

# THE RETAIL JEWELER

The Jewelry Business Magazine • Volume 2, Issue 6 • September 2011

Learn From The Experts  
Manage a Holiday Crowd,  
Vendor Relationships,  
Your Money and More...



**Rahminov  
Diamonds**  
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**“There were two  
guys in hooded  
jackets. The first  
shoved a gun  
into my chest and  
pushed us back  
into the store.”**

*Dave*

**DAVE PAGE**  
HINGHAM JEWELERS, BOSTON

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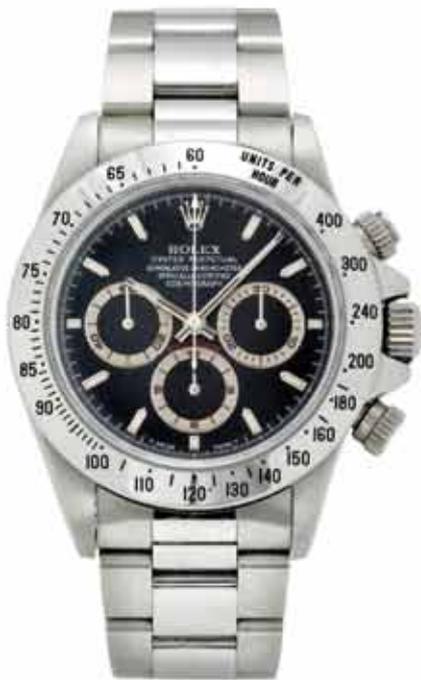
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# Merchandising Jewelry: The Hunters and Gatherers

By Frank Dallahan

Paco Underhill, the noted author and consultant to retailers spoke at a jewelry trade show a number of years ago. In his talk, he provided a humorous description of how differently men and women shop. It began with a diagram of a man starting a shopping expedition from the parking lot into a mall into the first store where he purchased a pair of jeans with an elapsed time – I’m making this number up – of 18 minutes. He used the phrase, “men are hunters.” They hunt for something they particularly want and go get it. Men do not look at shopping as fun or anywhere near enjoyable. It is a hunting trip.

Underhill then described a woman’s shopping trip beginning in the same parking lot. The process involved looking in every store that sold jeans and having lunch before making a purchase decision. The elapsed time – again, I’m making this up - 3 hours and 35 minutes. Women according to Underhill are gatherers. They love to shop. It’s fun for them. They gather information on styles, colors, and prices before deciding to buy. How many retailers tell the story of engagement ring customers coming into their stores in pairs of girl friends to look at engagement rings to get an idea of diamond styles, qualities, and prices? Women love to shop. It’s fun for them! Taking note of Underhill’s observations and applying it to the present day, brings me to the JA Show in New York a week or so ago. I had an opportunity to talk with Bob Cox, Stuller’s VP of Marketing. As our conversation was winding down, he asked if I would visit another Stuller booth several aisles away from the main Stuller booths. He called the booth Rue Louis. He wanted me to talk with Christina Barbier who was at the booth and report back to him my impressions of a new merchandising concept Stuller was considering.

Rue Louis was a corner booth featuring half a dozen or so displays of merchandise. At the back and the right side of the booth were scrolled scenes of what could have been scenes from Paris or New Orleans to capture the flavor of the concept name, Rue Louis. The scenes painted a nice backdrop for the booth. There was no Stuller identification on the booth; Rue Louis was the only name identification. This was done to keep the reaction to the concept pure and not to influence the jeweler by putting the Stuller name on it. The displays were very interesting for several reasons. One, merchandise was out in the open and easily accessible to show buyers and if implemented at the retail level, to consumers. Each display featured an unusual display prop. One had an antique camera. Another had a miniature version of the Eiffel Tower. A third featured small picture frames with puffed fabric and one or two pieces of fine jewelry affixed to the puffed fabric. Each display was unique and had interesting merchandise on it. It is, I think, very effective merchandising.

Second, each display featured a display pad that captured all of the merchandise being presented. The unusual feature of the display pad was the presence of a faint design element in the fabric. It is fair to say that most jewelry stores today display product on floorboards that are a single color. Rue Louis’ display pads were an attractive gray that would work in many color themes. The design element in the fabric, rather than fight with the merchandise, actually complemented and helped to differentiate the product.



Third, the merchandise groupings on each pad were arranged in a way that facilitated shopping by women. Talking with Christine, she explained how women are open to different products and different ideas even while they are committing to a particular purchase. Putting a \$1,200 necklace with a pair of \$200 sterling silver and diamond earrings makes perfect sense to her, to female shoppers, but likely not to the male contingent whether a shopper a store owner or store manager. Her point was simple: female shoppers are more likely to buy more with ad-on sales.

As you walk around any jewelry trade show looking at most manufacturers’ displays what you see is how many men set up a display. All the rings are together. The same is true with necklaces and bracelets and other categories. Every square inch of showcase space is crammed full of product even with duplicates shown. Increasingly, women have played a larger and more significant role in the jewelry industry on both sides of the counter. Add on sales, appealing to the unique shopping perspective of women, along with thoughtful merchandising insights are changes that will help suppliers and retailers alike. Female self-purchases are a significant and growing part of the retail jewelry business

Underhill’s book, “Why We Buy: The Science of Shopping-Updated and Revised for the Internet” should be required reading for all retail jewelers and their suppliers. Stuller’s new merchandising concept will be interesting to follow. It certainly seems as though they have taken Underhill’s concept of how women shop and applied it very effectively.

TRJ



**Frank Dallahan**

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# Start Preparing Your Inventory for the Holidays

By Don Greig

This is Part One in a three-part series discussing the steps you need to take to be sure that you have the most profitable Christmas season possible.

Merry Christmas! Not something that you'll be hearing for several months, but the holiday season is something that you need to start preparing for now.

Jewelry stores do 33% of their annual business during the months of November and December (10% in November and 23% in December). If you don't have your inventory in line before the holiday season starts, you may lose the opportunity for sales that are critical to your overall success.



September is the month to start reviewing all of your inventory and getting it prepped and ready for the holiday shopping season. If you are like most jewelers, you have been overbuying and are burdened with a large amount of dead inventory (stock that has been in your store for more than two years). This dead stock only has a 6% chance of selling, but you keep telling yourself, "It's a beautiful piece. Someone will buy it." Keep in mind - if you have had something in your cases for five years and have an average of 50 customers per day in your store, you have had nearly 100,000 people tell you that they don't like the item (if they liked it, they would have bought it). No matter how pretty you think it is, you need to take action and do something different with this stock.

Have your staff go through your showcases and start taking out the items that are over two years old. As you remove the dead stock from your showcases, you will find that they will become less cluttered. This is a good thing! Your cases will start to really emphasize the newer items, which should be the items that are selling the fastest. We have clients that have taken over 50% of their inventory out of their cases because it

was all old. They were scared to death to do it, but afterwards they told us that the customers never noticed that the dead items were gone and that their store never looked better.

Dead stock needs to be replaced via this four step process:

- Balance
- Remake
- Scrap
- Buy new

Contact your vendor and stock balance as much as you can for new fast selling merchandise. What you can't balance you must either remake into fast sellers, or scrap.

When choosing the latter, be sure that you use the money that you get to reinvest in new fast-selling stock. If you use the money to pay down bills you will find that you don't have sufficient stock in your store when you need it. By getting and selling new fast-selling stock you will be earning more money to get those bills paid.



As your staff goes through the cases, have them start making sure that each and every item has a new, easy to read, price tag on it. Customers like to see the prices. When they have to ask the price of every item they feel intimidated and uncomfortable. Price tags also help you reduce your discounting, as people tend to believe things that are in writing.

Finally, your store should be set up for 'cash and carry'. Start displaying your items in attractive boxes and show the item to the customer in the box. After they have shown interest, you can simply close the box and ask if you should gift wrap it for them. You'll be surprised at how many simply say, "Yes." **TRJ**



**Don Greig**

Don Greig is the Founder and President of Focus Business Management Institute, the industry leader in retail jewelry consulting. Over the past 30 years Focus has developed benchmarking standards using nearly a thousand retail stores, and they

have found that regardless of the sales volume of the store these percentages remain constant. The team at Focus can provide you with a crystal clear roadmap of what steps need to be taken to maximize your profitability. Visit the Focus website for more information ([www.FocusBML.com](http://www.FocusBML.com) <<http://www.FocusBML.com>>) and be sure to ask for a complimentary business analysis.

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# YOU CAN PREVENT GRAB-AND-RUN THEFTS

David J Sexton

As a retail jeweler, you know how quickly and unexpectedly grab-and-run thefts can happen. Thieves rely on speed, distraction, store layout, and poor store security procedures to achieve success. Even though grab-and-run thefts are common, you can help deter thieves at your store by following these precautions:

■ **Be prepared.** Before displaying jewelry, gather all of the tools that you will need: display pad, scope, calculator, pen and paper. If you need to leave the customer, put the jewelry back into the locked showcase or take it with you. A thief needs only a few seconds to grab jewelry and run out the door, so don't turn away from a customer for even a moment.

■ **Show only one item at a time.**

Customers may want to compare two or more items when making a purchase. You can hold one or two items yourself, next to another item that your customer is holding or wearing. If thieves get their hands on several high-priced items, they can easily grab all of them and run out of the store.



If necessary, explain to your customers that your insurance company allows you to show only one item at a time.

■ **Serve one customer at a time.** Give each customer your full attention. When you can focus on one customer at a time, you deliver exceptional customer service and deter thieves from targeting your store.

■ **Stay alert.** Thieves may use arguments or other commotion to distract you, so they can make their move. Stay alert and focused at all times.

■ **Lock showcases when not in use.** Make it a habit to always lock the showcase after removing or returning items. When handling merchandise, replace an item and lock the showcase before going to a second showcase for an item. Unlocked showcases make it easy for thieves to grab items and run out the door.

■ **Keep every slot in display trays** filled with merchandise or markers, so you know if something is missing.

■ **Display high-value merchandise away from the exit.** Luxury watches, large-carat jewelry items, and other high-value pieces should be distributed among several cases located

as far as possible from any means of egress. As an additional precaution, arrange obstacles such as other showcases or furniture between your high-value merchandise and the exits.

■ **Consider your store layout.**

Design your store so that customers must walk around showcases to reach the door rather than have a straight path to the exit. This simple measure helps customers view even more jewelry as they walk around the showcases and makes it more difficult for thieves to run out of your store with jewelry.



■ **Consider a viewing room.** For high-value items, consider having a secluded area where you and the customer may sit. This adds a special touch for customers and increases the security in your store.

■ **Ask for ID.** If a customer who is unfamiliar to you asks to see high-value items, explain that your insurance company instructs you to ask for identification as a security measure. Keep the customer's driver's license or other form of identification on the counter beside you while you show the items. A legitimate customer won't mind, but a thief will become very uncomfortable.

*Jewelers Mutual Insurance Company has even more safety and security tips for you at [JewelersMutual.com](http://JewelersMutual.com). Also visit [JMUniversity.com](http://JMUniversity.com) to take Jewelers Mutual's interactive, online training course, *Selling with Security*, designed for retail store associates. TRJ*



David J. Sexton

David Sexton is vice president of Loss Prevention at Jewelers Mutual Insurance Company. He serves on the board of directors for two industry organizations: Jewelers' Security Alliance, a nonprofit association devoted to reducing crimes against the jewelry industry, and Jewellers Vigilance Canada, a nonprofit association dedicated to advancing ethical practices and crime prevention education in the Canadian jewelry industry.

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# Skip to my Lou, my darlin'— The 2011 Generation-Skipping Transfer Tax

By John Politi



Signed into law by President Obama in December 2010, was the highly publicized and controversial Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act. Within this new mandate were the changes the Act made to the Estate Tax, Gift Tax,

Generation-Skipping Transfer Tax (GSTT), and related Income Tax laws. Given the extent and nature of "Family" Businesses in the Jewelry Industry, this article will highlight the Generation-Skipping Transfer Tax. Why so? Because the vast majority of Retail Jewelry businesses are family owned and managed, and many times include the owner's children and even possibly their grandchildren. Understanding how one can at least for the moment, take advantage of transferring wealth to future generations should be front and center for proper Estate Planning purposes. The fundamental policy objective of federal wealth transfer taxation is to tax all individual wealth in excess of a certain amount each time it passes to the next generation. Only a tax that explicitly addresses the generational relationship between the transferor and transferee can consistently tax wealth as it passes to succeeding generations – namely, the Generation-Skipping Transfer Tax.



According to the Internal Revenue Code, which by the way is the primary source of all U.S. tax law, we learn that in addition to the federal estate and gift

taxes, the generation-skipping transfer tax is a transfer tax that applies to the transfer of property to persons more than one generation removed from the transferor (i.e., grandchildren or, alternatively, other individuals significantly younger than the transferor who are thus defined under the tax law as the equivalent of grandchildren or more remote descendants). Effective for 2011, the lifetime GSTT exemption was increased to \$5 million dollars. At first glance, you may be thinking that there is no way that this could apply to you or your spouse. While this may be true, and only a small segment of taxpayers might be affected, it is still something to be aware of whether or not you have the potential exposure.

## Why We Are Taxed

The government introduced the GSTT once they found that some taxpayers were giving away all their assets to their grandchildren at death and thereby bypassing any estate tax upon their children's deaths. Because of this, the government imposed a limit on how much could be transferred to skip generations. A beneficiary (related person) who is at least two generations younger than the transferor is considered a "skip person." Every individual has an amount that they can pass to their grandchildren free of generation skipping tax. For each individual donor, the first \$5,000,000 of property transferred by either direct or indirect lifetime or death time skips to all skip persons combined can be declared exempt from the GSTT. Similar to the gift tax, a \$13,000 annual exclusion per donee is available under the GSTT for lifetime generation-skipping direct skip transfers. The tax law states that whatever is not used during their lifetime is available for use by the decedent's estate on their Estate Tax Return. If there is anything going to skip persons, above the lifetime exemption amount then a generation skipping tax is imposed upon such transfer. Important to understand is that any gift taxes paid within three years of death will be brought back into the estate, but not the GSTT paid. The GSTT rate is the same as the maximum federal estate tax rate – it is a flat 35%. Now have I got your attention?

## Three Basic Types of Transfers to Skip Persons

**Direct Skips** – In this case the GSTT is imposed at the time of the direct skip. The transferor, that includes the person making the gift, their Estate or the Trustee, is liable for the GSTT on direct skips. Example: Mr. Niceguy gifts \$5,013,000 to his grandson. The \$5,000,000 is excluded using the GSTT exemption and the \$13,000 annual exemption.

**Taxable Terminations** – This is a termination of a non-skip person's interest in income or principal of a trust with the result that skip persons become the only remaining trust beneficiaries. Example: Mrs. Gifter places \$5,013,000 of property into a trust with income to her daughter for life and the remainder to Mrs. Gifter's grandchildren. Mrs. Gifter's daughter dies – who pays the tax? Well, \$5,000,000 is excluded using the GSTT exemption, and the 35% tax on \$13,000 will come out of the trust property (no annual exclusion).

**Taxable Distributions** – This is any distribution of property out of a trust to a skip person (other than a direct skip or taxable termination). When a trust has beneficiaries in two or



more generations and the trustee makes a distribution to a skip person, it is a taxable distribution. Example: Mr. Able places \$5,013,000 of property into a trust with income to his son. Additionally, \$250,000 is distributed to Mr. Able's grandson this year – who pays the tax? His grandson will get the benefit of the \$5,000,000 exemption – to the extent that it has been properly allocated and remains unused. Only when the taxable distribution exceeds \$5,000,000 will Mr. Able's grandson pay the GSTT.

One needs to consult with an experienced Estate and/or Tax Attorney in order to effectively allocate their available exemption. Remember, you get to choose which transfers receive an allocation of any portion of your available GSTT exemption. In most cases, if you make a gift to a grandchild or to a trust, solely for the benefit of the grandchild, then you will want to allocate a portion of your GSTT exemption to that transfer. However, if you make a transfer to a trust that is for the benefit of both your children and grandchildren, then, the question is how likely is it that grandchildren or more distant descendants will obtain benefits from that trust? If it is highly likely that grandchildren will benefit, then, you will want to consider allocating some of your GSTT exemption to that trust. For most of us that spend all of our time either making, designing or selling fine jewelry, grasping the GSTT benefits and/or potential pitfalls can be somewhat daunting. My purpose here is only to make you aware of the some of the necessary and prudent steps in Financial Planning, and very possibly one of the (tax) laws that you should better understand. Proper Estate Planning should be at the front and center of everyone's overall Personal/Business Financial Plan. Author's Note: Please consult with your CFP®, CPA and/or Estate/Tax/Eldercare Attorney when discussing your financial needs and developing the appropriate personal/business financial plan.



**John Politi**

John honed his professional career as a business owner, CEO and Director with some of the industry's most prestigious organizations. John's experience spans precious metal manufacturing, quality assurance testing as well as diamond

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# 7 TIPS for "Managing a Crowd" During Peak Selling Times

By Suzanne DeVries, staffing expert

There is nothing quite like the hustle and bustle of the holiday season or a special store event to get your staff "pumped up" and ready for success: standing room only crowds; clients brimming with anticipation and eagerness to buy; merchandise flying out of the showcases; the cash register ringing.

However, fully capitalizing on these boon times requires good strategic planning and coordination. One thing you do not want is chaos. Everyone in your store should know what their job is and where the priorities are. They should be working together as a team to ensure that things are going smoothly and clients are being provided with excellent, timely service. If you have a lot of clients standing around waiting to be helped, without even an acknowledgement that you will get to them as soon as possible, some of them undoubtedly will become annoyed past the point of no return. These neglected clients will walk right out the door and head straight to your competitor – and they will not be back.

**You can ensure excellent service for your clients and make the most of your critical peak selling periods by planning and implementing the following seven key strategies with your staff:**

## 1 Have enough experienced staff on hand to handle the crowd.

This should be the first step in your planning. Make sure employee schedules and responsibilities are coordinated well in advance. If you need to bring in part-timers or seasonal people, remember to allow plenty of time for training and store orientation. You do not want to just throw them to the wolves and hope for the best. We always advise our retail clients to continue their relationship with their best seasonal professionals throughout the year so that when the holiday season or a big event comes around, they will be available and up to speed when you really need them. This means that, in addition to having them help out during selling seasons and special events, you also should be utilizing them on weekends and other peak times as needed; to fill in for staffers on vacation; to make marketing calls to existing clients; and to handle other important functions your regular staff may not have time for. Remember that part-time associates also have the ability to build their own client base – which can add a lot to your bottom line. Treat these employees well, for they may be the next generation of sales superstars for your organization.

## 2 Have enough inventory on hand

You cannot sell what you do not have. Jewelry is a spontaneous purchase. If someone is "in the mood" to purchase a piece of jewelry, they want it "right now." If you do not have it, or do not have a skilled salesperson that can redirect them to something else, you might as well give them a printed invitation to your competitor. Make sure you are well stocked in every category, particularly your key items and those tied to the season or event. Now is not the time to run out of your best sellers. Negotiate a buy back or exchange program with your vendors to ensure you have the right merchandise available at the right



time. If you are "paying your bills" and have a good long-term relationship with your vendors, most should be fairly flexible.

>> Continued to Pg 16

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### 3 Promote your event.

Do not expect clients just to “show up” because it happens to be a prime buying season or event. Gear your advertising to the occasion. Include mention of it in all your printed and online/electronic marketing materials. You and your sales staff should send out invitations to all your best clients, offering them a special discount or “bonus dollars” toward a purchase. Consider cross-marketing promotions and opportunities with non-competing local retailers and service providers that also cater to your client base. This just scratches the surface of possibilities. The key is to be creative.



### 4 Have an experienced, well-trained floor manager run the show.

During your event or peak period, this person should supervise the staff, regulate the “store flow,” personally handle or delegate turnovers, address client complaints or special requests, and point both clients and salespeople in the right direction. In some stores, the owner serves this function; other stores may give this responsibility to the store manager, sales manager or another key executive.

### 5 Keep clients in a positive buying mood while they are waiting to be served.

This is one of the most important considerations for any jewelry store during peak times – yet it is a strategy that is often overlooked. One great way to achieve this goal is by making the season or event a fun experience for shoppers. Have music or live entertainment in your store. Serve refreshments. Get people in the spirit of the occasion with interesting displays, signage and store décor. Have a raffle or in-store contest. Give out door prizes. The possibilities are endless. The floor manager should be like an emcee, greeting and interacting with clients and directing events in an enthusiastic, gregarious manner. The goal is to make the whole experience fun for your clients – get them so excited and involved, they forget they are waiting to be helped.

## 7 TIPS for “Managing a Crowd” During Peak Selling Times

### 6 Get your vendors involved.

Vendors can provide experienced salespeople to beef up your staff and lend counter and floor assistance during your peak selling times or special store events. Most vendors should be happy to help – after all, your success in selling their product means their success, too. They also may be willing to provide special merchandise for the occasion, as well as co-op in the form of advertising/promotional dollars and marketing assistance, special displays, promotional materials, etc. Just remember to give them ample notice so they can plan accordingly. And since they will be selling a lot of their own product in your store, any extra staff they provide should be paid for at their own expense.

### 6 Offer staff incentives.

One way to really rev up your staff’s performance during peak selling times and special events is to offer incentives for exceptional performance, contribution and service to customers. Incentives should be both individual and team based (the latter to get everyone involved, including those not directly selling who are still providing valuable support to the salespeople and the store). Incentives can be based on things like highest number of appointments, highest total sales, highest single sale, and most units sold, etc. Incentives could include “spiffs” on certain merchandise, cash awards/bonuses, paid days off, gift cards, paid trips/weekend getaways, free tickets to shows or events, certificates to expensive restaurants, etc. – anything that expresses your thanks for a job well done.

Obviously, coordinating a successful selling season or in-store event requires months of advance planning, and you and your people will need to work together like a well-oiled machine to make it happen. The effort will always be well worth it. You will give your clients a thrilling buying experience that they will not soon forget, ring up big sales, and ensure that they come back for your next big event.



**Suzanne DeVries**

Suzanne DeVries is president and founder of Diamond Staffing Solutions Inc., one of the jewelry industry’s leading placement firms. Diamond Staffing Solutions is an official AGS sustaining member.

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## Make a Win/Win from

## Your Vendor Relationships



By David Brown

I was discussing inventory with a retail client the other day and during the course of the conversation it came up about the amount of aged inventory the store had with one particular vendor. The retailer had asked the vendor if he was willing to exchange the product and had been met with some reluctance.

"I'm really not sure why he's being so uncooperative" said the retailer. I delved deeper. "So how do you find him at processing reorders? Do they get sent quickly?" I asked. "What reorders?" the retailer looked at me blankly.

Unfortunately this situation happens all too often with many stores. Retailers expect vendors to take back product that doesn't sell but won't give the vendor (or themselves) the opportunity to sell the product that makes the vendor and the retailer 80% of their profit.

We talk regularly about 20% of your inventory providing 80% of your sales. The same is true for your vendors – often more so as they have a smaller selection to choose from than you do. Yet they are denied the opportunity to sell more based on the decisions of the retailer, and understandably get frustrated when they are asked to deal with the 80% that doesn't give them a return.

Aside from staff and customers the other human resource crucial to a business, which is often overlooked by many storeowners is the vendor. After all, without him there is no product to sell.

Vendor relationships are as varied as there are human emotions. Antagonism can often develop caused by either party and it is easy to see your vendor as being on the other side of the fence. Yet despite any differences, you share a strong common bond – you both benefit from seeing more of their product being sold to your customers. From this perspective you can see yourself, less as friendly adversaries and more as united partners.

### SO HOW CAN YOU MAKE THIS RELATIONSHIP STRONGER?

Make a commitment to your vendor. The more you spend with them the more valuable you become and the more they will do for you in return. You know with your own business that the customers who spend the most with you get the best treatment. If you spend a little with thirty different suppliers you can't expect the same treatment as you would if you spend a lot with ten.



Re-order your fast sellers. This is basic common sense for both you and your vendor. What is the cost of buying a new item? You think it is the wholesale price? No. For you it's the time you spend looking at the rep's range, the cost of traveling to trade fairs and the setting up of the item in your computer system along with your staff's time with display tickets and getting it displayed. For your vendor it's the design and set up costs and the travel to retailers or trade shows. What is the cost to you both when you reorder that item? Ignoring freight and restocking, the only cost is an email and the price of the goods and the same is true of your vendor. The profit comes, for both of you, when that item sells a second, third, fourth and fifth time. What's more, the chances of an item selling again when it has already sold once is four times as great as a brand new item that you've just bought in.

Pay your bills when they are due. Will a vendor show his best stock to the customer who meets his obligations or the one he has to hound for payment? I know what I would do.

The Edge Retail Academy will be holding the First Forum of Retail Jewelry Science, October 17-19th at Great Wolf Lodge, Dallas, TX. Among other strategies for a more profitable last quarter the forum will provide vendors and retailers the opportunity to build a winning relationship to the benefit of all. To register your interest and obtain further information email [tanya@edgeretailacademy.com](mailto:tanya@edgeretailacademy.com) today.



**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 Carol Druan at [carol@edgeretailacademy.com](mailto:carol@edgeretailacademy.com) or Phone toll free (877) 5698657

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# Lead-Glass Infused Rubies

By Antoinette Matlins and Teri Newman-Brossmer

The Accredited Gemologists Association Conference in Las Vegas during the recent trade shows there focused on a series of topics important to the jewelry trade. One pertained to rubies and the ever-increasing presence of lead glass infused stones in the market. It was noted that these are often sold without any disclosure of the need for extreme care, and misrepresented as “heated” ruby without any mention of lead glass. Prices at which they were being sold to the retail trade in Vegas, especially mounted in jewelry, were highly inflated; when marked up to retail, consumers pay exorbitant prices for what they’re really getting. These inflated prices are more in line with prices they would expect to pay for traditionally treated rubies which is what they’re led to believe they’re buying.

Craig Lynch, of Ouellet & Lynch, Phoenix, AZ, author of the book, *Is That Really a Ruby?*, gave an eye-opening slide presentation showing how these rubies differ from “heated” rubies, including those with glass fillers or residues, and from other treated stones containing fillers. It quickly became clear that these stones look like ruby but behave very differently. Even with normal wear, they are prone to damage, and for bench jewelers they’re a nightmare. They also differ from glass-filled diamonds or emeralds filled with oil or epoxy resin-gems to which these rubies are compared to justify calling them “treated ruby.” If needed, fillers can be removed from emerald and diamond, or other gems, and then re-filled. In the case of these rubies, the lead glass cannot be removed without falling apart. In many, there is so much lead glass that stones are much more fragile and chip, crack, and actually break much more easily, just in the course of normal wear. More importantly, unlike other treated rubies, they can be quickly and irreparably ruined by jewelry making or repair techniques that have always been used by bench jewelers.

Images of stones severely damaged at the bench and by substances such as household cleaners, even lemon juice, caused audible gasps in the room. During the hands-on session, conference participants were able to see and compare other types of treated ruby in which glass is present, and learned how easy it is to identify the lead-glass infused material from stones that legitimately qualify as “treated” ruby. Craig announced that he and Antoinette Matlins would give presentations at the Atlanta Jewelry Show (August 6th) on how to distinguish them from treated rubies. These presentations are tailored for retailers and bench jewelers.

The AGA position on this material is that they need to be distinguished from “treated rubies” and identified as something very different in regard to having a much lower value and requiring a very different level of care to avoid damage. The AGA fears that failure to do so will undermine not only the ruby market, but puts the entire jewelry market at risk. As more and more are sold to consumers without clearly distinguishing them from “treated ruby,” there will ultimately be ever-increasing consumer dissatisfaction resulting from breakage, damage by jewelers, and finding out these are not like other “treated” rubies, all of which will result in yet another reason to distrust the jewelry industry overall.

Michael Evers reported on the AGA delegation to the FTC in mid-February. The delegates were Michael Evers, Craig Lynch, Gary Smith, and Antoinette Matlins. They had a lengthy meeting with 3 representatives from the FTC Jewelry Enforcement Division. Key points related to consumer deception pertaining to what consumers are being told about what they are buying; failure by an increasing number of retailers to meet FTC guides pertaining to disclosure regarding reduced durability and the need for extreme care; and grossly inflated pricing. The FTC is investigating.

AGA members pointed out that many vendors at the JCK show, the Antique and Estate Show, and even the AGTA show, were selling these as “treated” ruby, without any warnings about the need for special care. One of the busiest vendors at the show, selling a huge quantity of these lead-glass rubies, responded dishonestly to every question an AGA member asked about the rubies in the pieces they were selling. So “asking the right questions” is not enough. Anyone who bought any piece of ruby jewelry in Vegas should confirm what they’ve bought or they may find themselves having to replace a customer’s ruby, losing a customer, or both!

TRJ

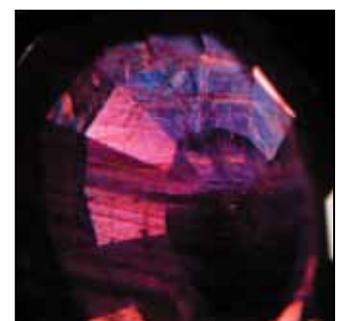
.....  
 These three images show typical characteristics seen in lead-glass infused rubies. Many show all three -- bubbles and blue flashes when viewed in transmitted light, and surface crazing seen in reflected light -- often visible with just a 10x loupe or dark-field loupe.



rounded bubbles in glass



surface crazing where glass reaches surface



blue flashes

Images: Craig Lynch

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*- Chris Brazeau, Murdoff's Jewelry*

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# How to Properly Light a Jewelry Store

By Howard Gurock



One of the first questions that must be answered when deciding upon the best way to light a jewelry store is the height of a store's ceiling. This is one of the most important factors that go into a plan for lighting. As light moves farther away from the store's merchandise, the power and intensity of the light obviously diminishes, which impacts the way the jewelry appears. Stores with higher ceilings (over 10') face some challenges with lighting. Stores with ceiling that are taller either

have to use more lights that are spaced closer together to properly illuminate a showcase or bring the light source closer to the cases by dropping down a track or using a pendant.

The next important question to determine is what color of light will be used. The type of merchandise that will be displayed dictates the answer to this question. Color temperature is measured in Kelvin (degrees). The higher the temperature (Kelvin) reading, the cooler the color of the light will be. The lower the temperature, the warmer the color. For example, a light that is 3000K would be a warmer color and a light that is 5000K would be a cooler light. As the temperature of light gets too high (over 5000K) the color of the light begins to take on a light blue tone.

**Different Light Sources:** There are four main sources of light used in Jewelry stores. They are (1) LED (2) Ceramic Metal Halide (3) Halogen (4) Fluorescent. LED technology is being used more and more, Ceramic Metal Halide is an established technology that has been the primary lighting source used by Jewelry Stores over the past 10 years. Halogen lighting was the premier lighting source in 80's and 90's and fluorescents have been around forever. The most popular lights being used now are the LED and Ceramic Metal Halide lights. The only limitations with LEDs are that they do not work well with very high ceiling unless a very tight beam such as a spot is used which require the lights to be placed rather close together. The real benefit of using LED lighting is that it makes diamonds sparkle better than other technologies, is low wattage and

does not create much, if any heat. Ceramic Metal Halide lights are far more powerful than LEDs, make diamonds sparkle and are still best for very high ceilings with the trade-off being that they consume more power than LEDs and create more heat. Halogens are hot, have poor color renderings and do not maintain their color over the life of the bulb. Fluorescents are energy efficient but do not project enough power to be useful in a jewelry store when it comes to illuminating merchandise.

## HELPFUL HINTS:

1. A basic rule of thumb with lighting a jewelry store is to **light "for diamonds"**

and the rest of your merchandise will survive and do just fine. If you light for gold your diamonds will look yellow and will not sell. Diamonds require a bright white light that provides enough power to make them sparkle. Diamonds should be shown under lights that are over 4000K. Some stores like the "blue" look to their jewelry. This can be achieved if the color temperature is over 5500K. If a store mainly sells gold and warmer colored stones, they will look the best under warmer colored lights in the 3000K to 3500K range.

2. Make certain that your lighting is **powerful enough**

that your lighting is powerful enough to produce a minimum of 200 foot candles of power at the glass. Readings of between 200 and 400fc is the optimum amount of light power over a showcase depending upon the store owner's personal preference as to the amount of light that they think makes their merchandise look best.

3. Make your general lighting

(also known as ambient lighting) **warmer and less powerful** than the lighting over the showcases. The human eye is attracted to brighter light. If the general lighting in a store is the same color and power as the showcase lights there will be nothing to call attention to the showcases as the store will have a cold non-inviting feel to it.

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4. When lighting a window display

that has a good degree of natural sunlight shining into it use twice the amount of light that would be commonly used over a showcase in order to combat the power of the sun.



Inside of Showcase Lighting: Having lighting inside of a showcase can really add sparkle and glitter to your jewelry. The best lighting for inside a case is LED. In case lighting should attract attention to the merchandise and cause the customer to ask that a piece be removed from the case. It is a mistake to make the lighting inside the case too powerful as that will cause the jewelry to look "different" when it is removed from the case which could lose the store a sale. When choosing the incase LED, make sure that the color of the light complements the light above the case. Having one color of light shining on your merchandise inside the case and a different color shining on your merchandise above the case is a mistake.



**Howard Gurock**

Howard Gurock is co- President of Eco-Lite Products, the manufacturers of Econo-Lite Jewelry Lighting. Econo-Lite has been manufacturing lighting for the Jewelry Industry for 29 years and Howard is an in demand speaker at industry trade shows.

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# Luxury WATCH

– by Charles Cohen

While it is most likely you have yet to sell a 50 carat perfect diamond, it is very probable you recognize the names of these famous diamonds: The Hope, The Tiffany, The Koh-i-nor. Knowing of the best brings you proficiency in your chosen field.

We believe awareness of the best speaks of expertise. This is one advantage among others, you, a jeweler, has over others selling luxury products.

In this spirit, we bring you twelve examples of the best and newest in watch making. Certainly, there are other names that should be included in our list. Still, knowing these twelve names and knowing the brand's latest developments will enable you to present your own timepiece products with confidence and conviction. Enjoy the "best of the best".



1

## 1. Blancpain Villeret Timezone

Blancpain's first ever dual time-zone model is extremely user-friendly. A few turns of the crown are enough to perform all adjustments on this watch: date, time zone and reference-time. A pusher located on the head of the crown serves to select fast correction or half timezone djustment mode. It is worth noting that correcting the reference time automatically modifies that of the second time zone.



2

## 2. Breguet Classique 7337

This watch from Breguet perfectly embodies the intrinsic brand values of elegance, refinement, timelessness and technical innovation. Embodying the quintessence of the Classique collection by Breguet upon which time has no hold, the 7337 indicates the day of the week, the date, as well as the age and phases of the moon. An off-centred chapter ring typical of the Breguet style and a small seconds subdial at 5 o'clock lend the customary asymmetrical touch to the model.

## 3. Breitling Chronospace Automatic

The new Chronospace Automatic from Breitling is an authentic pilot's instrument distinguished both by its performance and by its unique and powerful look. The star-shaped design of the bidirectional rotating bezel ensures simple and accurate handling of the circular slide rule serving to perform all airborne navigation operations. The large numeral at 12 o'clock, the square hour markers and the oversized hands, all accentuated with a luminescent coating, lend a vigorous and original touch to the dial while ensuring maximum readability.

The COSC-certified calibre achieves a peerless level of precision. The dial and strap are available in four different versions according to individual taste and usage, thereby offering a personalised blend of performance and style.



4

## 4. Bulgari Octo Chronographe Quadri-Retro

A robust but serene character, a structured but innovative octagonal case, avant-garde but refined techniques: the new Bulgari Octo Chronographe Quadri-Retro, from the Gérald Genta collection, is a perfect expression of the successful marriage of dualities that characterises the watch world. A sporty and contemporary addition to the Octo Bi-Retro model presented in 2010, this latest creation perpetuates a unique style, a signature as well as a presence in the highly exclusive world of haute horlogerie.

Made of steel and ceramic, this timepiece has plenty of positives. A large window at 12 o'clock displays the jumping hours, with the retrograde minute hand travelling over a 210° arc. The retrograde date is shown on a 180° arc at the bottom of the dial, framed by retrograde chronograph counters at 3 and 9 o'clock indicating the minutes and hours.

## 5. Cartier Calibre de Cartier Pink Gold

Striking a subtle balance between power and finesse, the Calibre de Cartier watch reinterprets the round form in watchmaking with character and style. Equipped with the new Manufacture Cartier movement, the 1904 MC, this new timepiece is a combination of sporting masculinity and exceptional expertise. 18K pink gold case, pink-gold faced crown set with a faceted sapphire, sapphire crystal, chocolate dial stamped with an XII numeral, hour-markers, an aperture and a counter, external railtrack with 4 points in luminescent material, 6 pink-finish transferred Roman numerals, brown transferred XII numeral and hour-markers, luminescent sword-shaped steel pink-gold finish hands, alligator strap, double adjustable deployant buckle in 18K pink gold, mechanical Manufacture movement with automatic winding caliber 1904-PS MC, calendar aperture at 3 o'clock, subsidiary second counter at 6 o'clock, water-resistant to 30 meters / 100 feet. Case dimensions: 42 mm diameter, 14 mm thick.

## 6. Chopard Imperiale Two Tone

The new Imperiale collection from Chopard, the quintessence of style and elegance, welcomes a new addition, the Imperiale Two Tone in steel and pink gold. A reinterpretation of the brand's celebrated model launched in the 1990's, the Imperiale displays a subtle blend of simplicity and grandeur, sophistication and sensuality in an elegant, timeless rendering. This timepiece, with its sculptural lines, brings the imperial era back to life in all its splendor!

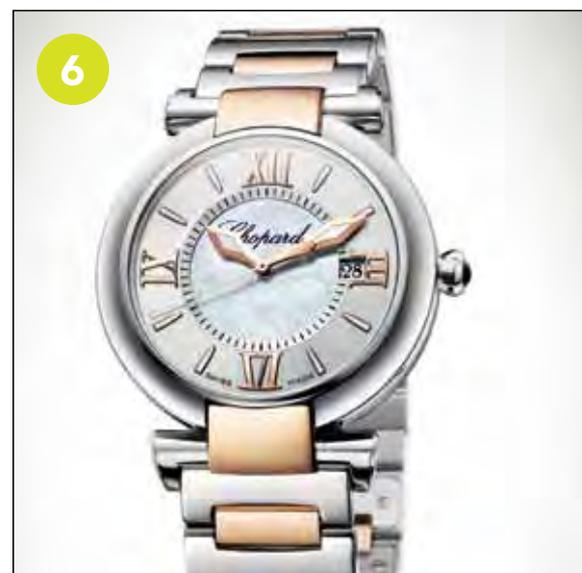


3

5



6





## 7. Corum Admiral's Cup Chrono 46 Dive

Corum's extreme sports range introduces a new model and a new function with the Admiral's Cup Chrono 46 Dive. Although slightly smaller, it features the same clean lines and strong design as its predecessors. Its highly recognizable 12-sided case is made of grade 5 titanium and water-resistant to 300 meters. The dial in subtle shades of gray is encircled by an inner flange bearing the 12 nautical pennants that are the signature of the brand.

## 8. Hublot F1 King Power Tourbillon Gold Ceramic

As the Official Formula 1™ Watchmaker, Hublot presents the first tourbillon ever developed with and for the prestigious world of Formula 1™. Available in a strictly limited series of 50 numbered pieces, the F1™ King Power Tourbillon Gold Ceramic is 48 mm in diameter and equipped with a HUB7300 tourbillon chronograph movement. It features a 5-day power reserve, a special tourbillon cage and a balance decorated like a F1™ disc brake, as is the circular-satin-finished ceramic bezel. The strap, stitched on rubber, is made of Nomex®, a synthetic fibre used in the manufacture of racing-driver suits. A very balanced timepiece with cutting-edge technology, maximum precision and a vibrant sporting character.



## 9. Patek 5270 Perpetual Calendar

Patek Philippe is expanding its classic chronograph collection with the introduction of its very latest perpetual calendar model, a complication that has always occupied a place of honour in the brand's collections. This new flagship of haute horlogerie, the Réf. 5270, is fitted with a unique column wheel chronograph movement. The day and month appear in a double window at 12 o'clock, with a hand indicating the date around the moon phase. The leap year is displayed in a small round window at 4:30 opposite a matching window for the day/night display at 7:30. Like all the brand's grand complications, it has two interchangeable backs: one in sapphire crystal that reveals the complexity of the movement and the elegance of its finishing, the other, a white gold solid back that can be personalized with a dedication or an engraving.

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**Paul Dodds**



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## 10. Rolex Oyster Perpetual Explorer II.

Celebrating its 40th Anniversary of the launch of its Oyster Perpetual Explorer is the new Oyster Perpetual Explorer II. This robust precision instrument is ready for adventure in all activities and in all environments. It has a larger stainless steel case measuring 42mm. With its extremely robust construction, its exceptional chronometric performance and its legendary reliability, the Oyster Perpetual Explorer II is the ideal instrument to push the boundaries of the world.

## 11. Ulysse Nardin Freak Diavolo

The Freak Diavolo follows in the footsteps of the iconic Freak that revolutionized the watchmaking world and incorporates the latest advances in technology, materials and concepts. While the carousel tourbillon, acting as a minute indicator, makes one complete rotation an hour, a flying tourbillon sits above the carousel. Its cage, which makes one revolution a minute, is equipped with an arrow indicating the seconds on a semi-circular dial. Technically impressive with its extended use of silicium, the Freak Diavolo is also extremely attractive with its clean lines, black and charcoal tones, hints of colour and white gold case. The ultimate symbol of unbridled imagination and elegant originality, the Freak Diavolo is faithful to the spirit of inventiveness that defines both this collection and the brand.



## 12. Vacheron Patrimony Traditionnelle World Time

In 1957, Vacheron Constantin wrote a new chapter in its history of World Time watches by introducing the first World Time wristwatch. It was the first of a long line of models incorporating this remarkable complication. This new mechanical self-winding movement is able to indicate the world's 37 time zones. It comes with a 42.5 mm diameter 18K pink gold case and is water-resistant to 30 metres. The practical functions and major innovations provided by its Calibre 2460WT movement insures the Patrimony Traditionnelle World Time will perpetuate Vacheron Constantin's role in the development of multiple time-zone watches.

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For 29 years, Artistry, Ltd. has provided stylish, finely-crafted yet affordable jewelry to independent jewelers. Gold collections include latest trends and updated classics in diamond, precious and semi-precious color, pearl and fashion gold jewelry. Artistry's sterling silver collection reflects nearly three decades of experience working in this beautiful metal. The company's offerings include earrings, chains, bracelets, bangles, lockets, crosses and children's jewelry. Everything is in stock for same day shipping.

Artistry's founder and president, Laura Klemt, came to the jewelry industry in an unconventional manner. Formerly a university professor and then a marketing and sales researcher for The Quaker Oats Co, Laura founded Artistry, Ltd. in 1982. Her daughter, Susan Klemt, joined the company in 2007, bringing a background in public relations, gemology (G.G.) as well as marketing and sales of designer jewelry.

Laura and Susan form a dynamic partnership. Together with their dedicated staff and sales team they have greatly increased Artistry's customer base, while enhancing customer experience and marketing support. Laura and Susan agree that "the success of our customers is the heart of Artistry's mission."



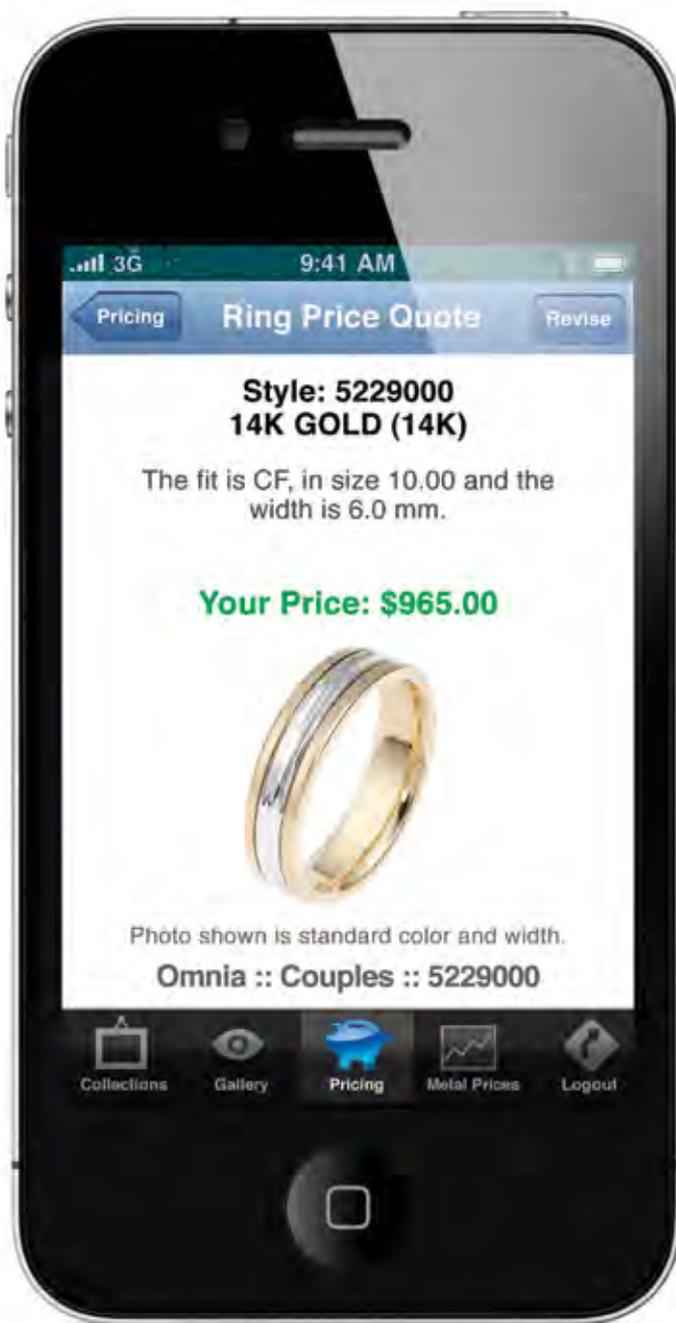
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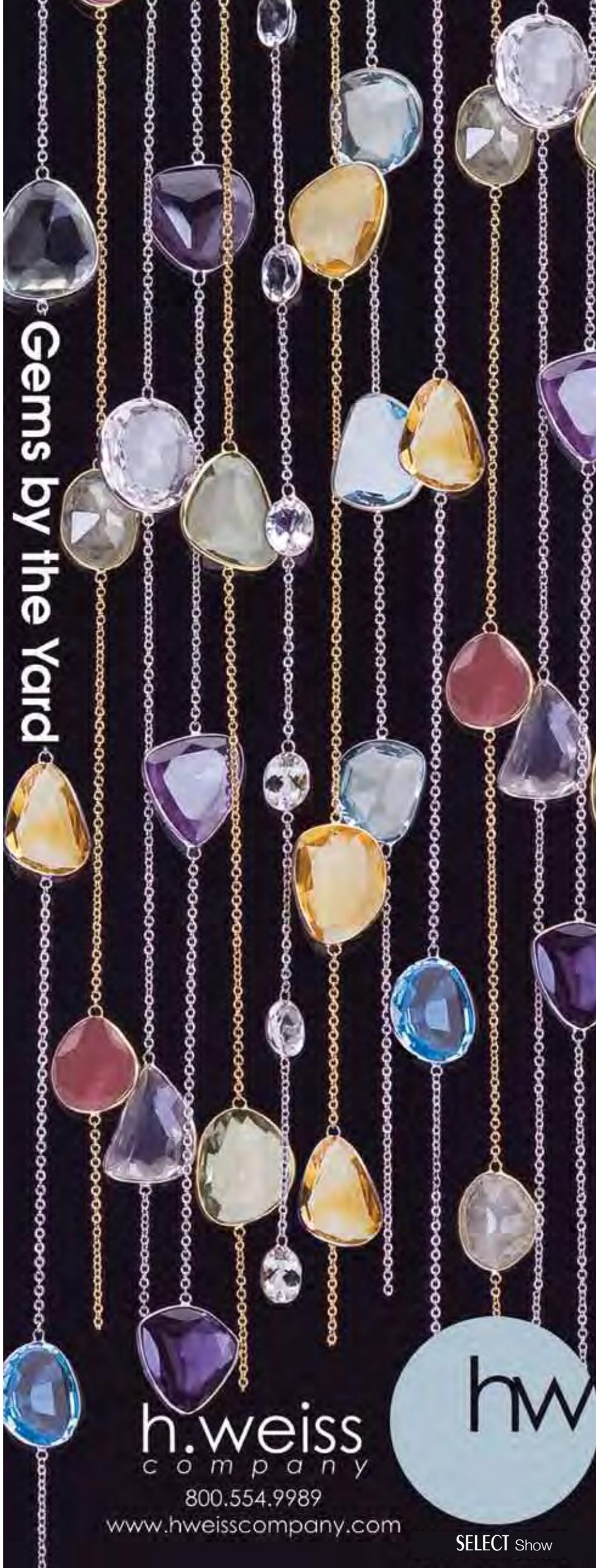
888.554.9989

Hanna Weiss is founder and president of H. Weiss Company.

For over three decades Hanna has offered unique fashion forward and elegant jewelry designs. Her innate understanding of trends and styles allows her to successfully launch new collections every season. This season the Gems by the Yard, Ovalino Cognac Diamonds, Marika, and the 925 Argento d'Italia collections have been a great success. Hanna's mission is to provide beauty, quality, and enjoyment in every piece of jewelry from H. Weiss Company.



Gems by the Yard



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## NEW AND NOTEWORTHY



### Rahminov Magnificent Mosaic

This Magnificent Mosaic bracelet by Rahminov Diamonds took over 9 months to create and contains over 94 carats and 236 various shaped fancy yellow diamonds. It is connected with over

700 links in 18 karat yellow gold. It's been estimated that only one out of 10,000 diamonds is a fancy colored diamond, and less than one percent of those have strong enough saturation to be considered true intense or vivid fancy colors. Natural fancy vivid yellow colored diamonds are very attractive and expensive. Celebrities, such as J.Lo, Beyoncé, and Heidi Klum, are increasingly purchasing these vivid yellows.

### Silver Promotion Service Members Donate Pieces to 'Seven Days of Silver' Gift

This year's Women's Jewelry Association (WJA) 'Awards for Excellence Dinner' hosted a raffle fundraiser that featured seven members of the Silver Promotion Service's (SPS) Savor Silver Program. The fundraiser raffle showcased Seven Days of Silver as one of the prizes, essentially an elegant piece of silver for every day of the week. The contributing Savor Silver members are Bastian Inverun, Kelim Jewelry Design, Metalsmiths Sterling, Rotenier, Slane, Somers and Thistle & Bee. Each company provided a unique piece from their collections that demonstrate the versatility and diversity of silver design. The SPS prize will also include a SilverMark jewelry box to house the pieces for the lucky winner.

The raffle which took place July 25th, benefits the WJA scholarship fund, which provides financial aid to eligible female students studying to pursue careers in the watch and jewelry industry. This year's prestigious awards honored some of the leaders in the industry, including Varda Shine, Matthew G. Stuller Jr. and Helzberg Diamonds. The Silver Promotion Service is a marketing initiative started in 2008 by the Washington D.C. based Silver Institute. Its objective is to develop and implement programs to enhance the image of and stimulate demand for silver jewelry in major international markets.

### Links of London Official Jewelry Collection of the 2012 Olympics

Links of London announced its affiliation as the Official Jewellery Collection of both the 2012 Olympics and Paralympics, to be held in London next year. As a British brand, born in London and built on the art of giving, Links of London is proud to offer jewelry that creates connections between people. Links of London will provide consumers with the chance to purchase and create their own individual memories of the Games. Several new collections will also be released in celebration of the occasion.



"We are delighted to be working together with the London 2012 Games," said Andrew Marshall, CEO of Links of London. "With the capital city at the heart of both brands and our closely aligned values, we view this as the perfect partnership."

>> Continued to Pg 38



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C.G. Creations has been supplying the Jewelry industry with quality gold & silver and fashion jewelry for over 35 years. The company's exceptional sales staff specializes in helping retailers zero in on today's hottest trends.



C.G. Creations' current collection focuses on Fine Sterling Silver European Beads and Charms. Zable® Beads and Charms feature intricately detailed sterling silver beads and three-dimensional charms, Murano Glass, hand-painted enamel, as well as sterling silver bracelets, necklaces, earrings and rings. The Zable® Collection features popular icons representing animals, nature, birthstones and ornamental designs. C.G. Creations offers over 1500 styles of collectable beads and charms to mix and match and create a unique look. All Zable® items are compatible with all major brands of European beads. A unique marketing system makes it easy work to display and price individual beads & charms with a minimum of hassle. C.G. Creations has in-house design staff enabling them to offer custom bead design services.

The Zable® Collection is a benefit to retailers as an expandable product, providing increased traffic and repeat business as customers add to their bracelets. Additionally, C.G. Creations doesnotrequirealargeinitialcommitmentorminimumordersize.

The Zable® Collection can be viewed at [www.zablebeads.com](http://www.zablebeads.com). For a free catalog or information, call C.G. Creations toll free at: 800-431-1606



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## NEW AND NOTEWORTHY

Links of London will feature four British Olympic and Paralympics ambassadors in an advertising campaign to be featured throughout the United Kingdom – Olympic swimmer Keri-Anne Payne, Olympic track athlete Christian Malcolm, Paralympics cyclist Sarah Storey OBE and Paralympics rower Tom Aggar. With 205 participating nations, 10.8 million tickets and a potential global television audience of 4 billion, London is preparing to host the greatest sporting event on earth. London has aimed to create a Games for everyone, reaching young people all around the world, connecting them with the inspirational power of the Games.

### Ice Watch Launches New Styles

Ice Watch, a Belgian watch manufacturer started in 2007, has introduced a series of popularly priced new styles. The Euro designs are hot fashion watches in Europe.

Positioned as a fashion accessory, the Ice Watch is now sold in 80 countries throughout the world. Priced between \$85 and \$250 retail, Ice Watches represent affordable luxury. The watches are available in both large and medium sizes.

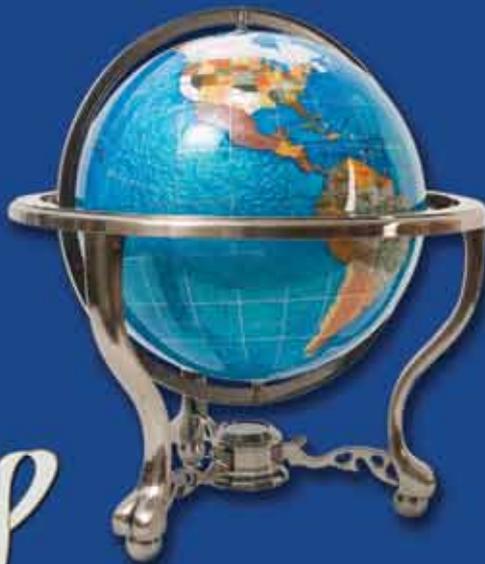
The primary consumer target is female self-purchasers. The watches have Japanese movements and feature silicon straps, polycarbonate faces and rotating bezels. The watches come in a variety of fashion colors.

The watches come in attractive packaging that are stackable. In addition duratrans, other point of sales materials are available, including a coin bank and glossy gift bags. The U. S. division of Ice Watches is located in Miami. For more information contact [ice-watch.com](http://ice-watch.com).

### NRC Compliance Required on Irradiated Diamonds

The Jewelers Vigilance Committee (JVC) has been made aware that a number of foreign vendors of irradiated diamonds have provided misinformation to potential customers for their products regarding compliance with U.S. Nuclear Regulatory Commission rules.

Many gemstones – including diamonds, topaz and tourmaline – are commonly irradiated to alter their natural color. Even though the level of radiation is low and presents no health



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## NEW AND NOTEWORTHY

risk, the U.S. Nuclear Regulatory Commission (NRC) closely regulates irradiated stones. Irradiated diamonds may not be distributed in the U.S. unless initially possessed and distributed by entities fully licensed to so by the NRC.

Once the stones have been released into the marketplace by such a licensed entity they may be freely traded. JVC recommends that a warranty accompany ANY irradiated gemstone, regardless of the type, upon its release into the supply chain. The warranty should assure full compliance with all licensing requirements.

For detailed information regarding NRC regulations and the licenses required to possess and distribute irradiated gemstones, see the Essential Guide to the U.S. Trade in Irradiated Gemstones issued jointly by JVC and the American Gem Trade Association, available on the JVC website – [www.jvclegal.org](http://www.jvclegal.org).

### Jewelry Forum Scheduled for October in Dallas

Retailers looking for a more profitable 4th quarter can mark October on their calendar as the first ever Forum of Retail Jewelry Science launches in Dallas Texas from October 17th to 19th. The landmark event is scheduled for 3 days and will provide both retailers and vendors with first hand proven principles in inventory control, merchandising, planning and staff management.

The event is being organized by The Edge Retail Academy and will include a number of high profile presenters including David Brown, Sally Furrer, Lynn Baldwin, Janice Mack Talcott, Darci Aselage and Dick Abbott. Topics will include business growth strategies, discovering the key performance measures for any successful store, how to recruit and train staff that will add to your business and the profit making principles to managing and merchandising your inventory effectively.

Organizer David Brown sees the event as one that will become an annual fixture for any progressive jewelry retailer. "The level of knowledge and information that will be provided is very exciting, and is timely given the importance of 4th quarter sales. With the majority of stores earning almost all their annual profit at this time of year it's crucial not to leave your planning to chance. We are fortunate to be able to pull together the caliber of speakers that are available for an event such as this, and the information shared will be an investment that will pay off, not only during the last months of the year, but on an ongoing basis moving forward"

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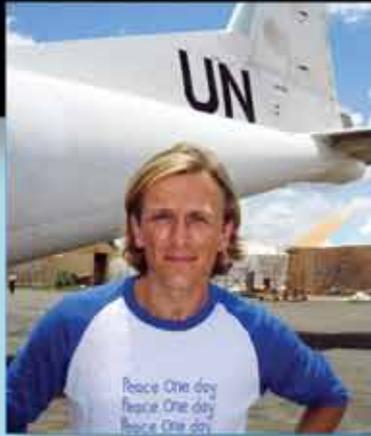


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One of the more exciting dynamics of the event is the opportunity for retailers and vendors to be involved together. Of particular benefit will be the tracks covering this relationship, and how retailers and vendors can work together for the greater good "There hasn't been an event of this nature encouraging the working together of retailers and vendors before – its potential to create some fantastic opportunities for both parties to achieve greater sales is unlimited, and we think this could be the greatest takeaway from the event"

Those wishing to register for the event, which will be held at the Great Wolf Lodge in Dallas, should contact [tanya@edgeretailacademy.com](mailto:tanya@edgeretailacademy.com) today as bookings are filling fast.

### Ramond Weil Celebrates 35th Anniversary

Celebrating its 35th year, Raymond Weil has made a name for itself in the watch making industry as an independent, dynamic and innovative spirit with collections that exude refinement with a contemporary feel. With the 35th year come innovative new collections and exciting new Brand sponsorships marking fresh brand initiatives for the Company.



The U.S. collection is comprised of a total of 10 style numbers with a variety of bracelet and strap options, not including a commemorative Maestro 35th Anniversary Edition. Priced from \$1295 - \$2950, Maestro provides patrons an eclectic mix of styles that present a variety of price points and design preferences. The special edition commemorative 35th Anniversary timepiece will come complete in a signature wooden box with a Maestro baton. With a solid 18K yellow case, the automatic piece on a black full skin alligator strap will retail for \$10,000 – the highest price point in the collection.

Additionally, keeping true to the Brand's support for the arts and, most importantly, music, RAYMOND WEIL is thrilled to support and partner with the VH1 Save the Music Foundation. The Brand will also be a co-sponsor of the VH1 Save the Music Songwriter's series in Los Angeles where performers will be presented Maestro collection pieces and a variety of events will take place to surrounding the series to support both the Brand and the foundation.

For more information on the new collection please contact Nicole Cornella at [ncornella@kinneyandkinsella.com](mailto:ncornella@kinneyandkinsella.com) or 212.620.0356 ext. 208.



## NEW AND NOTEWORTHY

### Charles Garnier and Links of London become 'SilverMark Partners'

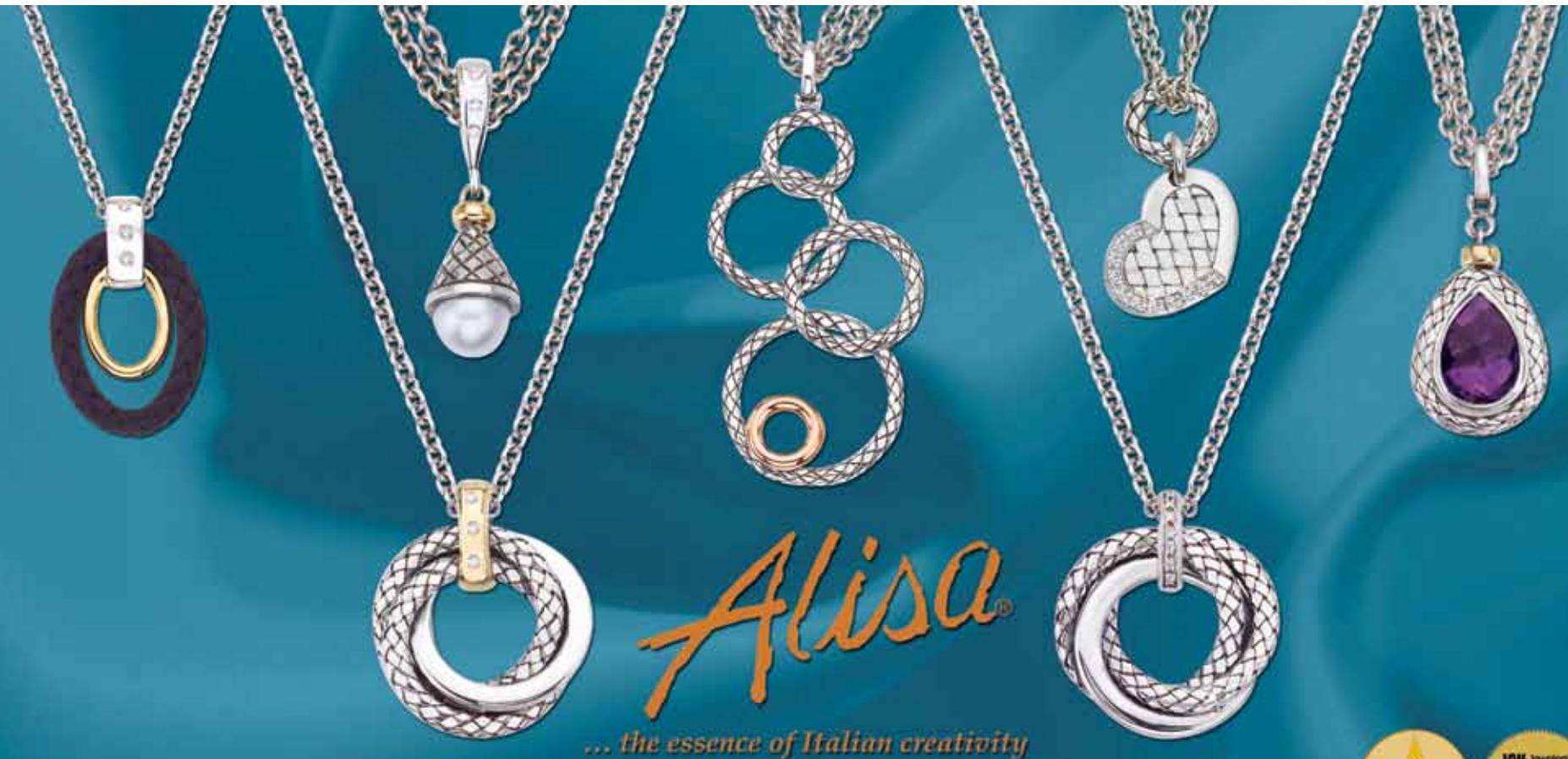
The Silver Promotion Service (SPS) announced a further expansion of the number of participants in its Savor Silver program. Charles Garnier and Links of London will become 'SilverMark Partners'; a new category first introduced preceding the recent Vegas jewelry shows. Additionally, Claudia Lira, Peru, and William Schraft, U.S., have been chosen as 'International Designers of Distinction'. Commenting on the announcement, SPS Director Michael Barlerin said, "We could not be happier about the addition of these four companies to the Savor Silver program. Each represents the further refinement of the various segments of the overall program that were recently announced. The SPS team looks forward to working with them and all other program participants for the benefit of silver."

Barlerin went on to add, "Since its inception in 2008, the SPS team has tried to identify those players within the industry who believed in, and were willing to work towards, a 'rising tide' for silver jewelry. That attitude was demonstrated by current

Savor Silver program participants during the Vegas shows, and I know these new members of the SPS group share that perspective." The Silver Promotion Service is a marketing initiative introduced in 2008 by the Washington DC based Silver Institute. Its objective is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets.

### GIA Scholarships Expand International Reach in 2012

GIA (Gemological Institute of America) announced the start of its 2012 scholarship application period, increasing the total number of scholarships offered and doubling the number of international locations where On-Campus programs can be taken. Applications are being accepted through October 30, 2011. GIA's goal is to help students around the world pursue their dreams of a career in the gem and jewelry industry, to increase the total number of scholarships offered and to double the number of international locations where On-Campus programs can be taken.



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Scholarships are available for On-Campus programs and Distance Education -- via the eLearning programs -- and Lab classes in the U.S. at the Institute's global headquarters in Carlsbad and New York, and at an expanded number of international sites, including India, Hong Kong, London, Middle East (Dubai), Taiwan and Thailand. Students can apply online at [http://www.gia.edu/educational-programs/scholarships-financial-aid/2012\\_GIA\\_Scholarship\\_Application\\_01.pdf](http://www.gia.edu/educational-programs/scholarships-financial-aid/2012_GIA_Scholarship_Application_01.pdf) or in-person at GIA campuses and take a broad spectrum of courses, ranging from lab and jewelry manufacturing arts to those toward a Graduate Gemologist diploma.

The first GIA Scholarship application cycle for 2012 runs now through October 30, 2011 for On-Campus, Distance Education and Lab classes. The second cycle, which runs from March 1 through April 30, 2012, is for Distance Education and Lab classes online.

For more information please contact GIA Scholarship applications [http://www.gia.edu/educational-programs/scholarships-financial-aid/2012\\_GIA\\_Scholarship\\_Application\\_01.pdf](http://www.gia.edu/educational-programs/scholarships-financial-aid/2012_GIA_Scholarship_Application_01.pdf)

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This testing system is comfortable, has uncomplicated readability, and is aesthetically pleasing. The large desktop readout of the Gemlogis Pistachio wireless referential meter provides instant and highly accurate readings that you can count on every time. If metal is accidentally touched, while testing, a warning light is illuminated. These features aid in customer demonstrations with excellent results.

Gemlogis testers also include a soft protective storage/carrying pouch as well as an aluminum stone rest for testing loose stones. All Gemlogis testers include AAA alkaline



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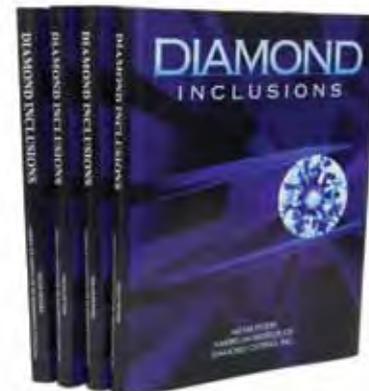
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### Diamond Inclusions – The Book

The understanding of diamond inclusions is fundamental to grading both rough and finished diamonds. Evaluation of diamonds would not be possible without a clear understanding of the variety of inclusions, typical features, how to identify them and the impact they may have on the diamond. *Diamond Inclusions* is devoted entirely to the topic in all its known natural characteristics. The first one hundred and seventeen pages define external and internal inclusions, describing each variety with numerous full color photomicrographs. What makes this work outstanding is the section in which inclusions are tracked from the rough to the cut and how the integrity of the diamond can be compromised by the depth and position of inclusions that remain.



Additionally, an entire section is devoted to the diamond manufacturing process and its relationship to inclusions. In this area inclusions are examined with regards to heat, pressure, directional rotation, and other mechanical influences. Inclusions trapped in diamonds are full of information that in many cases is still to be unraveled and understood. This book takes the reader into the fascinating world of micro-inclusions giving the reader fresh insight in one of nature's most sought after gems. *Diamond Inclusions* is a resource for the gemologist, diamond graders, diamond dealer, diamond cutter, retail jeweler or anyone that is related to the diamond industry.

The author, Nizam Peters, has spent over four years primarily photographing and documenting the varieties of diamond inclusions in this current work. He is the author of several other books on diamonds and the director of the American Institute of Diamond Cutting, an internationally recognized school, dedicated to teaching the art of diamond cutting and rough



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diamond grading. Mr. Peters has been active in the industry for over thirty-six years from diamond mining operations to retailing. He is a master diamond cutter, versed in all aspects of manufacturing and is a specialist in polishing fancy cuts and fancy colored diamonds.

For more information please contact A.I.D.C. at 800-831-8470 or [diamondcutting@att.net](mailto:diamondcutting@att.net)

### New Tarnish Tamer

Silver lovers need not fuss with the stressful task of removing tarnish from loved pieces of jewelry, flatware, musical instruments and more. Tarnish Tamer uses a scientifically proven patented formula to prevent tarnish build-up on a wide range of silver and other metals.

"We developed Tarnish Tamer to solve the common problem of ugly tarnish build-up on everyday silver products," said Marc Rotenberg, President, Intercept Silver & Jewelry Care Company, the company behind Tarnish Tamer. "By using Tarnish Tamer with clean silver and other metals, Tarnish Tamer will absorb and neutralize corrosion causing gases that can lead to tarnishing of these items." The new Tarnish Tamer product line includes anti-tarnish strips, and drawstring pouches for jewelry, a silverware roll, and a 15" x 15" zipper top bag for larger silver pieces such as bowls or candlesticks. Tarnish Tamer is perfect for today's consumer interested in cost-effective and labor-saving products for preserving silver and other metal valuables. Plus, they eliminate the need for constant polishing. Simply take clean silver pieces and store them in one of the many Tarnish Tamer products. With Tarnish Tamer, there's no need to keep polishing silver for up to 5 years.

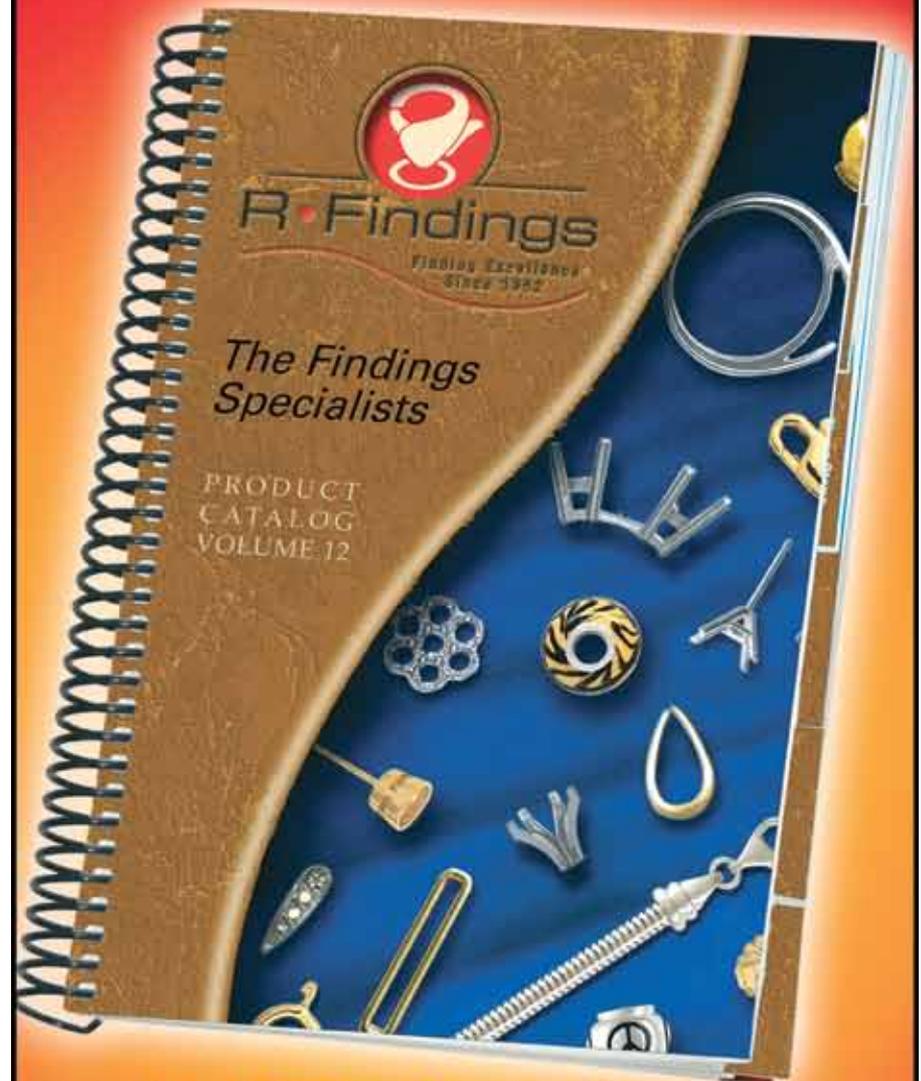
Tarnish Tamer products will be sold in retail stores nationwide and will retail for \$6.49 - \$17.99. Visit [www.TarnishTamer.com](http://www.TarnishTamer.com)

### MJSA Publishes Handbook of Effective Pricing

The MJSA Handbook on Effective Pricing: Determining Expenses, Selling Value, and Maximizing Profits. The PDF publication contains the best of past MJSA Journal and MJSA Custom Jeweler articles on this perennially popular subject, offering strategies for pricing both finished jewelry and repair work. It also provides successful strategies developed by working designers and jewelers, such as Susan Helmich, Mark Morrell, and David Geller. The MJSA Handbook on Effective Pricing is free to MJSA members, can be downloaded from the MJSA website.

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