal cheer than with the effervescence of champagne diamonds.

01

Sethi Couture

Since their joint venture in 2010 sisters, Pratima and Perna have taken their vision of modern vintage and turned it into a delicate and feminine fine jewelry. Known for their fun and easy to wear stackable bands, this sister team intertwines rose cuts, natural gemstones and beautiful ombre diamonds into their highly crafted collection pieces. I fell head over heels for these insanely gorgeous champagne, brown and burnt orange diamond ombre linear drop earrings set with 18K white gold and jet black finish.



MSRP \$5,940

www.sethicouture.com

03

Rebecca Overmann

San Francisco fine jewelry designer Rebecca Overmann, has a naturally sophisticated and raw feel to all of her handcrafted designs. From her organically hammered textures to choosing the most beautiful rose cut colored diamonds, each piece is thoughtfully created to make you feel like one of a kind. I just love this stunning three stone emerald cut champagne diamond ring set in 14K yellow gold.



MSRP \$7,546

415.466.2992



Jackie LeBental

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

02

Dilamani

Always on the cutting edge of design, the House of Dilamani has been creating new and exiting fine jewelry for over 30 years. You can find every gem color combination you can imagine to fine classic diamond styles. This family run company provides excellent customer service along with designing dynamite fine jewelry. I'm swooning and ready to celebrate with this cushion top champagne diamond pave ring set in 14K rose gold.



MSRP \$2,100

516.466.6767

04

Super Bell

One of the leading manufactures in our industry for over 25 years, Super Bell offers competitive pricing, on trend looks and an extensive line of fine jewelry. You can find everything from diamond huggies, bridal rings, semi precious sets and bracelets stacks all under one jewelry house. This sweet yet bold champagne diamond encrusted tear drop pendant set in 14K white gold will sparkle away when you ring in the New Year.



MSRP \$1,610

213.362.2773

05

Sylva & Cie

Simply divine are the first two words that come to mind when speaking of Sylva & Cie's exclusive collections. Drawing from her jewelry lineage and passion for period art, designer Sylva Yepremian along with her husband Raffi organically create the most exquisite and one of a kind pieces. Only creating only 4 collections per year, this dynamite couple provides a sense of excitement for both retailers and jewelry enthusiasts. These horseshow earrings set with champagne diamonds in 14K rose is gold is exactly the way I want to bring in the New Year!

MSRP \$11,500
www.sylvacie.com



08

Todd Reed

The legend behind the bench is always stimulating our jewelry palate keeping us on the edge of our industry seats for what incredible creations will come next. Todd Reed a modern day renaissance man, who dabbles in almost everything from being a pastry chef, to furniture maker to of course a passionate artisan, always, seems to know how to continuously push the design envelope. His on point precision and use of his exclusive Autumn Diamonds™ makes for a very exciting jewelry adventure. I wouldn't mind ringing in 2018 with this gorgeous bangle set with white brilliant cut diamonds, Autumn Diamonds™ in 18K rose gold and sterling silver with patina.

Price upon request
info@toddreed.com



06

Tap by Todd Pownell

True artisans, Todd and Debra have transformed the way we feel about fine jewelry. Romantic, original and full of depth each intrinsic design holds a jewelry story relevant to its inception. Throughout their collection, you can see a true organic birth which allows each stone to show off its beauty.

Anyone would feel the magic of the holidays wearing this mixed inverted champagne color diamond necklace set with both 14K white and 18K yellow gold.



MSRP \$9,560
216.773.8277

07

Dana Kellin

LA based designer Dana Kellin and her sister Elizabeth, have captured the jewelry market with their unique design style since 1994. This magnetic team has mastered the labor intensive process of fine wire wrapping. The broad use of natural gemstones, raw diamonds and mixed metals along with their signature metal wrapping, always has customers looking out for and collecting new pieces. This delicately wrapped pendant in 14K yellow gold with natural champagne diamond cubes is a must have party piece.

MSRP \$1,500
323.782.9200



09

Bavna

Since 2008 Bavna fine jewelry has given us a touch of glamour, elegance and bold flair with their drool worth collections. Designer Sunny Jain of Bavna, takes his childhood experience growing up in the jewelry industry with his passion of the mind, body and spirit producing intricate and sophisticated creations. You can feel the passion of artistry with each piece designed by Jain and they are pieces you never want to take off. 2018 should start with this bling ring set with luxurious pave champagne diamonds in 18K yellow gold!

MSRP \$8,000
213.489.1170



THE POWER OF OPTIMISM

By Donna M. Phelan, MBA

Optimism, though not portrayed as a business skill, is a key principle of success. It is not taught in business schools, but it is a tool of champions, a secret weapon of winners.

Optimism is defined by Cambridge dictionary as a disposition or tendency to look on the more favorable side of events or conditions and to expect the most favorable outcome. The Oxford dictionary defines optimism as hopefulness and confidence about the future or the successful outcome of something.

Optimism has been shown to be a factor in good health and more positive outcomes in illness. According to Psychology Today, "pessimists have higher blood pressure than their more optimistic counterparts, and reported more negative interpersonal interactions."

Hope, which is a component of optimism, has been shown to be "key to our existence, to our ability to persevere and to achieve goals," according to Psychology Today. Research shows that "hope is key to our physical and mental well-being and can promote healthy lifestyle behaviors."²

Confidence, another aspect of optimism, is the self-assurance to move forward in faith, holding the belief of success, trusting that there will be a positive outcome. Faith is harnessing the unseen forces of Nature for our benefit. "Optimism is the faith that leads to achievement," Helen Keller said. "Nothing can be done without hope and confidence."



The current business environment is challenging and evolving. It takes courage and resilience to maintain optimism in the face of negative news. The temptation is to complain about our competitors, vent about our lot.

However, studies show that, contrary to our current beliefs, venting only perpetuates a pessimistic attitude, which spreads to the broader environment. Winston Churchill is famously quoted as saying, "A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."

Expectation, which is wanting a goal without doubting it, is an appropriate mindset for positive business outcomes. Applying pure mental muscle in developing the will to hold the mind steady in optimism in the face of challenges, is an effective methodology and business practice. Napoleon Hill said, "Success begins with your will. It's all in the state of mind."

Visualization is an effective way of maintaining that mental posture, because it focuses one squarely on the outcome for prolonged periods. And by that means, it enhances the details of the desired business goal. According to Aristotle, "The energy of the mind is the essence of life."

To this one might add inspiration and imagination, which may be undervalued success attributes in this digital world. Albert Einstein said, "Imagination is more important than knowledge."

Henry David Thoreau, author of Walden Pond, wrote, "If one advances confidently in the direction of their dream, endeavoring to live the life they are imagining, one passes an invisible boundary, and all sorts of things begin to occur that never otherwise would have occurred. One begins to meet with a success unexpected in common hours."



EDITOR'S NOTE

This is Donna Phelan's last article for *The Retail Jeweler*. She has been an editorial contributor for the magazine for the past three years. Her long connection with the jewelry business has served her well in her editorial observations. Donna is moving on to greater responsibilities and she does so with our appreciation and best wishes.

Her article this month, "**The Power of Optimism**", is especially appropriate for the state of the business. At a recent industry luncheon there was a significant absence of optimism, which is a much-needed commodity today.

THE POWER OF OPTIMISM



Positivity and optimism are closely linked. They are powerful forces that can be employed for business success. "Positive thinking is powerful thinking," claims author and media personality Germany Kent. "If you want happiness, fulfillment, success and inner peace, start thinking you have the power to achieve those things. Focus on the bright side of life and expect positive results."

W. Clement Stone, an American rags-to-riches story, believed having a positive mental attitude was necessary for success. From childhood poverty, he created a multi-million dollar insurance empire and gave over \$275 million to charity. Set goals, then apply positive thinking.

In a 5-year study of the habits of rich people, conducted by author Thomas C. Corley, "67% of the self-made millionaires said that their optimism was critical to their success in life. Self-made millionaires are by and large the most optimistic people to work for. Their unbridled optimism infects everyone around them like a virus."³

The Optimist's Creed, a simple 12-line poem written by Christian D. Larson, contains useful guidelines for personal living. It exhorts one "To look at the sunny side of everything and make your optimism come true. To think only the best, to work only for the best, and to expect only the best."

For a business leader, optimism is a force-field of power and positivity that enables one to lead and influence others for greater success.

1. Chatterjee, Camille, "A Healthy Outlook," Psychology Today, June 9, 2016.
2. Joanne Buzaglo, "The Patient Voice: The Value of Hope," Psychology Today, September 29, 2017.
3. "In 5 years of studying millionaires, the vast majority said a simple change in outlook was critical to their success," Business Insider, April 21, 2016.



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) 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.

A "World to Gain" For The Next Generation

In 1996, I was working part time at my parents' store when they joined IJO. I remember my father's excitement when he returned from their first show – he was so motivated by the knowledge he gained and the friendships made he has not missed a show since. We have expanded our business, renovated our store twice, had a significant growth in diamond sales, and have created a lucrative repair business – all since joining this fantastic group.



I have always loved being a part of my family's business. After college, I became a fulltime employee and in 2007 I attended my first IJO show. Having seen the enormous impact IJO made in our store, I knew it was important for me to take advantage of the tools they offered. Every show I learn something invaluable, but the best thing that you can't get with other groups or at other conferences is the family-like setting and open sharing of ideas. IJO has given me the tools, an instructive outlet and access to people of my own age, in my own situation.



IJO has made huge efforts to support the millennial age group. Having the honor and pleasure of chairing IJO's Next Generation Advisory Board has allowed me to listen and learn from my peers

what is key and necessary in aiding our generation's growth and success as independent retailers. With IJO and their groundbreaking leadership in this area, the millennials have only the finest future ahead of them.

The experience will not disappoint – come see for yourself. You have nothing to lose and the world to gain.

Dina Unwin, Sterling Jewelers, Wethersfield, CT

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www.ijo.com

By Matt Perosi

ANALYZING ADVERTISING EFFECTIVENESS

Between your website, local newspaper, direct mail, radio ads, billboards, social media, and word of mouth, it's difficult to calculate exactly how your customers find you and what ultimately convinced them to make a purchase. What was once an easy task of calculating the ROI for an individual ad is now impossible because of so many different ways a customer can engage with you online.

"Attribution modeling" is the modern process of analyzing and assigning credit to all those marketing channels that eventually lead to a customer purchase. Marketers commonly refer to this as multi-channel attribution (MCA) and there are several ways to analyze the results depending on what information you need. Determining the appropriate MCA for a retail store is very challenging since there's no exact way to measure the impact of online ads to in-store sales.

Back in March 2011, Google and HP published a case study showing how every \$1 in online ads delivered \$5.30 in offline store sales. Similarly, in November 2011, Verizon released their study showing how 5 new accounts were activated in-store for every 1 activated online. Both HP and Verizon developed their own methods of attributing offline sales to the efforts of their online marketing.

Google Analytics has built in ways to measure traffic to your website from email, organic search, social networks, referral links, direct typing of your website address, and paid search. Connecting that traffic to online sales is easy for Google Analytics when you have an e-commerce website; but those same Google Analytics reports are almost useless for non-commerce sites and stores that rely on in-person sales.

That is, unless you can figure out a way to associate the data.

The ultimate achievement for any retail store would be to convert to a unified website and in-store point-of-sale system that shares customer and inventory databases. In that scenario, a customer who creates an online account through the website could be directly associated with their in-store purchases. Through website tracking, you'd be able to see the first time a customer visited your website, where they came from, what products they viewed online, and what they ultimately purchased in the store. Attribution modeling would be easy for a unified system such as this, but it would require a significant

investment into new systems. (Email me for a list of some unified systems.)

Other than converting to a unified system, there are more mundane ways to track how your online channels contribute to your offline sales. For example, you can count the visits to different vanity website addresses used in each of your offline ads even though they all point to the same website. Additionally, a web coupon code is easy to track when redeemed in person. Using different telephone numbers is another common way to track responses to online ads.

Although website addresses, coupon codes, and telephone numbers are easy online tracking methods, I see very few small businesses using them. Domain names are inexpensive and it only takes a few minutes for a website programmer to set up vanity address tracking. You could register 6 or more vanity domain names for under \$100 and use them in 6 different ads during the holiday season. Along with the vanity domain names, you can get different free inbound telephone numbers from Google Voice to use in different ads. Even though inbound calls are routed to your business telephone you'll still know exactly which ads are drawing the response.

Online coupons can be implemented as codes that must be mentioned on the telephone or in person. You could even design a banner ad to look like a clip-able coupon that must be printed and scanned in the store to receive the discount. Such

ANALYZING ADVERTISING EFFECTIVENESS

printable coupons would be easy to deploy through Google Adwords, Facebook, and even Instagram. Don't be surprised when customers ask to redeem smartphone screen shots of your printable coupons.

I've only scratched the surface of attribution modeling and how to track it. If you dig deeply into the attribution modeling information found online, you'll find that everything you do online has some positive effect on your offline sales, you just can't measure it all. However, just because you can't measure it all doesn't mean you shouldn't try.

With so many different ways to measure results, it seems unproductive to pay for online advertising of any type without implementing some method of tracking. Several jewelers I know pay for a social media service that posts daily updates, including birthstone of the month information at the beginning of each month. It's easy for Facebook fans to overlook those birthstone announcements unless you include a discount code in the description or in the image. Throughout the month, you'll know that anyone redeeming that discount found it on Facebook. The same technique can be applied to any social media post.

Sometimes a creative marketing idea is all it takes to have a successful holiday season, but successes and failures leave footprints in the form of trackable data. That data can be found in how you match sales reports from previous years to the data collected in Google Analytics; but there's also a lot of missing data that hasn't been tracked yet.

Having a website for the sake of having a website is no longer enough. Attributions modeling techniques and the benefits of using them have been around for at least 10 years. Your website can be the cornerstone of your customer and advertising tracking, even if you don't have e-commerce. The time has come to look past simple things like online sales and responsive design and ask your website to deliver valuable information that will help shape future marketing methods and how you meet your customer's needs.



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. 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 or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.

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HOLIDAY SECURITY TIPS

By David Sexton

Holiday sales are critical to the success of a retail jewelry business. Jewelry stores handle an influx of customers, ready to purchase the perfect gift to put under the tree. With all the excitement of the holidays, plus the increased sales and foot traffic, now is definitely not the time to let your focus on in-store security falter.

Given the recent cycle of crime targeting products like luxury watches, your security should be more top-of-mind than ever. Whether you carry luxury merchandise or not, you can improve your store's security this holiday season by protecting yourself against three common crimes.

✓ Robbery

Peak shopping season, and a store filled with customers, won't deter robbers from attacking your showcases with sledgehammers or threatening you with a gun. Criminals have even targeted high traffic locations like shopping malls during past holiday seasons—there's no reason to think this year will be any different.

Make sure you and your staff are consistently doing these things to prevent a robbery:

✓ Secure your openings and closings.

Have at least two people conduct your opening and closing duties together. In the morning, one associate opens the store and conducts a thorough search of the premises to establish and indicate an all-clear to the others—who should remain outside at a safe distance to notify law enforcement if the first associate encounters any issues. At night, the same procedure should be used.

✓ **Identify casing.** Most every crime in the jewelry industry is preceded by some degree of surveillance. Some suspicious behaviors to be aware of include avoiding contact with your sales staff or trying to locate your electronic security features

(surveillance and alarm systems). If anything doesn't feel right, trust your instincts, document the occurrence, then share it with everyone at your business.

✓ **Establish a code word.** Your associates should have a code word or phrase in place that warns of a suspicious situation. Something as simple as, "Mr. Wilson is coming to pick up his order," should cue one associate to leave the premises, contact police, and wait for them to arrive.

✓ **Distraction theft.** With a flood of customers looking for that perfect piece of jewelry, employees are stretched thin. Well-prepared thieves are patient and will wait for an associate's attention to slip, then strike. Remind your entire staff how important each of the following simple actions are to the security of your valuable merchandise.

✓ **Greet every customer.** Saying hello and making eye contact isn't good only for spreading holiday cheer, it is also a good way to make criminals feel unwelcome. Even if you're busy with another guest, you should still offer a quick greeting, just be sure not to turn your back on your current customer

✓ **Provide a private showing area.** When a customer asks to see high-value merchandise, allow the customer to do so with the associate in a private area or office, away from the main showroom. This arrangement provides privacy for your customer, allows your associate to focus on the showing, and discourages a grab-and-run scenario.

✓ **Lock all showcases, all the time.** It's something you should always do, but it's especially important during the holidays when you might keep more inventory in your showcases to keep up with customer demand. Remember to remove the keys from the showcase locks when they are unattended, or when you are not actively taking out or returning items. Never leave keys out where they could easily be taken.

✔ **Interact one-on-one.**

Keep your focus on one guest at a time. This can be tough during the holidays, but it will make that customer feel important and worthy of your undivided attention and help ensure you don't lose track of merchandise. To prevent grab-and-runs, show only one item at a time.

✔ **Internal theft**

Many stores hire temporary help for the holidays to accommodate the surge in customer traffic. Unfortunately, internal theft is a serious threat. How easy would it be for your employees to under-ring tickets and keep the difference, or sneak merchandise out the door?

When hiring your seasonal staff, follow these tips to help protect against employee theft.

✔ **Require an application process.** Ensure all candidates complete a job application, including a signature that grants permission to conduct background checks.

✔ **Complete reference checks.** Invest time in checking references before extending an offer, per your signed application. You may also consider standard drug screening for all new employees.

✔ **Train new employees.** Monitor both new and established employees who handle merchandise, engage in financial transactions, or have access to computer systems and financial records. Let them know that you are watching by noticeably checking their work.

✔ **Make daily reconciliations.** Check and affirm that your daily receipts are correct. Price merchandise by stamp or machine rather than by hand, and allow only authorized employees to price merchandise.

✔ **Seek agency help.** If hiring doesn't fit into your busy schedule, consider using an agency. They can conduct background checks, administer appropriate skills testing, and handle compensation.

The holidays are a time of celebration and sharing, and for your business they are a time to achieve success. Taking these precautions to ensure the security of your merchandise will make for a merry and bright season and a happy new year.



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.



NRF Forecasts Holiday Sales to Increase Between 3.6 and 4 Percent

The National Retail Federation announced today that it expects holiday retail sales in November and December – excluding automobiles, gasoline and restaurants – to increase between 3.6 and 4 percent for a total of \$678.75 billion to \$682 billion, up from \$655.8 billion last year.

“Our forecast reflects the very realistic steady momentum of the economy and overall strength of the industry,” NRF President and CEO Matthew Shay said. “Although this year hasn’t been perfect, especially with the recent devastating hurricanes, we believe that a longer shopping season and strong consumer confidence will deliver retailers a strong holiday season.”

Christmas falls 32 days after Thanksgiving this year, one day more than last year, and is on a Monday instead of Sunday, giving consumers an extra weekend day to complete their shopping.

This year’s forecast would meet or exceed last year’s growth of 3.6 percent and the five-year average of 3.5 percent. While recent hurricanes are not expected to have a significant long-term effect on the economy, NRF is issuing this year’s forecast as a range rather than the usual fixed percentage because the impact of the storms on economic indicators has made it difficult to make a more precise forecast.

“Consumers continue to do the heavy lifting in supporting our economy, and all the fundamentals are aligned for them to continue doing so during the holidays,” NRF Chief Economist Jack Kleinhenz said. “The combination of job creation, improved wages, tame inflation and an increase in net worth all provide the capacity and the confidence to spend.”

NRF’s forecast is based on an economic model using several indicators including consumer credit, disposable personal income and previous monthly retail sales. The overall number includes the non-store category (direct-to-consumer, kiosks and online sales). For historic sales information visit NRF’s Holiday Headquarters and the Retail Insight Center.

New Clementine Watch Collection from Escape

Clementine is the newest addition to the Escape lifestyle watch brand. Feminine, elegant, and finely detailed, Clementine features a radiant round dial set in a 35MM stainless steel case. The iconic Escape chevron logo is set at the 12 o’clock position and encourages thoughts of planning one’s next journey. Adorned with genuine Swarovski crystals on the

bezel and completed with a luxurious 7-link stainless steel bracelet, Clementine displays sophisticated luxury at an accessible fashion price with retails from \$175- \$225. This perfect accessory watch is available in stainless, gold ip, two-tone gold ip/stainless and two-tone rose-gold ip/stainless.



Escape International based in Rockwall, TX, designs, develops, markets and distributes fashion watches globally. Design influences are provided by the traveled lifestyle and adventures of the company’s founder. Escape incorporates the mission of #DreamPlayUnite through creativity, sourcing of quality materials, and infusing cultural inspiration. The Escape timepiece collection is a journey of uniting high-quality craftsmanship with innovative design for a traveled lifestyle. For more information call 214-415-8900.

Michou’s festive One-of-a-Kind Cuffs

The Holidays are a wonderful time to wear statement jewelry. Each season Michou’s designer, Michele Sonner, designs hundreds of new one-of-a kind pieces. Cuffs are one of her favorites. Handmade in Bali. For more information call 530-525-3320

Featuring druzy, five colors of topaz, pink tourmaline, rhodolite garnet, blue kyanite, amethyst, and mystic fire quartz. Sterling silver and 22K gold vermeil. MSRP \$1,695



Michou L34431 MSRP \$1695

The 10ct opal reflects all the colors of the surrounding stones: fluorite, pink and green tourmaline, rhodolite garnet, amethyst, iolite, Pariba topaz and lemon quartz. Sterling silver, 22K gold vermeil. MSRP \$2,495.



Michou L42509 MSRP \$2495

Phrenite with actinolite inclusions, tourmaline, peridot, phrenite, green amethyst and lemon quartz. Each stone is cradled in a 22K gold vermeil bezel on a palette of sterling silver. MSRP \$1,595



Michou L34435 MSRP \$1595

Bastian Inverun Best Seller Packages

Bastian Inverun has introduced two packages of their best-selling pieces (some pictured below). The company is known for beautiful finishes and the cut and color of their genuine gemstones and diamonds. Bastian's first package contains pieces with luxurious scratch matt and satin matt finishes, as well as their ever-popular diamond dust finish. The second package highlights their beautiful diamond and gemstone pieces to add that extra sparkle to your Holiday display. Each Best Seller package is valued at \$6,000 MSRP. Buyers may purchase as a complete package or choose pieces from each to create your perfect display. These Best Seller Packages are designed for quick, easy, and confident purchasing.

For further information please call 401-667-7279.



Sterling silver, 18.10" plus 2",
MSRP \$839



Sterling silver, London blue
topaz, 1.62ct, MSRP \$289



Sterling silver, diamonds
0.05ctw, MSRP \$389



Sterling silver,
MSRP \$309

Select Show Announces Dallas 2018 Date

On the heels of a successful 2017 Select Dallas Show, The Select Jewelry Show announced new dates for 2018. The 2018 Select Jewelry in Dallas will be Sunday and Monday, September 16th and 17th at the Dallas Ritz Carlton Hotel

"We've slightly changed our dates to better serve our valued retailers and vendors," said Joe Carullo of the Select Show. "We're pleased to begin our ninth year in Dallas in 2018 and look forward to another great year there."

The Select Show is an exclusive, boutique, jewelry trade show featuring some of the industry's best brands and companies. At the Select Show fine jewelry retailers can meet with their suppliers in an elegant, comfortable, and manageable environment. With little overlap in categories, the Select Show vendors represent the cutting edge in fashion, bridal, and all categories a retail jeweler needs to achieve success.

To register or for additional information please call 646-517-0660 or 800-552-3790 or email info@selectjewelryshow.com or click www.selectjewelryshow.com.

Patrick Retzer Joins Color Merchants/Brevani as V.P. Of Sales



Brevani, the branded division of Color Merchants Inc. announced this week that they'll be bringing on industry veteran Patrick Retzer to head up their sales division and oversee the brand's direction.

Retailers throughout the country, who know Patrick Retzer from his previous work as V.P. Of Sales with Jayden Star, LLC and National Sales Manager with C.G. Creations, will attest to his industry knowledge and skill in building a brand within a retail sales environment. Since 2007, Retzer has worked with a variety of established retailers in management, including Fred Meyer Jewelers, Shane Co. and Sterling Jewelers.

In his new role as Vice President of Sales with Color Merchants/Brevani, Retzer is responsible for managing key accounts, managing the sales force, as well as identifying new opportunities for expansion with the renowned jewelry designer.

Keven Peck, CEO of Color Merchants/Brevani said "The Color Merchants family is excited to bring Patrick on to drive sales and help guide the growing brand in the right direction. His experience in retail sales, sales force management, and brand development provide us with a unique opportunity to build on the great foundation that we've established over the last 30 years. We're looking forward to continuing to provide both existing and new clients with innovative works of art that are sure to expand their sales."

Brevani has been gaining a tremendous amount of traction around the industry with their uniquely beautiful and innovative collections. Now with the addition of Retzer, Brevani hopes to be able to expand their reach even further and become one of the "must have" brands within retail stores throughout the United States.

Continued to Pg 58



Mastoloni

Limited edition floral earrings featuring 10.5-11 mm south sea pearls with brilliant white diamonds (1.05ctw) set in 18K white gold.

MSRP: \$6,050.

212-757-7278



Unique Settings of New York

Stackable wedding band is hand millgrain and available in all popular metals as well as color options. The style features total carat weight of 0.56ct round and princess diamonds.

MSRP: \$2,700 in 14K gold.

800-446-4900



K. Mita Design

Pink Mystique earrings, 16 x 34mm, 14K yellow gold, pink sapphires 0.29ct, rubies 0.08ct, bi-color pink tourmaline 17.20ct.

MSRP: \$4,160.

646-633-4573



Steven Royce

Two-tone design centered around a 1.00ct Ceylon sapphire and complemented with 0.19ct of diamonds.

MSRP: \$1,499.

516-466-0700



Artistry Ltd

Diamond chevron ring from the Arte Deco Collection. 14K yellow and white gold and 1.38ctw diamonds. MSRP: \$4,390

888-674-3250



John Atencio

Opal and diamond pendant in 18K yellow gold. this is a one-of-a-kind design from the John Atencio Signature Collection. MSRP \$7,485.

303-717-8160.

Alisa

Bold basket weave cuff in sterling silver features two 18K yellow gold and durable blue enamel stations. Exclusively made in Italy. MSRP: \$750.

888-253-6600





Brevani

This Spiral ring is a part of Brevani's Spryngs Collection which features flexible jewelry. Uniquely able to expand leaving the customer to choose which finger to wear it on. This ring features 1.00ct of diamonds set in 14K white or yellow gold. MSRP \$3,000.



800-997-8780

Carrelle

Disco Dots stick earrings in 18K satin finish yellow gold with 0.89ct GH-VS quality diamonds. MSRP: \$5,590.

212-997-1156



Belle Étoile

Shimmer Silver Ring. White stones pavé-set into rhodium-plated, nickel allergy-free, 925 sterling silver. MSRP: \$195.

415-626-9223



Michou

Chandelier earrings of sterling silver and 22K vermeil with a doublet rainbow moonstone, ice quartz, white and blue topaz. MSRP: \$445.

828-683-7824

Alamea Hawaii

Beautiful larimar briolette earrings available in sterling silver or 14K gold. MSRP is sterling silver \$600. Matching pendant available.

808-922-5333



Mabel Chong

The San Francisco Hearts necklace, in sky blue topaz, kyanite, and London blue topaz with brushed gold-plated coins and roundels. The gold-filled chain is adjustable from 36"-38". The design is versatile enough to be wrapped around the wrist for a slinky, compliment-earning bracelet or double up for a layered necklace. MSRP: \$380.

949-423-5509



D'Amico Mfg Co. Inc.

Solid 14K gold cross with fixed bail, also offered in sterling silver, Available in three sizes and engraveable. MSRP: \$26 - \$330.

800-989-5520

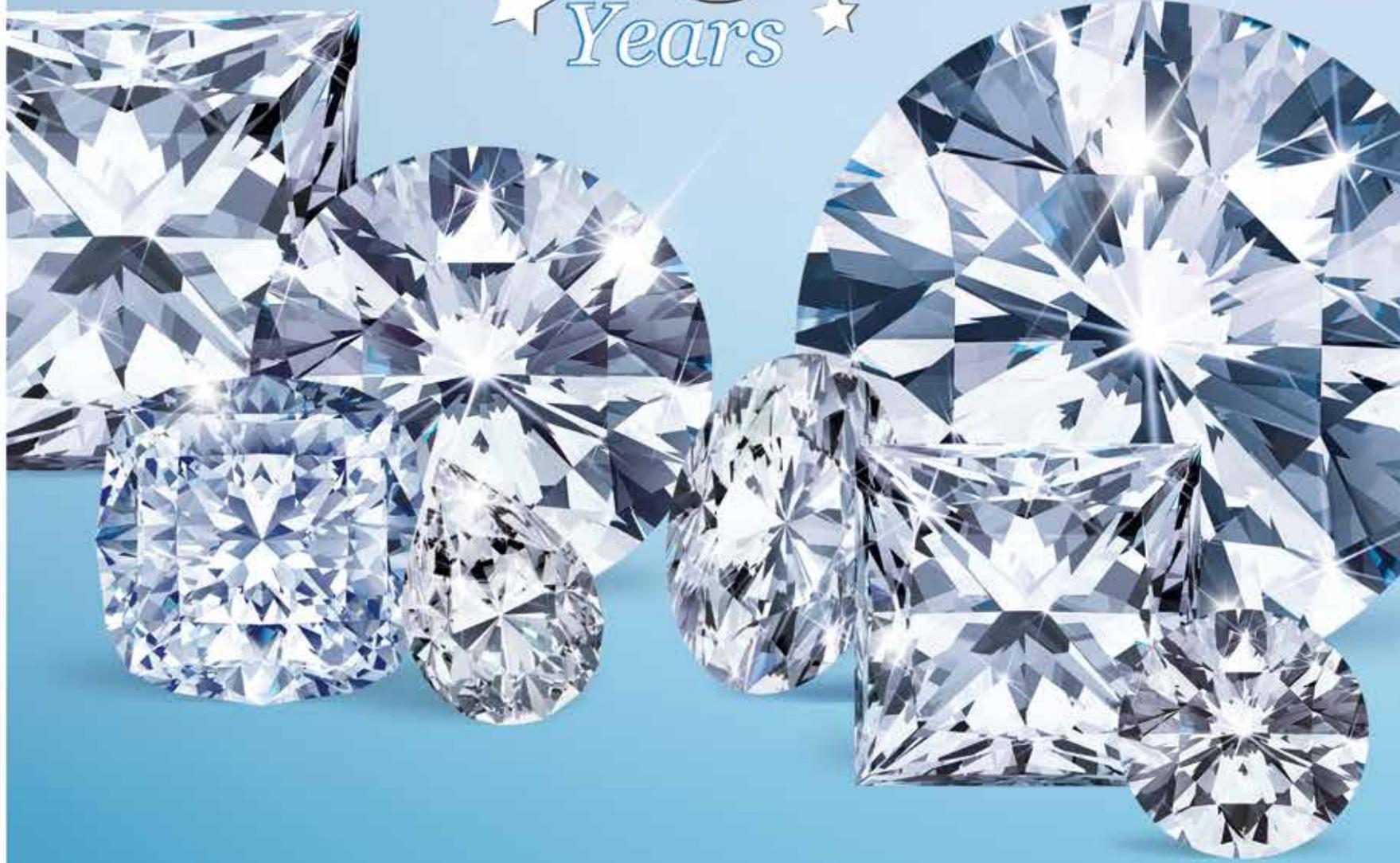
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26 	27 9:30 a.m. - 7:00 p.m.	28 9:30 a.m. - 7:00 p.m.	28 9:30 a.m. - 7:00 p.m.	30 9:30 a.m. - 7:00 p.m.	1 DECEMBER 9:30 a.m. - 7:00 p.m.	2 10:00 a.m. - 5:00 p.m. MONDAY DELIVERY FREE
3 	4 9:30 a.m. - 7:00 p.m.	5 9:30 a.m. - 7:00 p.m.	6 9:30 a.m. - 7:00 p.m.	7 9:30 a.m. - 7:00 p.m.	8 9:30 a.m. - 7:00 p.m.	9 10:00 a.m. - 5:00 p.m. MONDAY DELIVERY FREE
10 	11 9:30 a.m. - 7:00 p.m.	12 Hanukkah Begins 9:30 a.m. - 7:00 p.m. 	13 9:30 a.m. - 7:00 p.m.	14 9:30 a.m. - 7:00 p.m.	15 9:30 a.m. - 7:00 p.m. SATURDAY DELIVERY FREE	16 10:00 a.m. - 5:00 p.m. MONDAY DELIVERY FREE
17 	18 9:30 a.m. - 7:00 p.m.	19 9:30 a.m. - 7:00 p.m.	20 Hanukkah Ends 9:30 a.m. - 7:00 p.m.	21 9:30 a.m. - 7:00 p.m.	22 9:30 a.m. - 7:00 p.m. SATURDAY DELIVERY FREE	23 10:00 a.m. - 5:00 p.m.
24 <i>Christmas Eve</i> 	25 <i>Merry Christmas</i> CLOSED	26 9:30 a.m. - 6:00 p.m.	27 9:30 a.m. - 6:00 p.m.	28 9:30 a.m. - 6:00 p.m.	29 9:30 a.m. - 6:00 p.m. SATURDAY DELIVERY FREE	30 CLOSED
31 NEW YEAR'S EVE 	1 January 2018 <i>Happy NEW YEAR</i> CLOSED					*All times reflect EST.

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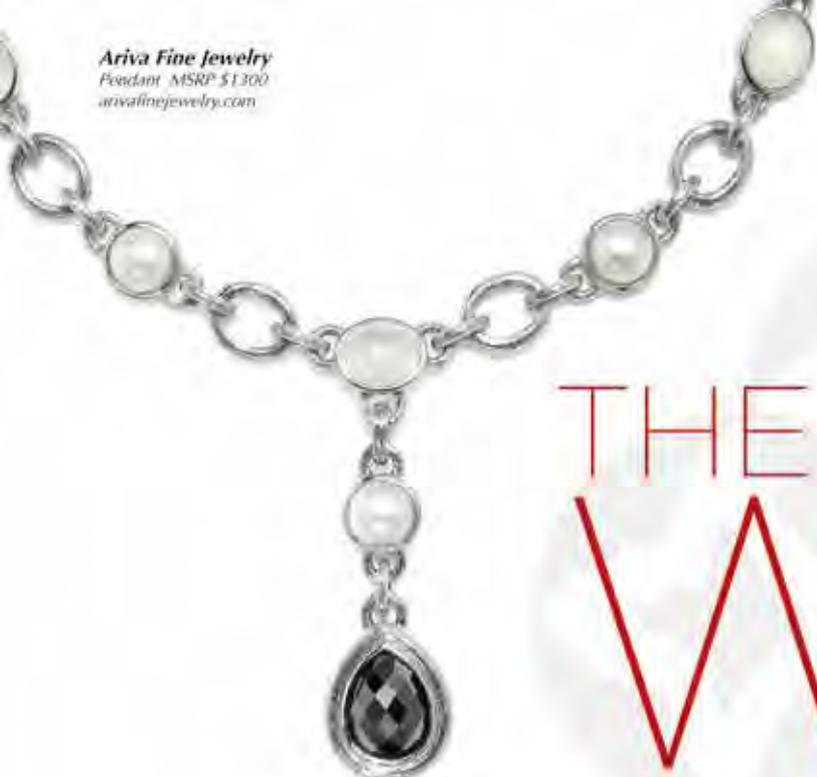
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Ed Levin
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THE GIFT OF WOW

PREPARING YOUR STORE FOR THE HOLIDAY SEASON

The outlook is very positive... let silver lead the way



Frederic Duclos
Earring MSRP \$275
fredericduclos.com

According to a new survey from the International Council of Shopping Centers (ICSC) consumers are expected to spend about \$728.40 on gifts and other items which is a 3.8 percent year-over-year growth in retail sales for this holiday season. In addition, new ICSC research shows that consumers will be making purchases through a variety of channels including in store, online, and click and collect. In fact, 96% of shoppers plan to make a purchase from a retailer who has both a physical and an online presence, with 91% of shoppers buying at physical locations. The annual Holiday Shopping Intentions findings prove that consumers are very optimistic this holiday season and that the physical retail store remains the cornerstone for retail sales.

HERE ARE A FEW POINTERS TO GET READY FOR A SUCCESSFUL SALES SEASON:

1. Fine-tune your web site. With many sales beginning with on line research – think of your website as your first connection with the consumer – be sure that it has the same look and feel as your store and that your sales associates are aware of what is being featured there.

STERLING TIP: update the site to include holiday messaging and show a few great silver pieces.

2. Guide your customers' experience. On line and instore Organize your products in a way that makes it easy for customers to zero in on what they're looking for. Group items into categories such as "Gifts for Her," "Gifts for Him," "Gifts under \$X" etc.

STERLING TIP: 54% of jewelers say that silver delivers the best inventory turn compared with diamonds (17%), gold (10%) and platinum (2%).

3. Offer gift certificates. Many buyers don't know exactly what to get, and a gift certificate /card is a great alternative. The average gift card user ends up spending an extra 20 percent beyond the value of the card and can bring in business well after the hectic holiday season.

STERLING TIP: this is a terrific opportunity to capture yet another new customer.

4. Offer gift wrapping. Many customers don't have time to wrap their purchases – you can even offer to hold the gift so that spying eyes don't find it before the big day. By providing this service, you add value to your products and gain a competitive edge.

STERLING TIP: 89% of retailers surveyed believe the the current silver boom will continue for the next several years.

5. Build an email campaign around the holidays. Use your newsletters and emails to share gift tips and announce special sales. Mix informational newsletters with promotions and product specials.

STERLING TIP: 40% of retailers reported that the best price point for silver is the \$100-\$500 range.

6. Focus on promotions that add value. Don't cannibalize your margins by developing promotions that focus on price. Instead, look for ways to deliver value. Free gift wrapping with a minimum purchase is one example or an "enter to win" opportunity with any instore purchase.

STERLING TIP: 49% of retail jewelers say silver maintains the best margins during the holiday season.

7. Shine on social media. Use Twitter, Facebook and other social sites to showcase your holiday promotions and events. Be careful not to make it all about the hard sell. Appeal to the senses using timely rich media like photos and video.

STERLING TIP: 72% of retailers say that silver is important to their business.

8. Team up with other businesses. Show your holiday spirit by teaming with other businesses for a sidewalk event or parade of stores. Think of ways to entice shoppers to visit each participating store or restaurant. Hand out punch cards and encourage customers to get them stamped at each business for the chance to win a prize.

STERLING TIP: 57% of retail jewelers say silver jewelry holiday sales increased over the prior year. ■



Alex Woo
Elements Pendant MSRP \$318
alexwoo.com



Gabriel & Co
Pendant MSRP \$175
gabrielny.com

This article is sponsored by the Silver Promotion Service (SPS) and was written by Gloria Maccaroni, Director of Brand Development for SPS. SPS provides programs and press opportunities to enhance the awareness of silver jewelry and promote the collections of Savor Silver brand members. Visit savorsilver.com for more information on Savor Silver brands. Statistics: 2016 Retailer Survey conducted by Instore Magazine.

It is the season to sell silver



**DURING HOLIDAY SEASON 2016
RETAILERS REPORTED*:**

57%

Silver Jewelry
holiday sales increased
over prior year

ARE YOU
PREPARED?

49%

Silver maintained
the best margins
during holiday season

SILVER 
PROMOTION SERVICE

*INSTORE Retailer Survey

www.savorsilver.com



Phillip Gabriel Maroof



Why Phillip Gavriel? Consider that the brand fills a thoroughly unique position in the marketplace and in your store. The combination of sophisticated yet wearable pieces, on pulse and relevant with today's consumers, and at an accessible price calculated to generate volume and repeat sales.



PHILLIP GAVRIEL

If you've had any questions as to why the brand continues to grow so much, all you have to do is take a look at the newly redesigned Italian Cable Collection. One of the first collections introduced over a decade ago, it has been a proven seller everywhere. The newly expanded presentation includes candy colored gemstones, diamonds, and genuine 18k gold with price points that start at \$149 with an average of 2.5 keystone. And on top of all that, its 100% Made in Italy.



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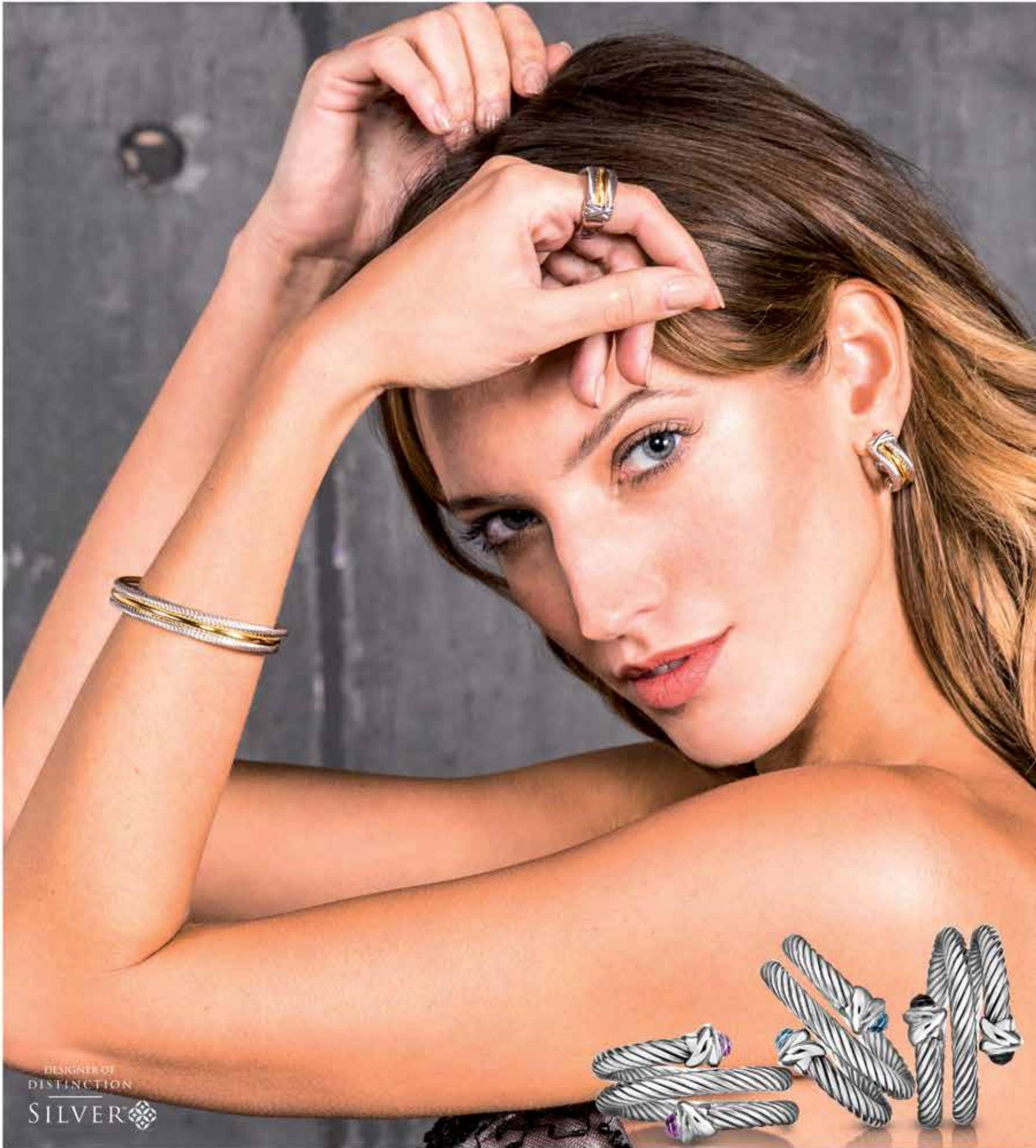
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PHILLIP  GAVRIEL

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

Belle Étoile

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




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KELIM 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."




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KELIM

JEWELRY DESIGN

GJX Tucson
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SAMUEL B.

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

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

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



Royal Bali Collection

STERLING SILVER MULTI GEMSTONE RING \$402



Bali River[™] COLLECTION

STERLING SILVER & 18K BRACELET \$492



Diamanti COLLECTION

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



Thai Tribal COLLECTION

STERLING SILVER BALINESE SCROLL
HAMMERED EARRINGS \$132



Imperial Bali

MEN'S COLLECTION
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New York • Bali

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



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SILVER 

JIS MIAMI - BOOTH 938

SHAPING AMERICAN DESIGN SINCE 1950®

Ed Levin
JEWELRY

We believe our jewelry speaks for itself, so we are gratified that the designs shown here have caused you to linger on this page. While you take a look, we'd like to take the opportunity to tell you more about us as a company.

Over 66 years ago, Ed Levin merged his passion for applying age old techniques to metal working with designs inspired by the modernist movement in art and sculpture. Since that time, the creative energies of many people have come together to bring us where we are today.

Many changes have occurred as we have progressed from the days of hand-drawn catalogs into the digital age, but some things remain constant for us. Ed Levin Jewelry is still made by our skilled craftspeople using the finest materials. We continually explore new processes and innovations in design and function to make what we believe is jewelry that becomes part of people's lives.

Time and experience have also refined our ability to support our retail partners with many beneficial services. Our sales associates would be happy to outline them. As always, our personal assistance is just a phone call (or e-mail) away!



Elliptical Elegance Earrings

Mana Pendant

Secret Heart Bracelet
shown closed and open


SILVER



Encore Earrings
Winner of the 2017
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DRUKKER

FINE GEMSTONE JEWELRY

From timeless classic designs that go equally well with everyday clothes and an evening gown; to elaborate contemporary pieces for those wishing to make a bold statement – there is jewelry for every taste and occasion.

Drukker fine jewelry is the work of Elena Drukker; handcrafted, created in small batches, made of nickel-free silver.

Drukker's sterling silver jewelry is plated with palladium and rhodium, and as a result, will not tarnish for a very long time. This extra precious metals plating is what helps to ensure that all silver jewelry that from Drukker will stay beautiful for years to come.



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



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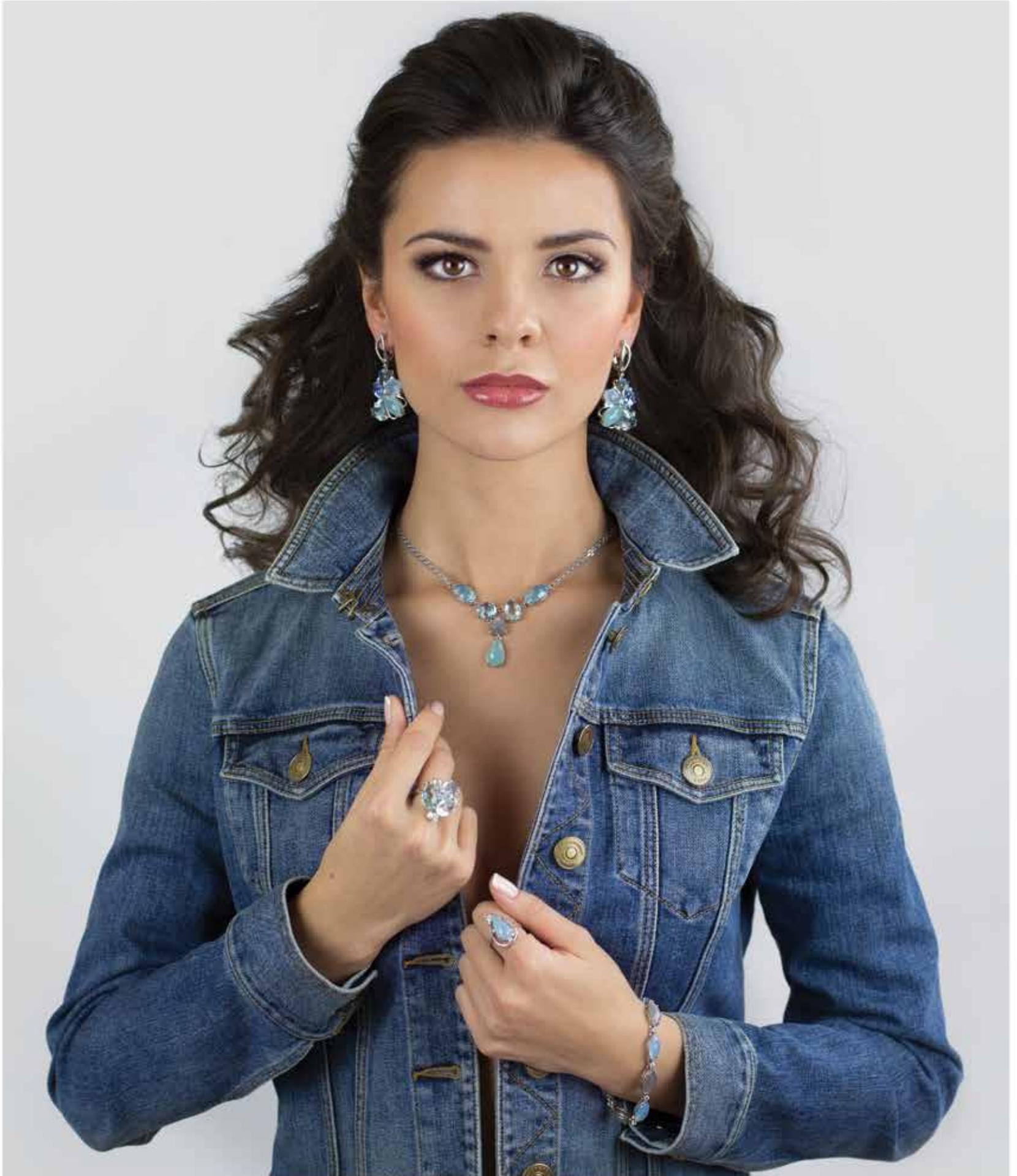


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DESIGNER OF
DISTINCTION
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NAUGHTY OR NICE? OR BOTH

Whether you have been naughty or nice, or a little bit of both, Michou has your Holiday wishes covered with the new, whimsical Winter Wonderland collection. From the themed Snowman pendant and frosted mountain inspired necklace to elegant chandelier drop earrings, Michou's Winter Wonderland collection will have you looking stunning from the first Christmas party through New Years Eve! The Winter Wonderland collection features Druzu that sparkles like freshly fallen snow in the mountains, each stone as unique as the snowflakes they evoke.

Michou is the perfect bridge between your gold and silver lines. Michou fills the gap in both price point and style, giving your customers a sophisticated and bold look that is affordable. Perfectly matched sets that stand alone and mix together create a "collector" environment that keeps your customers coming back for more. Our Michou elves have stocked the shelves, piled high with baubles and bangles all ready for Holiday delivery.

Experience the universal appeal of color and design that is the essence of Michou.




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OCEANA COLLECTION

Inspired by the curves of a seashell, the Oceana Collection features subtle bends and strong ripple patterns to emulate movement. Each piece is handcrafted and expertly designed to transition from casual to formal settings.



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New and Noteworthy

Govberg Jewelers to Receive 2018 Gem Award for Retail Innovation

Govberg Jewelers announced its nomination for the 2018 GEM Award for Retail Innovation by Jewelers of America. Govberg's embrace of technology is one of many innovations leading to the nomination.



"We are extremely honored by this nomination," said Danny Govberg, CEO of Govberg Jewelers. "We are continuously moving forward, evaluating and improving how we support the evolving needs of today's watch consumer. This nomination reinforces that even a 101-year-old company can operate as an innovative, successful start-up and demonstrates to our industry colleagues – the first, second and third-generation jewelers – the upside of embracing change."

This year, the GEM Awards will recognize three areas of achievement: the traditional Jewelry Design and Media Excellence categories, plus the newly added category of Retail Innovation. This award recognizes companies that are evolving alongside consumer shopping habits and the retail landscape. Winners will be announced live during the 16th Annual GEM Awards on Friday, January 19, 2018, and honored at a star-studded ceremony at Cipriani 42nd Street in New York.

For more information on Govberg Jewelers, please contact The Lilian Raji Agency at (646) 789-4427 ext 701 or lilianraji@lmrpr.com.

Bastian Inverun New Displays

Bastian Inverun has introduced completely new display package. These superior elements highlight their jewelry and can be purchased for a small fee as a complete display module or separately to suit your display needs. The new elements can be moved and changed as you prefer, to create unlimited display variations and continued interest for your customers. The company offers newly designed boxes at no charge to complement the rich new displays.



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Spryngs is geared towards women of all ages making this revolutionary ring a staple piece in a woman's wardrobe that can be worn for a lifetime. For more information please call Allison Peck at 800-997-8780 or visit www.brevani.com



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-David Ekstra, Holsten Jewelers

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Evocateur Custom Map Jewelry

Everyone has a connection to a special time and place – home, a favorite vacation spot, a grandparents’ house – and that connection is rich with story and emotion. Evocateur celebrates that connection with their line of handcrafted, custom map jewelry.

Evocateur has designed custom jewelry pieces for leading jewelers across the United States. Recently, Evocateur was asked by Fontana Jewelers in Fontana, Wisconsin, to design a distinctive line of jewelry, including cuffs, bangles and necklaces, featuring Geneva Lake. Evocateur caters to the stories and emotions of their clients by creating handcrafted works of art featuring the imagery that brings them to life.

A sampling of jewelry retailers who carry Evocateur custom map jewelry include

- Hamilton Jewelers- Princeton, NJ
- Lux Bond & Green- W. Hartford, CT
- Cedar Chest Fine Jewelry- Sanibel Island, FL
- Amelia’s Fine Jewelry- Amelia Island, FL
- Carlson’s Fine Jewelry- Naples, FL
- Veranda Jewelry- Vero Beach, FL
- Weston Gallery- Manasquan, NJ
- Reed’s Jewelers- Amherst, NY
- Hyde Park Jewelers- Hyde Park, NY
- Burkes Jewelers- Kilmarnock, VA
- Fontana Jewelers- Fontana, WI
- Reimer Jewelers- Oshkosh, WI
- Gysbers Jewelers- Waupun, WI
- Leonard’s Jewellery- Wauconda, IL
- Midwest Jewelers and Estate Buyers- Zionsville, IN
- Erica’s Fine Jewelry- Lake Havasu City, AZ
- Burri Jewelers- Cheyenne, WY

.... And many more.

The MSRP range from \$148 to \$398. For more information call Evocateur at 203-956-0705.



With You Locket

When New York native Mikki Glass lost her father in 2002, she searched for a way to include him in her sister’s wedding. Her solution was a self-created locket anklet with photos of their father inside that now symbolizes the inception of an entire business. The anklet allowed her sister to have their father walk her down the aisle and provided Glass with the inspiration for the company, With You Locket.

“Everyone I knew responded so positively to the idea that I realized it could bring comfort and beauty to the lives of others, both for special occasions like a wedding day and for everyday wear,” says Glass. “It’s not just about people we’ve lost, but anyone we love and want to carry with us.”

Since its inception in 2014, With You Locket has grown its line to include lockets in the form of necklaces, bracelets, rings, bridal bouquet pins and even cufflinks for men. This fall, the company is launching a line of sterling silver bangle bracelets and a line of glass lockets. The company previewed these new pieces at the JA Show in New York last month.

The company also introduced a new line of mini lockets crafted with the same detail and quality materials as the original line this past spring. “They are perfect for our customers who embrace the layered look or who want a lower price-point,” said Glass.

Throughout the line, each piece embraces the beautiful sentiment and tradition associated with lockets, allowing someone to carry a photo, love note or keepsake. Reigniting the tradition of lockets, they hold secrets, stories and the presence of someone special. The company also offers as a solution to one of the biggest challenges for locket owners – getting a tiny photo inside. Their on-line custom photo-printing tool allows customers to upload a photo, size it and get a preview of exactly what it will look like inside their locket. The company can print, cut and laminate the photo so it arrives inside the locket, ready to be worn.

To learn more about the company, call 800-413-0670.





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Vahan Jewelry First Line of Fine Jewelry for Men

Historically, Vahan Jewelry only designed pieces that were specifically for women. However, the company has now expanded to include "Homme", it's very first men's collection.

When asked why now? Why expand to men's jewelry? Greg Der Calousdian, VP of Design responded by saying "Many men feel the need to differentiate themselves from the masses, and choose to do that through self-expression. Those of us who are more fashion conscious will often do it with accessories. That's why I felt it was time to really bring Vahan into the world of Men's jewelry."

Vahan Homme is versatile, contemporary, and delivers fashion savoir faire to the male masses. The collection includes rings, pendants, and a unique line of reversible bracelets. These diverse pieces highlight the brands ability to create aesthetically appealing designs.

"Our Homme collection is geared to add a little pop to a man's style. A small token of panache to pair with a lonely wrist watch or wedding ring. I've created brand new designs for men such as the Pyramid collection, as well as put a more masculine twist on existing Vahan styles like the Buckle bracelet and Tiger cuff. Homme is an exciting new line that will attract men who want to make a statement," explained Calousdian.

The Homme Collection starts at \$625 and is available at various retailers throughout the U.S., Canada, and the Caribbean. A list of retailers can be found on Vahan's website at www.vahanjewelry.com.



Artistry, Ltd. Debuts of First Branded Collection - Graymoor Lane Designs

Artistry's first branded collection, Graymoor Lane Designs (GL) launched to the retail trade with stellar reviews at the June JCK Luxury show. GL is a smartly-positioned, contemporary fine jewelry line which reflects the principles of Mid-Century Modern architecture and decorative design. GL's four introductory collections balance an authentic design aesthetic with contemporary lifestyles at accessible price points. The clean, elegant lines of GL are perfectly suited to the busy lives of today's modern women.

Graymoor Lane is a family story. Artistry's Founder and President, Laura Klemt and her daughter, Susan Klemt Williams, Vice President created GL to share the story of their family's deep connection with and affinity for Mid-Century Modern architecture, art and furnishings. Laura grew up in an architecturally significant home on 'Graymoor Lane' which was located in a unique Chicago area development steeped in Mid-Century design. Susan's family home was chosen to showcase her grandmother's Mid-20th Century furnishings. The same spare, elegant lines that define the best of Mid-Century Modern Design are reflected in each element of the striking new GL collection. These simple, elegant designs offer today's contemporary woman exceptional jewelry that can travel with her on all of her journeys as she navigates life from role to role and from day to night.

In October, Graymoor Lane Designs debuted in 25 independent retailers including Borsheims Fine Jewelry, Longs Jewelers, Clarkson Jewelers, Mountz Jewelers, Smyth Jewelers among other fine stores.

GL's digital web and social platform will launch in tandem with the collection in October. The website, graymoorlanedesigns.com, will reflect Graymoor Lanes' beautiful and compelling lifestyle brand campaign featuring gorgeous Ford super model, Basia Milewicz. Created to provide a seamless experience for GL's strategic retail partners, Graymoor's dot com will feature a robust Retailer Portal to provide partners the ability to process orders, access collection details and images as well as a suite of digital marketing and brand building tools.



"Graymoor Lane Designs is an homage to my entrepreneurial grandfather and to my mother (and so many others) who lived and adorned themselves with great understated style in their remarkable mid-20th century homes on Graymoor Lane back in the day. What a joy it has been to partner with my daughter Susan in this remarkable journey!" stated Laura Klemt.

The featured pieces in 14K gold range from \$750 to \$1,295 msrp. For more information call 888-674-3250

AGS Has New Website

The American Gem Society is pleased to announce the re-launch of a fully-enhanced website, helping consumers easily find the information they need to make an informed jewelry purchase.

For the AGS members, the new website allows for real-time updates to their profiles on the Find a Jeweler, Find a Professional Jeweler, Find an Appraiser and Find a Supplier searches, which helps connect customers to their business. There is also a new membership forum called Social Link, providing one more way they can interact with the AGS community, sharing best practices and ideas.

"Whether consumers are using any of our search functions to help them find an AGS jeweler, researching information on diamonds and birthstones, or verifying a diamond grading report through AGS Laboratories, the new format helps them more quickly access information," said Katherine Bodoh, RJ, CEO of the American Gem Society and AGS Laboratories.

Additionally, AGS launched a new Member Portal that allows the membership to sign up for all AGS-related events, including those hosted by the AGS International Guilds and AGS Young Titleholders, the Find a Supplier search that connects AGS retailers with AGS suppliers, a learning portal where all members can take their annual recertification exam, marketing material they can download and co-brand, social media content they can share, consumer brochures, customizable press release templates, logos and more.

"With our Member Portal, our goal is to give our member community value-added resources and tools that will help them in their business practices so that they can ultimately sell more jewelry," said Ms. Bodoh.

For more information about the American Gem Society and to visit the new website, please visit www.AmericanGemSociety.org.

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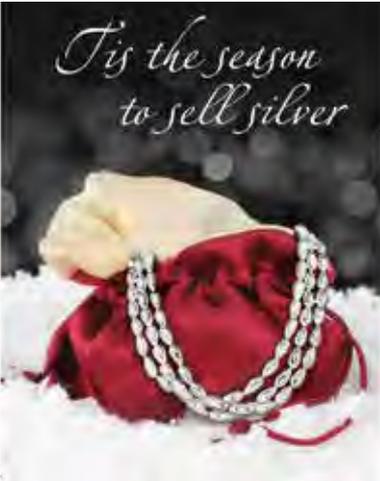
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— Mark Moeller, CEO, R.F. Moeller Jeweler



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AGA Tucson Conference Offers Extensive Day of Gemological Discovery

The Accredited Gemologists Association (AGA), a non-profit promoting gemological education and ethics through its world-wide membership has announced a robust program for their annual Tucson Gem Fair conference - Wednesday, January 31, 2018 - at the Tucson University Park Hotel. A day of authoritative gemological presentations and multiple workshop options will be followed by a champagne reception and evening gala dinner dance, highlighted by the presentation of the Antonio C. Bonanno Award for Excellence in Gemology. AGA also announced the return of their silent auction.

With the trade placing significant emphasis on gem origin, this AGA conference will tackle the resulting impact, focusing on such issues as reliable determination, varying opinions and dealing with the resulting confusion. Shane McClure and/or Andy Lucas of the Gemological Institute of America will show attendees identifying characteristics that lead to origin determination in emeralds, including those that contradict previously held ideas on what to look for. McClure is the global director of colored stone services for GIA and the 2007 Bonanno Award winner. Lucas is the manager for field gemology at GIA.

Dr. Çiğdem Lüle will examine how laboratories have adopted terms related to origin as well as other descriptors now used to associate quality both to the trade and consumer. Lüle is a research gemologist, mineralogist and owner of Kybele LLC, a consultancy firm specializing in tailored education. She was the recipient of the 2016 Bonanno Award.

Advances in scientific equipment sensitivity continue to provide important discoveries to the gemological community and Dr. John Emmett will elaborate on his recently published research surrounding previously unknown factors influencing color with specific experimentation on Yogo sapphires. Emmett, owner of Crystal Chemistry, is a world-renowned expert on corundum and its treatments. He was the 2014 Bonanno Award recipient. Dr. Thomas Hainschwang will provide his first data, results and conclusions of an extensive research project underway on diamond treatments. This massive project involves before and after data on diamonds subjected to radiation, HTHP and annealing. This research is being aided by an AGA research grant. Hainschwang, director of GGTL Laboratories and Gemlab in Liechtenstein, was also the recipient of the 2015 Bonanno Award. Sonny Pope will provide an update on the new fancy colors being produced in naturally occurring diamonds through proprietary HPHT techniques developed by Suncrest Diamonds.

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Three Workshop Options

Last year's success of Claire Mitchell's small-group workshop has led to the offering of three to choose from in 2018. Alan Hodgkinson will present a 90 minute workshop on his decades-long development of Visual Optics. Hodgkinson was the first Bonanno Award recipient in 2000 and has an unchallenged reputation as one of the field's preeminent educators (limit 10). Claire Mitchell of Gem-A will be conducting a 60 minute workshop on U.V. Fluorescence as a Diagnostic Tool (limit: 20) and Sarah Steel, a specialist in thermoset and thermoplastic organic materials of 19th century, will conduct a 60 minute workshop on distinguishing black gem materials (limit: 20).

Workshop sign-up is available after conference registration on a first come basis, until filled. For those not registered in a workshop, Nathan Renfro, GIA's analytical manager for gem identification, will present a visual tour of gem microscopy pointing out inclusions specific to the determination of treatment, origin and sometimes gem varieties. Registration and other information is available at <https://accreditedgemologists.com/>.

Spectore Corporation Partners with Fina

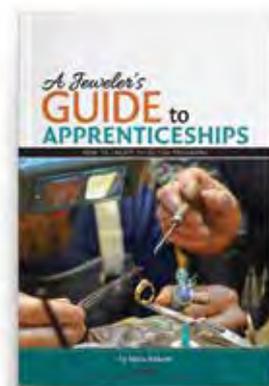
In an ongoing effort to perpetuate Spectore Corporation's heritage into its 40th year and beyond, Spectore announced the addition of Steven Fina, of Michael C. Fina, as partner in Spectore. Steven joins founder Edward Rosenberg, his son Adam, and the Spectore team in bringing new breadth and perspective to Spectore's already exemplary reputation for bold introductions in innovations and pioneering spirit toward leadership in new technologies and materials in the jewelry and consumer products industries.

Edward Rosenberg will continue on as Spectore's CEO and begin his transition to Chief Innovation and Technology Officer. As part of the company's succession plan Edward will work diligently in grooming Adam and Steven to grow Spectore to meet the exciting challenges of the new landscape of our industry. Edward is excited at the prospect of sharing this generational transition where tradition will combine with the new landscape in marketing, branding, technology, design, and communication. Edward sees the great benefit new perspective, routed in the new management's view and is truly excited to share this journey into tomorrow with them.

Steven's extensive background supporting luxury brands and clients at Michael C. Fina's iconic NY based store will prove abundantly beneficial to Spectore's impressive portfolio of luxury private label brands they have supported since they incorporated in 1983. As they collectively strategize how to continue to grow the company and add innovative capabilities to their portfolio; their focus is to continue to add new technology, equipment and grow their Florida based factory staff in the fourth quarter of 2017 and ongoing into 2018.

MJSA Press Publishes A Jeweler's Guide to Apprenticeships

MJSA Press has published a new book, *A Jeweler's Guide to Apprenticeships: How to Create Effective Programs* by educator and award-winning jewelry artist Nanz Aalund. Suitable for shop owners, students, as well as instructors, the 208-page volume provides detailed, proven approaches for finding, training, and retaining valuable employees.



The book features a variety of tests and step-by-step projects, complete with full-color photos, through which apprentices can best learn about specific tools and techniques. It also features interviews with professional jewelers who relate their own inspiring experiences with apprenticeships. In his introduction, acclaimed metalsmith Charles Lewton-Brain (who served as consulting editor) wrote, "There has been nothing like this book published in America before...It will show you how to plan for an apprenticeship; how to evaluate and choose a candidate who is passionate and motivated; and how to train that person to work both for you and with you."

The book is part of the MJSA Education Foundation's BEaJEWELER initiative, which seeks to bring "new blood" into the jewelry industry by attracting the next generation of bench jewelers and connecting them with career opportunities. The initiative was developed as a joint project with New Approach School for Jewelers in Franklin, Tennessee, and is funded by a grant from the JCK Industry Fund.

A Jeweler's Guide to Apprenticeships is available for \$29.50 (MJSA members receive a 15 percent discount.) To learn more or order the book, visit Publications on MJSA.org under MJSA Books or contact Publisher Rich Youmans at 1-800-444-MJSA, ext. 3025, rich.youmans@mjsa.org.



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May	03/23/18	04/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	04/23/18	05/28/18	JCK, JIS
July/Aug	06/11/18	07/17/18	JANY, SJTA*, Select*
September	07/27/18	09/03/18	Centurion*, JIS*, Select
October	08/24/18	10/05/18	Select, JA-Special Delivery
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By Ed Coyne

AN IDEA TO IMPROVE YOUR FIRST QUARTER SALES

Earlier in my career, I operated a retail gift and decorative accessories business. The store was a free standing 6,000 square foot barn converted into an upscale quality retail store, which included a fine jewelry department.



The store was located in a rural part of New Jersey. We generated traffic from the local town and many other communities further away because of its interesting merchandise mix and effective promotion to bring people to the store.

I always hated the first quarter of the year. There was little or no action, low traffic, resulted in slow sales. It was a time when most retail operators take a breather and start planning for the next nine months.

To help create more activity, traffic and sales in the first quarter we started this special program. Beginning on or about November 15th any one who shopped in our store and spent more than \$50 received a gift certificate in the amount of 13% of their purchase. For example if they spent \$300 they received a gift certificate with a retail value of \$39.00. This gift certificate was good towards the purchase of anything in the store and only good from January 1st to March 31st of the New Year.

When a customer made a purchase during the holiday season all gifts were beautifully gift wrapped while the customer waited for her packages. The sale was recorded and our person at the register made out the gift certificates in the appropriate amounts. The customer received her packages, sales receipt and then was handed the separate gift certificate. Customers were very surprised and very pleased. The gift certificate created a huge amount of good will and customers left the store with a special gift they could use after the first of the year. They were purchasing gifts for someone else and received one for themselves.

From November 15th through December 31st the Holiday season generated between 285 and 350 gift certificates of various retail amounts.



During the first quarter after the holidays 65% of the gift certificates were brought to the store and customers purchased merchandise using these gift certificates. In most cases the purchase far exceeded the value of the gift certificate and the interesting thing was many customers came to the store with a friend or two and the store was exposed to more potential new customers.

When we analyzed the results of this special gift certificate program we found that our actual cost of our discount was 5 ¾ % because only two thirds of those gift certificates were redeemed, and the \$50 minimum purchase eliminated many from receiving the gift certificate. Our sales in the first quarter were improved by 15% and our store traffic was up by 20%.

Most important was the good will we created with those many customers who received their special surprise gift.



Ed Coyne

Ed Coyne is co-publisher of The Retail Jeweler.

He can be reached at edcoyne@theretailjeweler.com

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