THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 7, Issue 4 • June 2016

Erika Christensen Actress





Unique Settings Page 41



Goldstein Diamonds Page 41

TENTALUM EARTH-METAL

HATTERPROOF

HYPOALLERGENIC

LIMITED SUPPLY

STRETCHABL

CHMARKRINGS COM 205.345 0555

METAL OPTIONS SAMPLES EROGRAMS

STOCK BALANCING CO-OP Advertising Program BUYOUT PROGRAMS

ONLINE ORDERING (LOWERED SHIPPING RATES)

SAMPLES FOR VIEWING

PLUMBCLUB-340

sarablaine.com • 770.650.0999

IN-SHOWCASE DISPLAYS
 A

AWARD WINNING DESIGNS

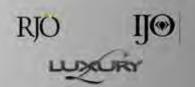


"...Life is Beautiful!"

LA BOUQUET COLLECTION

14KT/ 18KT/ DIAMONDS/ GEMSTONES

LUXURY & JCK SALON #LUX927 | PRIVÉ NEW YORK BOOTH #303



800-255-0192

VANNA K

CROWN HER YOUR QUEEN[™]

Visit us and preview our unique diamond engagement rings at JCK Las Vegas Booth #B38155

Unin

800.821.2351 www.VannaK.com



The Essence of Timeless Design 18Karat - Platinum - Fine gems

Wither Car



IJΘ



SHOWROOM SAN FRANCISCO (415) 621-8880 JYESCORP@GMAIL.COM WWW.JYESCORP.COM

American Beneration Beneration American Care Task American American American American

TABLE OF CONTENTS

JUNE 2016

- 8 Stuller Workshop April 2016 By Frank Dallahan
- 12 Performance Reviews Should Be Performance Conversations By Bill Boyajian
- 16 Going Bankrupt Because Of Healthcare Costs? Protect Your Estate Now By John Politi
- 22 Motor Trends By Andrew Kohler
- 24 Star Gazing
- 28 Safety Tips For Jewelers And Their Customers Who Travel By David Sexton
- 32 New and Noteworthy
- 38 Is 20% a Discount Sufficient to Generate Sales? By Ed Coyne
- 40 The Style Page
- 42 Silvers Growth Continues
- 44 A Life Long Dream By Ruth Mellergaard
- 52 How To Get The Most People To Sign Up For Your Email Newsletter By Matt Perosi
- 54 Innovate Your Business Model By Donna M. Phelan
- 60 What Do Jewelers Most Want? Customers! By Jacques Vorhees
- 65 Center Stage
- 68 Advertiser's Index



COVER COURTESY OF THE AGTA

Erika Christensen, actress

Photographer - Andrew Macpherson; Produced and Styled by Tod Hallman for Ivy Eleven; Hair - Lisa Satorn for Spotlight West; Makeup - Stephanie Scholz; Manicurist - Jolene Brodeur for Ivy Eleven; Dress: Caroline Herrera – Navy Strapless Gown (Available at Saks Fifth Avenue); **Earring**: Laurence Bruyninckx, Laurence Bruyninckx - 18K white gold earrings featuring blue Topaz, mint Tourmaline and Diamond tops with interchangeable dangles with Diamonds or mint Tourmalines, blue Topaz and Diamonds.; **Necklace:** Brent Malgarin, Elegant Gems, Ltd. - Platinum necklace featuring a 12.63mm natural Pearl and a 15.22mm natural Pearl accented with a 4.64 ct. blue Zircon accented with Diamonds (1.05 ctw.); **Ring:** Priyanka Murthy, ARYA ESHA - Sterling silver ring featuring a 16.6 ct. blue Topaz accented with Diamonds (.70 ctw.); **Bracelet** (cuff): Eclat Jewels, Eclat Jewels, Inc. - 18K yellow gold and enamel cuff featuring a 105 ct. Aquamarine accented with Diamonds.



Publishers:

Andrew Kohler 973-263-2498 ext 18 • andy@theretailjeweler.com

Edward Coyne 908-637-8461 • edcoyne@theretailjeweler.com Frank Dallahan 267-229-2475 • frank@theretailjeweler.com Get Real Time Metal Prices, News, and Updates every day at www.TheRetailJeweler.com



The Retail Jeweler™ is published eight times per year January/February, March/April, May, June, July/August, September, October and, November/ December by TRJ Publishing, LLC. 150 River Road, Ste O-4, Montville, NJ 07045. TRJ Publishing LLC is not responsible for errors, omissions or typographical errors. Advertisers are solely responsible for the content and accuracy of their advertising. © Copyright 20103 TRJ Publishing LLC All Rights Reserved. Subscriptions: \$4 per copy; \$32 per year.









AS TOAR



NEW YORK





STULLER WORKSHOP APRIL 2016

By Frank Dallahan



Stuller is in the reinvention business, always! It has, for the past few years, invited jewelers to its headquarters in Lafayette, Louisiana for educational events and the opportunity to present and share knowledge, best practices, new products and the opportunity to learn about innovative methods of operating a jewelry store more effectively and more profitably.

If you've ever had the opportunity of meeting Matt Stuller and listen to him talk about the independent retail jeweler you will know and understand the commitment his company has to the independent jeweler and his commitment to help them succeed. I was fortunate to be invited to attend one of Stuller's educational events at company headquarters over the weekend of April 1-3. There were roughly 200 independent jewelers who attended the event. Of course, there was also ample opportunity for these jewelers to pick up bargains in Stuller's wide array of product offerings. Attendees also had the opportunity to talk with many of Stuller's staff on a wide variety of products, including high tech solutions of designing and developing custom product for consumers.

Custom product development has gotten increasing attention especially from the millennial generation. When you think about it, why is it that the jewelry industry took so long to figure out that women want unique jewelry to go along with unique dresses, handbags, and shoes just to mention a few? I was asked a number of years ago to meet with DeBeers executives and give them an update on the status diamond engagement ring business when I was with ArtCarved. At the time, ArtCarved had enjoyed significant sales increases in both diamond engagement rings and diamond wedding rings. We believed the increases were due to the more style-oriented mountings



for both categories. The DeBeers execs were actually horrified to hear this news. When asked why, they responded that it was bad for the diamond business because they wanted the emphasis on the center diamond and not on the ring itself. They were equally horrified with the dramatic and continuing increase in the sales of diamond wedding rings. They believed the purchase of the two rings took place at the same time and not a year a part. Under their logic less money, therefore, was available for the engagement ring. With all the time, money and attention DeBeers spent on the US market it is surprising they knew so little about how the business actually worked and how the ultimate consumer thought about the product.

ALLISON KAUFMAN Company

INFINITY Bridal





SEE THE LINE AT JCK & LUXURY BOOTH LUX1227

7640 Haskell Ave., Van Nuys California 91406 | (800) 800-8908 | Allison-Kaufman.com

STULLER WORKSHOP APRIL 2016

The diamond engagement ring and diamond wedding ring business has continued to evolve with increasing focus on style and design and brand! Stuller's focus on customizing engagement and wedding rings only recognizes the reality of what consumers want and, as important, how independent jewelers can effectively compete with the chains.

In addition to technology, Stuller presented a unique Battle of the Benches competition where four jewelers squared off with a design project where they designed developed and produced an actual finished product in literally one day! It was a great example of the talent that exists in the business today.

One of the most interesting sessions of the weekend was a session entitled "Maximizing Your Repair Business."

This particular session was offered several times to permit as many jewelers who wanted to attend be able to attend. Stuller VP, Tammy Kidder presented the session and began talking about how significant repairs are as a percent of a jeweler's total business. For jewelers doing \$1 million in sales repairs represent roughly 16% of sales. Similarly, jewelers doing \$2 million or more 10% of their sales were repairs. The profitability of the repair business is unquestioned, but the key point is to understand where and how things can go off the track unless the repair business is properly managed.



The **profitability** of the repair business is **unquestioned**, but the key point is to understand

where and how things can go off the track unless the repair business is properly managed.



To effectively manage the repair department Tammy posed a number of questions and presented a repairs checklist:

- Who takes in repairs?
- 🕑 What qualifications do you require?
- How often do you connect with the Bench Jeweler in the take-in process?

What new methods have you implemented?

- a. The need for consistency in training.
- b. Dealing with the risk of stone switching.
- c. Use of a diamond light.
- d. Photograph the product.
- e. Identify flaws.

V Repair Checklist

- a. Thorough inspection.
- b. Discuss every needed repair.
- c. Clean the piece first.
- d. Re-inspect.
- e. Write down everything on the repair envelope.
- f. List precisely the customer's requests.
- g. Determine the price of the repair.

The group was strongly encouraged to have a preprinted price list of repairs. The end of the session was a hands-on work project to determine the price of a resizing job for a simple 4mm wedding ring from size 6 to size 8. The prices developed by the class ranged from \$15 to \$275! The low price was developed as a result of using gold purchased at a much lower gold price. The jeweler was counseled by the members of the audience to always use the current price of gold regardless of when it was acquired.

Another repair pricing method recommended was the Geller Method. For more information on Geller please go to Geller's Blue Book to Jewelry Repair & Design at http://www.jewelerprofit.com/Blue_Book.html.

Judging from the reactions of the attendees, the weekend was very well spent. We were all treated to Stuller's warm Louisiana hospitality and their commitment to teach jewelers how to run their businesses more profitably.



Frank Dallahan

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



... featured by Lecil

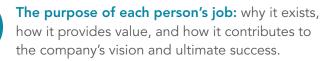
Retails from \$125 - \$950 2300 East Seventh Street • Charlotte, NC 28204 • 800-605-3035 • www.lucabylecil.com



By Bill Boyajian

One of the problems with annual performance reviews, is they occur annually. Another is they are usually tied to salary reviews, which can take the focus away from actual performance to something near and dear to everyone's heart: MONEY!

A better way to think of performance reviews might be to consider regular performance conversations. No one should have to wait a whole year – likely with a degree of anxiety building – to receive a review of their performance on the job. But before you consider such conversations, you should make sure you've done a good job at structuring the criteria needed to conduct a review in the first place. Here are some key indicators to consider:



The desired results: the key performance indicators used to measure success.

The necessary skills, traits, and competencies: those attributes that will be important for a person to achieve individual and corporate success.

Key responsibilities: the specific actions, tasks, and oversight necessary to add value to the business.

Core values: such values form the foundation of behaviors and actions and lead to the achievement of desired results.

Regular performance conversations work well when people have clarity about their role and responsibilities, and have unambiguous anticipated results. People want to succeed in business and in life. They don't come to work hoping to fail. They want to succeed and they can't if they don't know what success looks like. Each person deserves to know how they are doing in their work on a regular basis and how to improve their behavior, skills, and overall abilities to achieve optimum performance.

Think of it this way: The people you want to hire need to know their purpose within your business, the important role they play within a winning team, and how each of them contributes to the success of the business. Bottom line, they want to know – and deserve to know – how they can make a difference.

This leads to a key question: When and how do you conduct a performance conversation? Simply, whenever a discussion is helpful to your associate in learning and growing in the job, you should stop what you're doing and have a conversation. It doesn't have to be formal. In fact, the best performance discussions are often informal and spontaneous. Just as you would never wait to encourage or admonish a child, neither should you delay in complementing or even taking to task an employee who deserves it.

Regular performance conversations are an excellent alternative to the annual performance review process. Such informal conversations give you periodic opportunities to teach, train, and reinforce fundamentals to associates, and to review their important role, responsibilities, and behaviors.

I encourage owners and managers to consider this in their regular routine of assessing overall performance.



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.





Discover Belle Étoile, award-winning designer brand. To learn how our exciting programs can help your traffic and sales flourish, contact us at 877.838.6728 or sales@belleetoilejewelry.com. Let's grow together.

Visit us at JCK Las Vegas in the new Bridge Section in Booth B14155.















We are looking for independent reps for multiple territories. Contact us today. 877.838.6728 • sales@belleetoilejewelry.com • www.belleetoilejewelry.com



shine like the star you are







cilic: IJ⊙ ≠ ⊕ RIÖ autra

sales@midaschain.com

1

877-643-2765

www.midaschain.com

Going Bankrupt Because Of Healthcare Costs? **Protect Your Estate Now.**



By John A. Politi, Jr

Some of us can expect to pay upwards of \$10,000 per month for nursing home care thus depleting very quickly even the best-planned Estate. With this risk in mind, many seniors purchase long-term care insurance. Today, one of the highlights of this type of policy is that most now cover home care and assisted living care- as well as nursing home care. Since the long-term care industry is still relatively in its adolescence, it continues to experience growing pains. Congress did not begin regulating this sector until 1996 when it passed the Health Insurance Portability and Accountability Act.

A vast majority of these policies were poorly developed, while several other firms entered the industry with great optimism, only to realize they were not profitable and retreated from selling these policies and dropped out of this business segment for good. As of 2008, insurers have been hit particularly hard by the climate of low interest rates – the insurer's profits rely upon returns from investing policyholder premiums. Not to mention that policyholders are living longer and fewer are abandoning policies in midstream as the actuaries had predicted.

Between 2010 and 2012, three large insurers – MetLife, Unum and Prudential – ended long-term insurance sales to some or all markets. Companies still writing policies are raising premiums, some precipitously. Others have put up roadblocks to claims on the policies. One long-term care insurance company in particular, Bankers Life and Casualty, has gained a reputation for not paying claims. As long-term care policy premiums rise and fewer companies offer policies, alternatives to traditional long-term care insurance policies are springing up.

Some Estate Attorneys will discuss what are termed annuity "doublers", that help pay for long-term care. If the beneficiary of such an annuity needs long-term care, the insurance company will make double payments for five years or until the annuity's cash value is depleted. To activate the doubler, the annuitant needs to be unable to perform two of six activities of daily living (i.e., eating, bathing, dressing, transferring, toileting, and continence). Once the five years are up and if the annuity still has a cash value, the insurance company would go back to making regular payments. The benefit of a doubler is that it is relatively inexpensive. Many insurance companies offer the doubler at no additional cost beyond the lifetime income rider fee. If there are additional fees, the fees are usually low. The double payments are not designed to cover the full cost of long-term care, but the double payments can help defray the cost.

Another increasingly popular hybrid product combines life insurance with long- term care coverage and offers buyers solutions to a number of problems that have kept people from buying traditional long-term care policies. The life insurance hybrid policies are often available to individuals who would not qualify for conventional long-term care insurance due to preexisting conditions. In addition, the long-term care benefit is not a "use it or lose it" proposition. If the benefit is not used, or is only partially used, the unused portion is paid out to an individual's heirs in a death benefit. Finally, one reason people are wary of traditional long-term care insurance is fear of hefty premium increases down the road. Extraordinary premium increases are not a big factor with the life insurance hybrid products.



How They Work

Hybrid life insurance products add a long-term care "rider" to a permanent life insurance policy (whole life or universal life products, not term life). Policyholders typically pay a lump-sum premium up front or a guaranteed set of premiums for a prescribed period of time. If the long-term care feature is included, it allows the insured to receive a taxfree advance on the life insurance death benefit to pay for longterm care while he is still alive. The insurance benefit kicks in when the policyholder can't perform two of the six "activities of daily living". Once a doctor certifies that the person is eligible, the insured can start to accelerate her death benefit to pay a monthly amount that covers his long-term care costs.

For example, an individual with a life insurance policy with a face amount of \$100,000 who wishes to accelerate the death benefit to pay for long-term care might receive either 2 percent or 4 percent of the face amount each month. If the rider is for 4 percent a month, the policy will accelerate \$4,000 a month until the benefit is exhausted, which would be 25 months.



Bridal Collection

From Deblie Proops

NANO CUFFS RETAIL STARTS \$28.00

Debbie Prooks NEW YORK

Shows: RJO, IJO, JCK,



1.888.DEB.BROOKS www.debbiebrooks.com Facebook- Debbie.Brooks.Handbags Sold Exclusively in Jewelry Stores, No Department Stores.

Going Bankrupt Because Of Healthcare Costs? Protect Your Estate Now.

Importantly, most of these policies also have an "extension-ofbenefit" rider, which is an option to continue paying the monthly benefit even after the base amount has been exhausted. These riders can continue paying for another one or two times whatever the length of time would have been without the extension. For example, in the example above an extension-of-benefit rider might pay \$4,000 a month for an additional 25 months, and some of these riders even have a two-times kicker and would pay for another 50 months. All this long-term care coverage comes at a cost, of course: the accelerated death benefit adds between 3 percent and 15 percent to the original standalone life insurance premium, while extending the benefits as in the example above usually at least doubles.

The long-term care benefit can be used to cover any level of care, including home care, although company policies differ and some may exclude mental conditions, which can be common among senior citizens. In most cases, the beneficiary gets a monthly check rather than submitting bills for reimbursement. Any premium increase in the hybrid products would not be on the whole premium but only on the portion for long-term care. One very attractive benefit to policyholders is the possibility that heirs will receive the portion of the death benefit that is not consumed by long-term care costs. For example, if the policyholder uses only \$50,000 of a \$300,000 long-term care benefit before death that he paid for with a \$100,000 premium, his heirs would get \$250,000. On the other hand, if the same policyholder decides 10 years down the road that he doesn't want the product anymore, he'd get back the \$100,000 premium plus accrued interest.

Some Hidden Costs

However, it should be noted that insurers are under no obligation to pay prevailing interest rates. So, when rates start rising, as they inevitably will, companies could keep returns level and pocket the difference. Holders of these hybrid products may avoid the kind of hefty premium increases that have become common in the conventional long-term care insurance market, but if their insurer pays interest below the prevailing rates, the lost interest could effectively equal a premium increase. And in today's low interest rate environment, a 1 percent to 3 percent rate of return would likely be eroded by a policy's cost-of-insurance charges, according to financial planner Michael Kitces writing on his blog, Nerd's Eye View. Some policies provide no rate of return, just a death benefit and long-term care benefit, Kitces says.

One of the leading life insurance hybrid products is called MoneyGuard, offered by Lincoln Financial. Nationwide also sells a long-term care rider, and the American Armed Forces Mutual Aid Association reportedly offers this option in all the permanent life insurance policies it sells. In determining whether to write coverage for a potential client, life insurers offering these hybrid products typically evaluate the risk in the same way they do for a conventional life insurance policy, with some additional questions to review the long-term care risk. The evaluation is generally more basic than with traditional longterm care insurance and may not even involve a medical exam. There are downsides, of course. It's possible to zero out your funds, leaving nothing to your heirs, although some policies will pay out a small amount to your loved ones when you die. Also, many of these hybrid plans will charge a surrender fee if the money is accessed before a certain number of years.

A hybrid product can work well as an estate planning tool for people in their 60s, 70s or even 80s who have some cash on hand want to avoid taxes and pass it on to their children but protect themselves in the event they need long-term care. The person may have money parked in an investment, money market account, or certificate of deposit and not earning much return. Shifting it to a life insurance benefit can be a smart tax play. The funds in the life policy are growing with taxfree interest and if the client needs to tap the long-term care benefit, the accelerated payments come out tax-free.

For more on hybrid life insurance/long-term care insurance policies, click the following links:

http://www.thestreet.com/story/13426314/1/5-questions-to-askbefore-buying-a-hybrid-life-insurance-and-long-term-care-policy.html http://www.nytimes.com/2016/03/06/business/retirementspecial/

hybrid-long-term-care-policies-provide-cash-and-leave-some-behind. html?ref=retirementspecial&_r=0

Author's Note: Please consult with your CFP[®], CPA, Registered Investment Advisor, and/or Estate/Tax/Eldercare Attorney when discussing your financial needs and developing the appropriate personal/business financial plan.



John A. Politi, Jr

John Politi is a designated CRPC[®] - Chartered Retirement Planning Counselor, CFP[®] Candidate and Financial Advisor with Main Street Financial Solutions, LLC, located in Harrison, NY. Main Street Financial Solutions is a Registered Investment Advisor with the Securities & Exchange Commission. John's team provides comprehensive and customized, Fee-based

holistic financial life planning, consultation and investment advisory services for individuals, families and businesses. Since 2010, John has volunteered his time as the Executive Director of the New York City-based Jewelers for Veterans Foundation, a 501(c)(3) non-profit, dedicated to connecting US Military Veterans with training, financial education & employment in the jewelry industry. John is an Adjunct Professor and Director of the Action Learning Project, Hagan School of Business, Iona College. He holds an MBA in Financial Management, MBA-Advanced Certificate in Health Care Management, Series 65 and successfully completed the Financial Planning Certificate Program at the Lubin School of Business, Pace University. John is a past Board Member and Director of the Financial Planning Association-Greater Hudson Valley, NY, an active member of the American College of Health Care Executives, Westchester County Bar Association and Troop Chaplain for his son's Boy Scouts of America local Troop. John welcomes your input and can be contacted at, jpoliti@msfsolutions.com, or telephone (914) – 517-7574, fax (914) 517-7577.

INTRODUCING THE **PUK 5 JEWELRY WELDER**



PUK 5 with SM5 Scope Item# 830-1542

Developed by goldsmiths, for goldsmiths.

Weld on findings, easily add metal, weld adjacent to Stones and pearls, weld silver (alloys), fill porosity, attach workpieces prior to soldering, weld seams, and much more - all no problem with the PUK 5.





Superior welding characteristics

Consistently reproducible, high-quality welding results

Precision spot welds and heat control Weld on even the thinnest of materials

LAMPERT.

Lampert Quality, Made in Germany

3 year warranty Tested product safety: CE conformity DIN CERTCO certified eye protection in all Lampert optic systems



LAMPERT.

PUK5

User-friendly operation

Compact size fits into every workshop and on every bench

Extremely simple touchscreen operation

Select the metal, select the welding mode, and weld!





888.296.8803 www.gesswein.com

THE EVOLUTION OF GOLDSTEIN DIAMONDS

"This year has been a major transition for both Goldstein Diamonds and me personally. My son, Chad, graduated from the University of Arizona and followed that up by graduating from GIA Carlsbad. He has now become an integral part of the Goldstein Diamonds team. His new thinking and team building philosophy is already having a positive effect on how we work together and how we work with our clients.

His vision, which I share enthusiastically, is for us to become even closer to and more important to our customers. We can only do that by having the right product, the right margins, the right attitude all the time and by being very focused on helping make each of our custom-

ers have product that is unique in their markets.

A lot of what we're doing today focuses on vintage and antique jewelry. We have a large selection of incredible one-of-a-kind pieces from so many different eras – Victorian, Edwardian, Art Deco, the 50s, 60s and 70s. This type of jewelry is a really hot category for women of all

ages. And best of all, consumers can't comparison shop like they do with basic white diamonds, so the retailer is assured a fair margin.

Of course, we still have a huge inventory of every kind of diamond, from melee to 20 cts.; and as the industry knows, we're experts in both fancy cut and fancy color.

We look forward to working with you and demonstrating our philosophy of bringing the fun back to doing business."

David with wife, Lisa







Chad with sister, Allison, and Lexi and Apollo



66

We know that doing business the same old way just doesn't cut it in today's internet-savvy world." -DAVID GOLDSTEIN



When you look at your profitability, it's Happy Days all over again.

If you're tired of discounting, our one-of-a-kind vintage and estate jewelry can change everything. From Victorian and Edwardian to Art Deco and through the 1970s, we have a remarkable selection of unique pieces at great prices. Memo available.



Van Cleef & Arpels

VISIT US AT: JCK LAS VEGAS - BOOTH B33154 LAS VEGAS ANTIQUE JEWELRY & WATCH SHOW - BOOTH 1208 NEW YORK ANTIQUE JEWELRY & WATCH SHOW - BOOTH 1030 BALTIMORE ART, ANTIQUE & JEWELRY SHOW - BOOTH 1301



MOTOR TRENDS By Andrew Kohler



By now you've read that 2015 was a record year for automotive sales. 2016 is tracking to be very strong too. Traditionally when the auto industry has a good year the jewelry industry doesn't. The thinking is consumers have a finite amount of disposable income and if they made a big purchase on a car they didn't have money for jewelry. This could help explain why last year was so challenging for many in the jewelry business. EXCEPT...

When you drill down further you realize it's not quite that simple. Of course there was the up-tick in employment and consumer confidence, but there remains two major differences between the auto and jewelry industries: Advertising and financing.

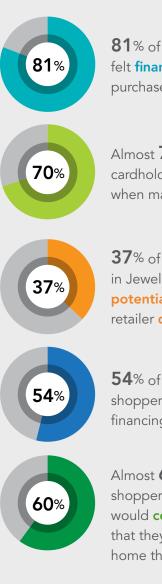
Like all marketing, advertising drives car sales. They know it and spend accordingly. Among the top ten advertisers in terms of spending, automakers usually occupy 3 to 4 of those slots. The other difference between them and us is financing. According to Experian over 84% of new automotive sales are financed. Leasing (alternative financing) has been growing dramatically and is now at about 29%.

What this tells us is the theory about consumers spending all their extra money on cars vs. jewelry isn't correct. They budget for a car purchase like they do for so many purchases from housing to cable TV.

The question is, are you providing the opportunity for your customers to include fine jewelry in their budgeting? Are you using trade-ins as part of your sales tools? Do your customers know it? If you envy the sales the car business is making maybe you should look at how they do it.

SUMMARY

Financing continues to play a critical role in the major purchase process. Attitudes and behaviors remain mostly unchanged over time but there remains significant opportunity to make more shoppers aware of their financing options.



81% of SYF jewelry cardholders felt **financing** made their purchase **more affordable**.

Almost **70**% of SYF jewelry cardholders **always seek financing** when making major purchases.

37% of SYF jewelry cardholders in Jewelry category would have **potentially not purchased** if that retailer **did not offer financing**.



Almost **60**% of random fine jewelry shoppers surveyed said that they would **consider financing** if it mean that they could take the product home the same day.

Source: Synchrony Financial Fourth Annual Major Purchase Consumer Study



Andrew Kohler

Andy is Co-publisher of The Retail Jeweler. You can reach him at Andy@TheRetailJeweler.com ESTABLISHED 2007 IN PHILADELPHIA'S JEWELERS ROW

BENEFICIAL ESTATE BUYERS

Proud to be your Full Service Estate Jewelry Resource

Beneficial Estate Buyers is the authority in estate jewelry events. With our roots in the heart of Philadelphia's storied Jewelers' Row, we travel to retailers around the country to share our passion for estate and antique jewelry.

As a full service estate jewelry company, Beneficial specializes in estate jewelry buying and selling events hosted by our retail partners. Our buying expertise and curated collection available for memo can be a resource for you year round.



WE BUY

WE BUY FROM YOUR CUSTOMERS WE BUY YOUR STOCK

Allow us to make an offer on your customers' unloved pieces. Whether your client has one piece or a large estate, contact us for an immediate quote. We purchase diamonds, fine jewelry, silver flatware and hollowware, and US Coins.

We welcome you to sell us your aged inventory. Sell your contemporary, designer, and estate jewelry to Beneficial to free your capital and case space for fresh merchandise.







OUR SERVICES

TRUNK SHOW SELLING EVENTS

Our trunk shows allow you to offer your customers extraordinary one-of-a-kind pieces with no upfront capital commitment. Our seasoned sales representatives educate you and your customers on the history and value of our collection.

Be sure to let your best clients know that they can't miss this event. We'll provide you with marketing materials and support leading up to your show.

EXCLUSIVE BUYING EVENTS

Our experienced buyers provide a safe and comfortable experience for your clients to sell their jewelry, watches, coins, and silverware. Our professionalism, expertise, and generous commission structure lead our top retailers to partner with us year in and year out.

Using our proven advertising, we position your store as the buying authority in your local market. If you're already buying, our events can boost your buying as a result of our aggressive advertising.



805 SANSOM STREET PHILADELPHIA, PA. 19107 FOR QUESTIONS OR INFORMATION, CALL 800.518.1137 WWW.BENEFICIALESTATEBUYERS.COM STAR*GAZING



Hailey Baldwin wore Borgioni diamond earrings and Noudar diamond rings to the 'Manus x Machina: Fashion In An Age Of Technology' Costume Institute Gala at Metropolitan Museum of Art on May 2, 2016 in New York City. Zendaya wore Jorge Adeler rings to the 'Manus x Machina: Fashion In An Age Of Technology' Costume Institute Gala at Metropolitan Museum of Art on May 2, 2016 In New York City.

AND ANI

Kat Graham wore Sutra diamond earrings and a ring to the 23rd annual Race to Erase MS Gala at The Beverly Hilton Hotel on April 15th, 2016 in Beverly Hills, California.

Zendaya wore Le Vian diamond earrings and Pasquale Bruni diamond rings to the iHeart-Radio Music Awards at The Forum on April 3, 2016 in Inglewood, California.

Gigi Hadid wore Doves by Doron Paloma, Borgioni and Sutra diamond rings to the 2016 MTV Movie Awards at Warner Bros. Studios on April 9, 2016 in Burbank, California. Julia Roberts wore Jack Vartanian diamond earrings to Open Roads World Premiere of "Mother's Day" at TCL Chinese Theatre IMAX on April 13, 2016 in Hollywood, California.

marie da

2d

Kylie Jenner wore Harry Kotlar yellow diamond earrings and Le Vian and Doves by Doron Paloma diamond rings to the "Fresh Faces" party, hosted by Marie Claire, celebrating the May Issue cover stars on April 11, 2016 in Los Angeles, California.

> Taylor Swift wore Mattia Cielo earrings and a Borgioni diamond ring to the 'Manus x Machina: Fashion In An Age Of Technology' Costume Institute Gala at Metropolitan Museum of Art on May 2, 2016 in New York City.

Emily Blunt wore Hearts on Fire diamond stud earnings to the premiere of Universal Pictures "The Huntsman: Winter's War" at the Regency Village Theatre on April 11, 2016 in Westwood, California.

marieg

onG.

mar

101

Ruby Rose wore Borgioni earrings and ring at the 27th Annual GLAAD Media Awards at the Beverly Hilton Hotel on April 2, 2016 in Beverly Hills, California.



Ariana Grande wore Harry Kotlar diamond earrings to the 2016 MTV Movie Awards at Warner Bros. Studios on April 9, 2016 in Burbank, California.

and a state of the second

INTUITIONS"



INSPIRED. SPIRITED, WITTY.

Royal Chain's new Intuitions bracelets offer a wide appeal to women of all ages. With over 200 styles to choose from, they let a woman express herself or share her feelings in many ways. Made of stainless steel, they're available in two styles – standard cuff or adjustable friendship – and in white, yellow or rose gold colors.

Intuitions bracelets are an easy self-purchase or make a great gift for a family member or friend and are designed to fit practically any wrist. Retail price is \$35.

Of course, everything is backed by the integrity and incredible service of The Royal Chain Group.

Royal Chain gives back \$.25 of each bracelet to Baby2Baby, providing low-income children 0-12 years with the basic necessities that every child deserves.





EACH BRACELET IS ACCENTED WITH A GENUINE DIAMOND.





INTUITIONS

INSPIRED. SPIRITED. WITTY.

Royal Chain presents Intuitions bracelets, each carrying a personal message of inspiration, spirituality or just plain fun.

Meant to be worn alone or stacked together for a smart, contemporary look, they're a great self-purchase or as a gift for family or friends. Intuitions are made of stainless steel and come in two styles – standard cuff or adjustable friendship – and fit practically any wrist.



THE ROYAL CHAIN GROUP • 800-622-0960 • INTUITIONSJEWELRY.COM SEE US AT JCK LAS VEGAS, BOOTH B36155 • LEADING JEWELERS GUILD NEWPORT BEACH RJO • JA NEW YORK • IJO



SAFETY TIPS

By David Sexton

For Jewelers And Their Customers Who Travel

Traveling itself can be a stressful experience. Combine that with arriving in an unknown city with highly valuable and easily lost belongings, such as jewelry, and you begin to wonder how much stress you can really take. Both jewelers and their customers share these feelings, but jewelers have an added risk.

When attending a trade show, you may be buying and/or selling, so you could be returning with even more jewelry than you began the trip.

This situation presents a much more serious risk than an engagement ring, a pair of earrings, and a watch.

The following tips can help keep you safe before, during, and after a tradeshow. Remember, organized criminals will target jewelers when they are most vulnerable, so make sure you don't have any weak spots in your security plan.

BEFORE

• Check with your insurance company and review what your coverage limits are.



- If you are selling, arrange for your line to be shipped to the show by an armored courier service.
- If you can't have it shipped, immediately utilize the vaults at the location of the trade show – never trust that your hotel safe will suffice.



- Book a reputable hotel that is highly secure.
- Be discreet and don't share your plans or identity with other travelers. Consider creating a cover story, like you're visiting family or going to a business conference. Get creative and be prepared to give a few specifics in case additional questions are asked about your itinerary.



- If you are selling products, provide one-on-one attention to each customer and show only one item at a time.
- Regardless of how many times you access your cases, your displays should be locked immediately after taking out a product.



- Utilize a wrist key holder or other accessory to ensure that your keys are not only easily accessible. Plus, it will also prevent you from setting them down and forgetting them somewhere.
- Switch thefts are common at trade shows, so carefully re-examine each piece after it is handled by another person.
- Whether it's with merchandise or markers, trays should be filled at all times so you can quickly recognize any discrepancies.



Getting more customers through your door starts with a partner that helps open them.

Big. Small. Regional. Local. Every jewelry retailer is different. But everyone who runs a retail business shares a common ambition: to succeed. And it starts by serving customers better. Synchrony Financial delivers payment solutions that help make buying more convenient, drive traffic, increase average transaction size, and build repeat business to help you develop long lasting relationships. Whatever you're working forward to, we can help you make it happen.

Engage with us at SynchronyBusiness.com/luxury or 855.433.3772



What are you working forward to?

Credit is extended by Synchrony Bank. © 2016 Synchrony Financial

SAFETY TIPS

For Jewelers And Their Customers Who Travel





• Take your badge off immediately after leaving the show floor so criminals can't identify you.



• Showing and selling your jewelry is meant for the trade show floor, not informally, back at your hotel room after hours.



• For your safety and that of your customers, ship all jewelry that is bought at the show.



- Even if you are not returning with additional merchandise, avoid displaying any bags, cases, or other branded merchandise of show vendors that could potentially make you a target.
- Arrange for a ride to pick you up and avoid hailing a cab at all costs.



With your jewelry industry and travel experience, you can help your customers travel safely by giving them tips to protect themselves and their purchases while they're on the road. Your customers will want to wear their jewelry while traveling without the constant worry that it might be lost, damaged, or



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.



Jewelers for Children Announces Partnership with Lavish Jewelry Cleaner

Jewelers for Children has partnered with Lavish, a leading supplier of jewelry cleaner, on a fundraising program wherecompanies in the industry can participate. Every jewelry store sells jewelry cleaner and through this new relationship, they can purchase Lavish Jewelry Cleaner in the patented foaming version, or traditional jewelry bath, directly from Lavish and support Jewelers for Children. Lavish will donate a portion of the proceeds on the sales directly to JFC to support children in need.

The JFC branded products can be imprinted with the retailer's logo for free if they order 200 or more units, or a very affordable \$.20 per unit if the order is less than 200 units. Every opening order will include a JFC branded point-of-purchase countertop display to showcase the product to your customers.

Lavish is a leader in product quality and innovation of Luxury Jewelry Care [™] products since 2004. The specially designed care products deliver efficient sales support and outstanding marketing tools to help promote Jewelers for Children and generate support from the retail jewelry community.

"Jewelers for Children does amazing work, and Lavish is excited to help them continue impacting the lives of children who need it the most. We feel privileged to team up with JFC to offer our industry leading jewelry care products as a way for retail jewelers and designers to participate and reach out beyond the jewelry community. Said Larry Rodgers, founder and president of Lavish.

This program will allow jewelers to provide their customers with the very best in Luxury Jewelry Care products to keep their jewelry shining and beautiful every day, with a little extra sparkle for knowing that they're helping to make a difference in the lives of children in need."

"Lavish produces a great product and their program that provides full support and fulfillment to the retailer is a perfect fit for JFC, said David Rocha, Jewelers for Children executive director. We are excited to be working with them on a program that will raise money for our mission and help involve retail jewelers across the country."

Anyone interested in participating in the program can contact Jewelers for Children at info@jewelersforchildren.org, or visit their website at www.jewelersforchidlren.org.





Makur: A Success Story of Morganite

Simplicity, elegance and the love of rose gold inspired Makur to create timeless designs for their collection of Morganite fine jewelry. Based in New York City, husband and wife, Masis and Arlene Hagopian took the lead in the use of Morganite set in rose gold 15 years ago, long before it became popular. Having a vision before a product becomes popular is the hallmark of real entrepreneurs. Their vision was to design fine jewelry that would enhance the warmth of rose gold when combined with Morganite. That vision has proved very successful.

The gemstone was named after banker and philanthropist JP Morgan, a well-known collector of the stone. Morganite is a peachy-pink member of the beryl family that includes its equally famous cousins: aquamarine and emerald. Morganite is found in a narrow range of naturally occurring colors from light reddish orange (peach) through pink to light purplish red. The most highly sought after colors of Morganite are strong pink followed by peach, which is sometimes called Imperial or Champagne Morganite. As with any colored gemstone the more saturated the color the more valuable. Extremely clean and expertly cut specimens, especially large stones, are highly prized and valued. The combination of saturated color and larger material set in well designed rose gold settings have all combined to make Makur the leading brand in Morganite Jewelry.

While Makur began pairing Morganite and Rose Gold over 15 years ago, the stone has gained real popularity in recent years. Massis Hagopian recently said, "I hope to see the stone's popularity continue to climb because Morganite a natural complement to our rose gold but it also gives the wearer a feeling that they are wearing something special. That is why our award winning Morganite Collection has been and still is the Perfect Match."

Each piece in the signature Morganite & Rose Gold collection is designed with notable details according to Massis and Arlene, "that capture the essence of Makur: the harmony of color, clean lines and extraordinary finishes. Our design philosophy



is complimented by our manufacturing expertise. Each piece is expertly handled with careful attention to detail and quality. Supplying independent retailers across the US, Caribbean and Canada Makur is careful to work with stores that take pride in the collection we have developed and as such strive to give our clients something special."

I.B. Goodman Bridal Collection

I.B. Goodman has launched a new bridal collection that gives couples the creative freedom to customize their symbol of commitment so that it represents their love story. The Legacy Collection has been designed specifically for millennial brides who have embraced the tradition of wearing an engagement ring, but want theirs to have a unique and special touch.

Each of the rings in this elegant collection can be tailored in a variety of ways to fit a bride's style and taste. Couples can choose from a range of center stone shapes, including round, oval, emerald, marquise, and princess. All styles can be crafted in any noble metal, karat weight, or color that's desired. The center stone and accent stones can be replaced with any precious or semi-precious stone available. The finished ring is all the more beautiful because a couple has created it especially to embody their promise to one another. When brides show their Legacy ring to friends and family, or post their "I said yes" picture on social media, they will be able to share the personal meaning behind the design.

To complement the unique nature of these engagement rings, the Legacy Collection bands coordinate to create striking, one-of-a-kind combinations. The bands are stackable and can be sold separately, which gives couples a memorable way to celebrate anniversaries and other significant moments in their life together and continue to grow their legacy. To find out more about the Legacy Collection, call 859-292-1350.



Everyone loves a good mystery, except when it's in their inventory. Poor inventory management is the leading cause of retail failure, and if you don't know what's lurking, you could be in store for an unpleasant plot twist. The Edge software, developed by jewelers for jewelers, makes it easy to track what's in your inventory and keep tabs on your *hot* sellers and your *not* sellers. You'll never lose a sale because a popular item is out of stock.

It's no mystery why The Edge is always the industry's best seller.

JUST ONE WAY WE MIND YOUR BUSINESS.

VISIT US AT JCK BOOTH #B63048.

MYSTERIES ARE FOR BOOKS, NOT YOUR INVENTORY.

ABBOTT&SHAPIRO

by INSTORE Readers' INSTORE's Big Survey Volume 6, Issue 4

VOTED #1

Contact Us for a FREE Consultation 855.TRY.EDGE or Trial@EdgeDemo.com



Despite Chaos in Brussels, IJO Members Support the Antwerp Diamond Community

The Independent Jewelers Organization (IJO) opened the door for its retail jewelers to visit diamond offices in Antwerp, Belgium, back in the early 1980's. Before that time the only buyers allowed in those offices were the "middle men", the people who bought directly in huge volume and sold to the retailers around the world.

Ever since, IJO takes its members on a minimum of seven trips per year to the Diamond Capital of the World and helps them ensure success with a fool-proof marketing plan.

This spring, following the devastating bombing at the Brussels airport, the IJO program was up in the air. There was little information about whether booked flights would be cancelled, or if jewelers themselves would cancel out of fear.

"Our members are a really strong and extremely supportive group", says IJO President & CEO Jeff Roberts. "Their attitude was, 'if I can get there, I'm still going!' and I couldn't be more proud."

According to Jim Wolf from James Wolf Jewelers in Mason, OH, who traveled with the first IJO group, "Because it was so soon after the bombings I had to switch my flight from Brussels to Amsterdam, then take a train directly to Antwerp. I couldn't cancel because I had eight pre-sales, and my customers really wanted their diamonds to come from Antwerp. They all said, 'I'm so glad you're still going!' I must say I felt safe the entire time I was there."

Jill Bivona, IJO's trip coordinator who accompanied the second group, reported that the arrivals level at Brussels airport was intact, although all passengers had to file outside to meet their drivers. Just a few of Bivona's group were diverted to other cities but most were able to utilize Brussels airport. Security was vamped up and there was a strong military and police presence. "Departures were decidedly different", Bivona said, "with make-shift buildings from which we had to walk several flights of stairs to get to the terminal gates. The walks were longer than usual, but all-in-all everything went more swiftly than we expected and everything was well-marked and very organized."

"It's impressive how quickly they were able to get things up and running," Roberts added, "and I expect by the time we take our fall groups everything will be back to normal."

Ruth Batson Receives the Shipley Award at the 2016 Conclave

The American Gem Society presented Ruth Batson, RJ, CEO the Society's most prestigious honor, the Robert M. Shipley Award at their recent Conclave in Washington, D.C. Batson received the award based on her commitment to the jewelry industry, and because of her outstanding service and dedication to the AGS for the last 23 years.

"Ruth lives and breathes the American Gem Society," said Ronnie Cox, Chairman of the committee that nominates the Shipley recipient. "Throughout her career at AGS, she has worked hard to serve its members and to fulfill the Society's mission of consumer protection, business ethics and ongoing gemological education."

During the course of her career, she was involved in some of the Society's most significant achievements, including the formation of AGS Laboratories, and the Society's eventual complete ownership of the Laboratory. She was part of the decision making process for the groundbreaking AGS Light Performance Cut Grade, and is a leading force in the Society's strategic business, operation and marketing plans.

Ms. Batson's service to the jewelry industry is extensive. She is a member of the Jewelers Vigilance Committee Board, Women's Jewelry Association Board, the JCK Show Advisory Board, and served as a member of the Executive Committee of the Responsible Jewellery Council. Currently she serves as the Chair of the Ethical Initiatives Committee for the Jewelers of America, and is the immediate past Chair of the Jewelers for Children Board.

Her most recent achievements include the Excellence in Service Award from the Women's Jewelry Association (2010), the

Jewelers for Children Facets of Hope honoree (2012), the Doyenne of the Year Award (2013) from the Indian Diamond & Colored Stone Association, and in 2014, she won the Lifetime Achievement Award from the Women's Jewelry Association. Since 2012, JCK Magazine has included Ms. Batson in the JCK Power List: Movers, Shakers and Tastemakers in the Jewelry Industry.





Choose Your Breed

Visit us at the JCK Luxury Show Booth LUX 701 info@colesoflondon.com or 561-620-3022

AMERICA'S DIAMOND SPECIALIST

DANDADS STOCK · MEMO

VISIT rdidiamonds.com



Visit Us At a Show!

JCK Las Vegas June 3 – June 6 Las Vegas, NV

LJG July 11 – July 12 Newport Beach, CA RJO July 23 – July 25 Indianapolis, IN IJO July 30 – August 3 Washington, DC



CALL 800.874.8768



The reality in today's retail world 20% is not an attractive incentive to generate consumer interest and store traffic.

Everywhere I travel and almost every retail store I see discounts in the 40%, 50%, and 70% range with storewide clearance and all types of special events offering huge discounts to buyers.

Consumers are exposed to more and larger discounts

than ever in almost every type of retail outlet, stores that years ago would have been reluctant to offer any discount today offer large discounts. They have now determined they must offer substantial discounts to generate traffic and sales.

IS 20% A DISCOUNT SUFFICIENT TO GENERATE SALES?

In order to preserve margins the retailers mark up so they can mark down and still show a profit. Kohl's, Target, Joseph A. Bank, Jennifer Convertibles and many others including restaurants offer substantial discounts and all types of special offers to reduce the so called suggested retail price and create the illusion of a great deal for the consumer.

In this environment, I believe the retail jeweler will need to join the discount world of retail now. Marking merchandise up 3 or 3 ½ times and giving a 33% to 50% discount will still provide a decent margin and on many items in your store the consumer has no idea of pricing so they can't compare. Diamonds and watches maybe more difficult to adjust pricing but pearls, colored stones, designer jewelry, sterling silver, and custom made pieces all lend themselves to higher mark ups.

Becoming more aggressive in offering discounts gives you more impact in your marketing efforts and most important you will have moved your business and its products into today's world. Many consumers are not only looking for a good deal, they probably are not buying unless there is a substantial incentive.

I believe a traditional retail jeweler has to change his philosophy in order to continue in business especially with millenniums that are so savvy when it comes to negotiating a good deal on their purchases.



By Ed Coyne

Many, many consumers today enter a store and the first step is the clearance rack. Don't get left behind think about a strategy that will satisfy these customers.

When in Rome do as the Romans do!



Ed Coyne

Ed Coyne is co-publisher of The Retail Jeweler. He can be reached at edcoyne@theretailjeweler.com



CUSTOM 3D DESIGNS SPECIAL ORDERS ALL TYPES OF METAL HAND CARVED WAXES CAD/CAM EXPERTS

We now offer "19K Bright White" No Rhodium Needed Send us your 3DM Files for complete

Manufacturing

3D CAD

TO THE FINISHED PRODUCT! 213.627.2130

email: info@greganthonyjewelry.com WWW.GREGANTHONYJEWELRY.COM



THE**STYLE**PAGE

- Benchmark

This 8mm comfort-fit black titanium and rose gold gents band features a truly exquisite Ottoman inspired pattern. MSRP \$931. (size 10).

Benchmark 205-345-0555



James Breski

Alluring apatites dangle with diamond drops in platinum and white gold. Apatites 4.83cts, diamonds 1.18cts. MSRP \$7,500.

James Breski & Company 800-346-3436



Vanna K

18 K yellow goldengagement ringdecorated with diamonds,0.41ctw not including onecarat center. MSRP \$ 2,700.

Vanna K – S.A. Kitsinian Inc. 800-821-2351 www.VannaK.com

Bering Time

Bering Slim Solar watch with scratch resistant sapphire crystal and Swarovski Elements. A beautiful example of a Danish design. No more battery change required. 6-12 month power reserve. MSRP \$199.

Bering Time 310-417-5025

Claudia Endler

The Power Ring combines brushed and high-polish finishes. Shown here 24mm diameter in yellow gold, set with a moissanite reminiscent of the sun's brilliance. Customization available. MSRP: \$4,750.

Claudia Endler Designs 323-225-5924





Yael

2.49ct fire opal and 10.18ct moonstone earrings with 0.79ctw of diamonds set in 18K two-tone gold. Style 10397, MSRP: \$15,133.

Yael Designs 877-923-5595

Pamela Froman

Arabesque arrow necklace of boulder opal 18K yellow "crushed" gold and sparkling pave set diamonds, 0.15ctw frame two blue-green boulder opals, 10.72ctw with Arabesque s-scrolls in between. One-of-a-kind. MSRP: \$12,760.

Pamela Froman Fine Jewelry 323-954-7436



THE**STYLE**PAGE



Frederic Duclos

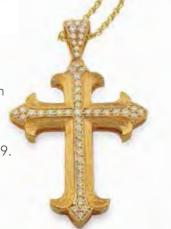
Layered squares made with sterling silver and rhodium plated. MSRP \$70.

Frederic Duclos 866-898-3636



Unique 22K cross with a hand-carved wood finish has 2.05ct F color VS2 quality pavé set diamonds. MSRP: \$4,479.

Majestic Art Jewelry 213-489-2325



Chatham

\$1,415.

415-967-7325

Necklace featuring an 18x3.5mm

blue sapphire 2.44cts, diamonds

0.08ctw in 14K white gold. Style Number CPN0011WBS. MSRP

baguette Chatham Created

Chatham Created Gems

Unique Settings

Art Deco style features a lavish "rope" motif, as well as a split shank design. 14K white gold, stock size 6, 1.00ct center stone size. MSRP (not including center stone) \$906

UniqueSettings of New York 718-247-4500

Madison L

Striking 18K white gold ring with 1.21ctw emeralds, accented by six beautiful white diamonds. MSRP: \$6,025.

Madison L 212-730-2324



Shy Creation

Diamond pavé wrap ring 0.43ctw of white diamonds mounted on 14K rose gold. MSRP:\$940

Shy Creation 213-623-8900





Thistle & Bee

From the new Monte Carlo collection. Classic elegance in luxurious sterling silver. Bracelet and necklace are also available.

Thistle & Bee 888-288-2801



Goldstein Diamonds

Fantastic 18K pink gold and rubellite tourmaline diamond ring. Center oval stone is 9.20cts and 42 surrounding diamonds total 3.29ctw. MSRP: \$18,000.

Goldstein Diamonds 800-237-0364







Once again, Silver remains the merchandise category providing jewelers with the **best-maintained margins** say **45%** of the respondents. Diamond jewelry was second at 27%; Bridal jewelry was third at 16%, followed by gold jewelry 9%, and platinum jewelry at 3%. Maintained margins mean profit dollars.

45% of the respondents experienced the **best inventory** turn with silver, diamonds at 17%, bridal 12%, gold and platinum at 4%. Inventory turn is the most important determinant of profit.

> Silver demographics remain anchored in the **20 – 40 age range**, with 78% of silver jewelry purchasers falling in this group. Is this your customer base? How can you reach them?

> Female self-purchase accounts for **46%** of sales with gift giving following at 34%. Is this your customer base? How can you reach them?

60% of respondents said silver jewelry sales **increased** in 2015 while 25% stated their sales remained the same. How does your performance compare?

SILVER'S GROWTH CONTINUES

For the past seven years the Silver Promotion Service sponsored a research project in cooperation with National Jeweler to answer the question every business needs to answer: "How are we doing?" Silver has put together another year of growth and significant benefits for retail jewelers as they consider "How are they doing?" and where they can participate in a growth category as attractive as silver. The following are the key points of the Executive Summary of the report.

(11

(12)

The average **increase** for all respondents was 15%; 8% had increases over 25%; 42% had sales increases between 11-25%. **How does your performance compare?**

6

8

(10)

48% of respondents reported increased silver jewelry sales for the holiday season; 25% had sales equal to prior year; 23% reported lower sales. How does your performance compare?

Respondents reported silver represented **35%** of **unit volume** and 27% of dollar sales. **35% of units sold is a significant number!**

57% increased their silver jewelry **inventory** in 2015 by an average of 21%. What happened to your inventory of silver? Up? Down? RTS? How do your sales compare?

87% are optimistic

the current boom in silver jewelry sales will continue over the next few years. **What do you think? Are you prepared?** had one store and the average dollar volume per store was **\$1.5 million**. *And your number is?* **Surprisingly**, only 25% said **social media** played an important role in purchase consideration. *Is this a surprise?*

65% of the respondents

Factors influencing purchase in order of importance were: **customer request (78%)**.

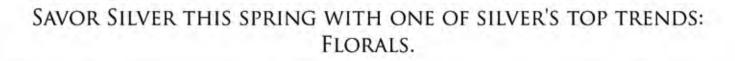
Recommendations by other retailers (55%), reputation of sales representative (46%), the brand's consumer advertising and public relations 43%, trade show presentation 31%. *Is this a surprise*?

Price point is the single most important motivating factor
83%, followed by sales staff recommendation 62%, brand recognition 60%, and social media at 30%. Is this a surprise?

Print advertising takes
 23% of marketing dollars,
 with promotional events at 19%, on-line at 18%, and social media at 14%. How do your numbers compare?

The foregoing results provide a method for you to review your store's performance in silver this past year. More importantly, though, the process of reviewing your own information will give you insight as to how you can focus on attracting the female self-purchaser and her friends to visit your store...to mak e your store a silver center with a well balanced assortment of well designed and well made fine jewelry that just happens to be silver.

Everything's coming up SILVER



BE PREPARED FOR THE FIRST THAW WITH DESIGNS HIGHLIGHTING BIG, BRIGHT BLOOMS FULL OF LIFE AND WARMTH.

FOLLOW @SAVORSILVER ON SOCIAL MEDIA TO STAY UP TO DATE ON THE LATEST TRENDS AND NEWEST SILVER DESIGNS.



WWW.SAVORSILVER.COM

A0000

JEWELRY CLOCKWISE FROM TOP LEFT: Kelim Jewelry Design, Jorge Revilla, Repousse Jewelry, Ed Levin. Center bracelet: Ariva Fine Jewelry

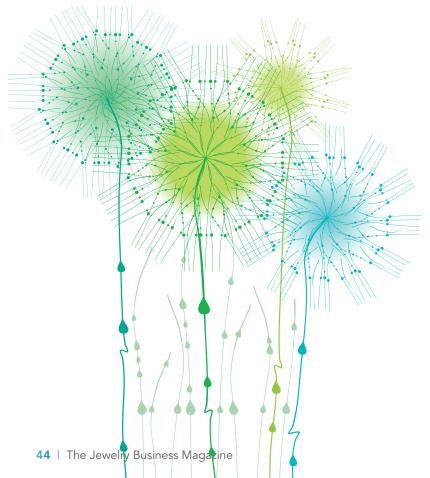
A LIFE LONG DREAM

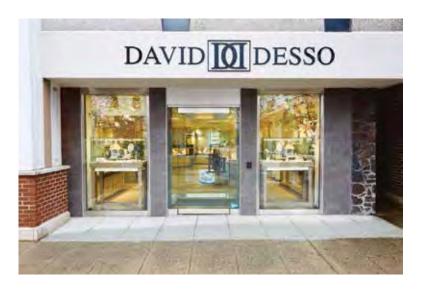
By Ruth Mellergaard

How does a store get built? I'm not talking about a renovation of your family's existing store; not buying another jeweler's store and making it your own but a store built from scratch. David Ustaev had such a dream from the early age of 7 years. David Ustaev, lived in Russia, and was fascinated by the beauty of gemstones even at that age. He wanted to trade in precious stones and diamonds. His great grandfather traded gemstones throughout the Middle East and South Asia during the silk trade era. His father was in the jewelry business. It was in his blood. David became a graduate gemologist in Russia, having chosen to be a jeweler as his true vocation.

He opened a tiny store in Manhattan in 1991 and started an on-line business in 2002, long before other jewelers thought of selling through the Internet. He's always created custom pieces, both for his store and for his customers. Then in 2014, he decided the time was right to open a larger store in Long Island as his own "expression of freedom" in David's own words. He chose Cedarhurst because it is close to where he lives and also an affluent area that is underserved.

He found a space and called Keith Kovar, whose firm was GRID/3. He had been reading about the firm and wanted to meet him at the potential site to evaluate it's possibilities. The

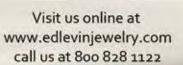








DISTINCTLY natural



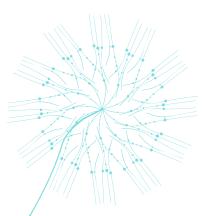
SILVER Partner







Made by hand in the USA for over 65 years.



A LIFE LONG DREAM

space was a good size - 3700 square feet plus a big basement - but had a very low ceiling and an odd shape. David and Keith decided to make the final decision once demolition of the existing retail space was all but completed. At a second meeting, it was decided that David would finalize his lease and Keith would begin the planning and layout, always keeping his client's budget in mind. David wanted an office for his Internet business, space for a jeweler and a watchmaker, storage, an office for himself



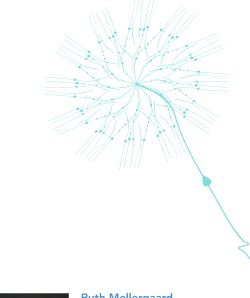
David Desso has fine, upscale brands within his store with a couple of less expensive brands to entice younger customers, getting them interested and comfortable in buying jewelry. His two sons assist in the store. This combination of David's experience and his sons' youth has resulted in a rich approach to marketing the new store, which opened in November 2015. Postcards, Facebook, email blasts and Instagram are all used to market to customers. The watchmaker has proved a draw since there

which would double as a private selling space plus an ADA compliant bathroom. All this was planned into about 850 square feet of space so that the retail space was spacious.

The first order of business was the discussion about a vault versus safes. Two safes were chosen because a vault in a full basement would be difficult. They were positioned near and on the structure within the space although the landlord insisted on a structural engineer to make the final calculations. A buzzin vestibule was designed for security. The custom tempered glass and stainless steel design is visually open and sets off two display windows – because there is considerable foot traffic.

Interior design was next – David chose a warm color scheme because he wanted customers to feel comfortable. A combination of carpet and large porcelain floor tile was laid out in angles and curves. The ceiling, albeit low, was designed with different levels of drywall and sound absorbing ceiling tile echoing the flow of the floor layout. State of the art LED lighting was specified including LED illuminated strips. Much of the lighting specified is adjustable to allow for David's addition of cases as the business grows. All of the casework is custom. It is specially designed to suit the requirements of the merchandise display.

David hired Gary Schroder of Visual Exhibitions to do the visual merchandising for the store and to assist in which displays to use within the cases and how to set them up. Gary revamps the windows four times a year and refreshes the interior biannually. are few experienced artisans repairing watches in Long Island. A jeweler will also be hired. The 30% custom work that David Desso creates for their customers is easily dealt with due to the proximity to New York City. David's warm personality along with his sons, and this store will enable him to become a destination for watch lovers, couples in search of their ideal engagement ring and jewelry lovers looking exceptional designs.to enhance their appearance.





Ruth Mellergaard

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







Kelim's bold minimalism, stunning silhouettes, and elegant finishing prove irresistible to our customers who love comfortable and affordable jewelry that seamlessly transitions from everyday to special occasions. We absolutely love Kelim and can hardly keep it in stock. A big look at an entry-level price point enchants self-purchasers, and Kelim's exceptional service creates life-long Kelim collectors our jewelers included!

- Amanda Abracadabra Gallery, Ann Arbor

KELIM JEWELRY DESIGN



The MOST exciting collection of silver jewelry I have seen in many years.

- Derek Simpson | Goldsmith, New Haven







kelimjewelry.com

JCK Las Vegas June 3-6 Booth DC400

"What attracts me to Kelim silver jewlery is its modernity, texture, and exceptional quality."

LOANING JEWELERS MONEY



Is Our Cup of Tea!

Borrow up to \$500K against your inventory within 72 hours.

FIRST MONTH

No payment due for 60 days.





David Minster Appointed CEO of Judith Ripka's Wholesale Division

David Minster has joined Judith Ripka as CEO of its wholesale division, the company reported recently. Minster has also held



positions at Elizabeth Arden and Unilever. He has worked for Ripka since September.

Evert DeGraeve, a former executive from Yurman, Mikimoto, and Harry Winston, is spearheading creative and merchandising. Fran Pennella, head of Benali Consulting, will spearhead marketing and branding. Pennella has 17 years of jewelry experience and has worked for David Yurman, Maurice Lacroix, Mastoloni, and JCK Events.

Indian company KGK holds the wholesale license to Ripka, and the new team works for KGK. Xcel Brands purchased the company in 2014 and oversees all marketing, branding, and design. Judith Ripka herself is staying involved as an on-air spokesperson for QVC and chief designer.

Minster says the Ripka brand still has a strong consumer fan base, and the new team hopes to give its traditional DNA a more modern spin. "The Judith Ripka DNA tends to be vintage and use big bold colors and has skewed toward an older consumer," Minster says. "We want to take that and give it a more modern interpretation so those collectors will give their daughters and granddaughters a piece of Judith Ripka jewelry, so they, too, become collectors."

It also wants to make the line more "giftable."Unlike other brands, the Judith Ripka consumer tends to collect the jewelry," he says. "The self collector has always been there, but as a retailer you are missing half the sale. The traditional DNA didn't lend to itself to being giftable, to being given for Mother's Day or another holiday you want to celebrate with jewelry."

KGK also owns the Gregg Ruth and Martin Flyer brands, and the wholesale company will leverage its "mine-to-market infrastructure," Minster says. One thing not in the cards, at least for now: Ripka retail stores. "Xcel decided not to move forward with retail," Minster says. "That doesn't mean in the future we won't bring back a flagship, but for now we are focusing on selling to retailers."

THE RETAIL JEWELER | 48





RITZ (ARLTON SOUTH BEACH

One Lincoln Road in Miami Beach

OCTOBER 13 - 17, 2016

The Elegant Miami Beach Jewelry Show

1-888-427-4697 TO REGISTER

60+ GREAT EXHIBITORS • FLEXIBLE HOSTING PACKAGES BREAKFAST & LUNCH • RETAILER SEMINARS BUYER PRIZE RAFFLES • COCKTAIL PARTY OCTOBER 13

EXHIBITORS

A&D Gem Corp. • A&P Afarin • AGS • Aletto Brothers • Amit Diamonds • Angela George • Artistry • Asher Jewelry • Baggins Bellarri • Charles Garnier • Clementine Fine Jewelry • Color Merchants • Davani • Diabella • Dilamani • Divine Doves By Doron Paloma • Eli Jewels • Enric Torres • ETHO Maria • Fope • Frederic Sage • The Gordon Co. • Goshwara Gumuchian • H. Weiss • H.J. Namdar • Hakman & Company • Hearts On Fire • House of Baguettes • IDD • Jewelers Mutual Jewels by Jacob • Jordan Scott Designs • Julius Klein • KC Designs • Kovel Collection • Lashbrook Designs • Laura Medine Le Vian • Levears • Lika Behar • Lisa Nik • Makur • Mark Henry • Matthia's & Claire • The Mazza Company • Meira T Midas Chain • Mikimoto • Obaku • Officina Bernardi • Pippo Perez • Pontevecchio Gioielli • Preferred Jewelers Intl. • Qayten Rahaminov Diamond • Rahmanan • Ramon • RDI Diamonds • Rebecca/Testi USA • Setaré • Suneera • Superoro • SYNA • Tanya Farah The Knot • Visconti • Vivaan • WR. Cobb Online • White Pine Trading • Willow • Worlds Best Brands







SURVIVING THE E-COMMERCE EXPLOSION FULL DAY, MONDAY, OCT. 17, 2016

CENTURIONSOUTHBEACH.COM



FOUR EXCLUSIVE LUXURIOUS VENUES TO **SELECT** FROM.

AUG 28-29, 2016 Ritz Carlton, Laguna Niguel, CA

SEPTEMBER 11-12, 2016 Ritz Carlton, Dallas, TX





SEPTEMBER 25-26, 2016 Four Seasons, Chicago, IL

Complimentary Accommodations ~ Elite Manufacturers Trend Setting Designers ~ Essential Networking Gourmet Meals ~ Targeted Education

> Call to register today 888-427-4697

WWW.SELECTJEWELRYSHOW.COM

How To Get The Most People

To SIGN UP For Your Email Newsletter

Email marketing has lost much of its luster over the last four years as social media marketing visibility has increased. Even though my own tracking of jewelry store email marketing shows an increase of 11% from 2013 to 2016, many small businesses are leaving email newsletters behind in favor of the easier social media marketing.

Email marketing requires a lot of time to manage your list, segment it properly, and write many emails that your customers will find worth reading. The setup process is more tedious from a time perspective than most store owners can afford. It's also hard to justify that time if you don't have a way to convince people to join your email list.

Here are 5 ideas to help you improve that newsletter sign-up efforts:



By Matthew A. Perosi



Collecting The Best Email Addresses



Many people have started to separate their personal email from the email address they give out online and at local stores. Many customers are using Gmail or Yahoo to filter out the junk emails that have become annoying. These junk mail accounts are rarely read.

I've noticed a recent online marketing trend that asks people for "your best email address" as a way to request a non-junk email account. Instead of begging for a non-junk address, try telling the customer exactly what they should expect from your email newsletter and then follow through. Let them decide if they want to sign up for your newsletter, but don't hold any hard feelings if they choose not to.



02

Create a Hook That They Need



Figure out what information would interest your customers every week and create a newsletter that they'd really want to read. Educational topicslike how to clean your ring at home, how to care for your jewelry, and writing detailed answers to any other question that you hear in your store are all good information topics for your weekly newsletter.

This type of newsletter doesn't offer a sale or even ask for customer to buy anything. It is just informational and could include images and video. Once a month or so, you should include an invitation to an event, announce new products in

the store, or offer a discount to lure people back into the store. Customers are more likely to sign up for your newsletter if they know you're not going to be soliciting money every week.Make your monthly offer a good one; something that really keeps their attention and that they'd look forward to every month.



Master The Solicitation



Convincing people to sign up is probably the most difficult part. The CAN-SPAM Act prohibits you from adding emails to your newsletter list unless the person opts-in, which means you can't simply ask for emails at the point of sale and add them to your list. Those emails are likely to be the junk mail accounts anyway. You are allowed to send an email to invite them to subscribe so they have a way to opt-in on their own.

You'll find it very difficult to grow your newsletter email list if you simply ask them for their address. Instead, you have to make it really sound worthwhile to sign up. Here are two examples:

You: "Would you like to sign up for our email list?" Customer: "That's okay."

You: "We send out regular emails with how-to videos and other jewelry tips. Every once in a while, it also has event invitations and notices when items are on closeout. Would you like to sign up?" Customer: "Absolutely!"

You have to make your newsletter sound like its unique, and worth receiving. You should have your employees practice with a role-play training exercise until they are comfortable with using this technique.



Website Signup Boxes



Once you've mastered a convincing approach in your store, you have to implement the same method on your website. Avoid the simple "sign up for our newsletter" message with a single email address field. Those simple signup boxes do not offer any real reason to sign up, other than to invite more potential spam. You have to explain what you will be sending; better yet, show them in a video.

You can do that by creating a special landing page where you can fully explain what they will receive and remove the small sign-up form from your home page or footer.



Newsletter Value

Pick Your Pleasure

Your newsletter needs to prove its value every time you send it. Funny stories, heartwarming stories, engagement

announcements, how-to videos, answers to frequently asked questions and tips for matching jewelry with the newest fashions will keep them interested.

The informational newsletters you send every week won't need to be segmented; only the sales pitches need segmenting. Over time, you should implement a strategy of creating different offer emails for each targeted groups of customers.

Email newsletters can be used to keep in touch with customers long after initial contact.

To request a copy of other email resources I have about marketing tie-in ideas and segmentation, shoot me an email. I'll get right back to you.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his 5-day per week newsletter, available through jwag.biz. Tap into the more than 1,100 free newsletters to guide you towards better usage of websites, social, andmobile. 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.

THE RETAIL JEWELER | 53

Be A Time Traveler

Pick Your Century



CONTROL //

By Donna M. Phelan, MBA

INNOVATE YOUR BUSINESS MODEL

When was the last time you updated your business model? The business model of the retail jeweler seems so intrinsic that it's easy to take it for granted.

Retailers – like many other industries – have done business in the same way for centuries. And that's the concern.

Information technology is disruptive. It forces change at an accelerating pace. It ignites catalysts of transformation in new directions, with rapid alterations that supplant the old model. According to Fortune Magazine, "It makes it easier to start or change businesses and multiplies the speed and power of other trends, such as the rise of emerging markets, the growing economic role of government, and changing consumer tastes."

Because of fast-paced technological advances, including the Internet, entire industries have been shaken up or become extinct. This includes media, advertising, education, banking, the music industry, telecoms and retail.

Businesses need to adapt quickly and re-invent their business model. Geoff Colvin, writing about business guru Peter Drucker

in Fortune says that "business model innovation is the new essential competency, and the biggest obstacles will be weak imaginations, threatened interests and culture." He suggests we start by assuming that our current business model is already obsolete, because if it isn't now, it soon will be. Information technology is pushing change on us at an ever-increasing rate and the winners of tomorrow will innovate a continuously evolving business model.

So the question is, how do we stay relevant in the market place? We have to appeal to the next generation of consumers, the millennials, who shop digitally. How will we innovate our

business model to engage them?

At the very least, a state of the art website is critical. Many millennials are good online shoppers and do not have patience for anything less than a highly functional, fast website.

It is essential to develop a digital strategy, and hire a web designer or social media manager. A web designer knows things, such as SEO, or search engine optimization, to help drive business to your website. Millennials are always connected and if they like your brand, they'll tell their friends – online -- and that kind of word of mouth advertising and public relations can be invaluable and spread exponentially fast.

> According to Internet Retailer, online sales have grown by about 15% every year for the past 6 years in a row. Online sales are expected to reach \$523 billion in the next 5 years, up 56%. Compare that with total retail sales growth in 2015 of just 1%.

> Now it's not enough just to have a digital strategy, it's also imperative to have a mobile strategy. Consumers now spend more time with online retail on mobile devices (smartphones

and tablets) than PCs.

Andrew Lipsman, VP of marketing for Comscore, says "Mobile is now the primary access point to online retail for most consumers. As a result, retailers really need to rethink how they deliver their online shopping experience."

Market research firm Forrester projects that mobile devices influenced more than \$1 trillion dollars in total purchases in 2015 between online and offline transactions. Amazon and other online retailers continue to grow at unprecedented rates,



while traditional retailers' growth rates have lagged.

In case you think this doesn't apply to you because your business is so well established, consider this case study. Kodak had a failed digital strategy. Kodak was started in 1888 and dominated film photography for over 100 years. Kodak actually invented digital photography. They were the first to invent a way to send photos by WI-FI email directly from the camera to friends and family. But Kodak did not recognize the changes in the marketplace in the way consumers wanted to share and store digital photos. They failed to make the transition to digital and it cost them everything. They did not adapt their business model – and in 2012, they declared bankruptcy.

Amazon is an Internet retailer that sells jewelry online. It started as an online bookseller, then, became an online exchange for other booksellers. It branched out into other products, which required different operations and logistics, including clothing, music, TVs, electronics and PCs. It currently offers over 40 different categories of consumer items for sale on its website. It created the Kindle and Kindle Fire, and drones. It is producing TV shows. And now, it is developing space flight tourism. By some counts, Amazon has evolved 18 different business models. Maybe we don't want to lose the romantic, human touch of beautiful fine jewelry. But we do have to recognize Amazon as a competitor.

IJ⊚

RJO

It would seem enough to re-imagine our business model once and carry on. But the light-speed advances in information technology and the rapidly evolving marketplace require that we continuously innovate our business model. This is very different from the steadfast business model of the past. According to Fortune, business model innovation is a competency that doesn't exist in most companies, because it never had to. The newspaper business model worked great for 200 years before advancements in information technology and the Internet. Now, in order to compete, we need to constantly evolve and innovate our business model.



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.donnamphelan.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

<-----(¹-)

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.

For today's hot bridal designs that mean business... You have to see Leddel

LEDDEL

800.227.6828 · www.Leddel.com

DESIGNS

At the Entrance to the Bridal Section at JCK. Booth B59017



Stuller and Gemvision Launch Additional Versions of CounterSketch®

Stuller and Gemvision are pleased to offer three versions of CounterSketch[®], the award-winning CAD software. CounterSketch is a creative, software program with full 3D capabilities including features that allow a jeweler to interact with customers to design a piece of jewelry in real-time. The latest evolution of the software, first introduced in 2009, features new versions that give jewelers more options including focused collections and a new introductory price.

The three versions are:

CounterSketch Bridal.

Dedicated to bridal ring designs, customers can choose from over 300 starting point styles. Customization of accent stones, prongs, shanks, and more can create the perfect piece.

CounterSketch Plus.

With the same design capabilities as CounterSketch Bridal, CounterSketch Plus contains an extended library of more than 1,100 customizable jewelry styles that includes bridal, fashion rings, pendants, and more.

CounterSketch Studio™.

For those who want to take customization to the next level, CounterSketch Studio incorporates the power of Freehand alongside the full library of more than 1,100 starting point models. Using the expanded design capabilities of Freehand, jewelers can add creative touches to designs, or create new jewelry from the ever-growing library of components.

"Customization is no longer the exception, but the norm," says Stuller Founder and Chairman, Matt Stuller. "With three versions of CounterSketch from which to choose, any jeweler now has an entry point into the level of customization that



Battle of the Benches contestants (L to R): David Adamson (overall winner), Patrick Dobbs, Matthew Stuller, Craig Farley, and Jonathan Smiddy

makes the most sense for their business. With our technology and manufacturing on your side, you will have a solution for every custom challenge."

For more information about the all versions of CounterSketch, and to discover the right fit for your business, call 800-357-6272.

Star Gems Unveils New Custom Design App – Custom Studio

International jewelry manufacturer and loose diamond importer Star Gems has announced the soft launch of an innovative new custom design app, Custom Studio. Star Gems has recently transitioned totally into custom design, moving away from stocking a regular product line. According to Anish Desai, President and CEO of Star Gems, the company has produced over 10,000 designs in the last two years and plans to incorporate thousands of these designs in their Custom Studio app.

The app will be developed in 4 phases as the company builds a 3D directory of images, videos and CAD file details – including retail pricing and online checkout. Designs on the first of its kind app can be customized to meet customer requests for different shape and size center stones, as well as the option to add or remove stones from any design to meet your customer's desires and budget. The app will also feature unknown, talented designers, giving them a worldwide platform for their designs through their retail partners. All designs will be offered in silver, 10k, 18k, platinum, palladium and Star Gem's Rhx no rhodium gold. Many of the designs in the app can also be requested in silver CZ samples which can be used as selling aids.

Phase 1 will bring the official launch and introduce countless designs as the 3D directory of images and videos is built. The 3D directory will provide an opportunity to develop inspiration from past designs and include retail pricing as is or with customer requested changes. "The app will be compatible with every browsing platform, including Apple, Android, Windows 10 and a Cloud-based desktop version," says Desai. "It will have a controlled launch of 300 retailers who will be the first subscribers and be guaranteed a sign on rate for helping us kick-start the app. It will initially be launched with approximately 300-500 designs."

Phase 2 is slated to take place between the June 2016 launch and June 2017. During that time Star Gems plans to expand its directory of custom designs in 3D video as well as CAD still images. "By June 2017 we plan to have a total of 1500+ designs to choose from on the app," said Desai. All items on



The premier event in the heart of the industry

JULY 24-26, 2016 | JAVITS CENTER NYCON

JA-NEWYORK.COM



the app can be customized to customer specifications using stones supplied by Star Gems or customer supplied stones if desired. This phase will also see the introduction of some of the world's bet yet-unknown designers on the platform.

Phase 3 is scheduled for June 2017 – June 2018. By this point the app should be in heavy use with retailers on the subscriber program. Star Gems plans to add 2000+ designs in that calendar year alone. During this phase "we will allow individual retailers to showcase their own custom designs, allowing them to earn royalties on their designs which are sold by other retailers on the program," Desai says. "This will allow us to create the largest custom design directory of 3D designs in the world!"

Phase 4 will begin immediately after phase 3 in June 2018. In this phase Star Gems will use what they expect to be a large subscription base to promote the app and implement an extensive marketing campaign. At this point Desai expects the app to go viral. "We plan to restrict the USA and Canada subscription base to not exceed 2000 retailers, giving each retailer the ability to dominate their market by offering the one-of-a-kind designs with Star Gems producing the designs to help seamless execution of orders," he added.

"This is a massive effort and a very sizable investment we are undertaking," said Desai. "Retailers will realize huge benefits from the Custom Design app as these will be order only pieces, pretty much pre-sold for the retailers."

The fee for the Custom Design app is \$75 per month with a one- time initiation fee of \$275. For contract details or more information contact Star Gems at 800-474-5579.



IIDGR Grading Reports to be Listed on RAPNET

The De Beers Group of Companies announced International Institute of Diamond Grading and Research (IIDGR) has become one of the grading laboratories to have its reports accompany diamonds on the RapNet polished diamond trading platform. Polished diamond traders will now be able to list, filter and search for polished diamonds with IIDGR grading reports on RapNet. IIDGR becomes one of a handful of grading laboratories able to have its reports accompany polished diamonds listed on the platform, helping to promote the IIDGR on the international stage. Jonathan Kendall, President of IIDGR, said: "We are pleased to have arrived at this agreement which reflects the growing demand for our innovative, technology-driven grading services." "I encourage all our grading customers to begin uploading their polished diamond inventories with IIDGR reports to the RapNet site, opening up their stock to the strong expression of demand we are seeing from retailers."

Cadar™ Appoints Ralph Destino as Director

Cadar - a fine jewelry brand by award-winning designer Michal Kadar, announced that distinguished industry veteran Ralph Destino has been appointed a Director of the company.



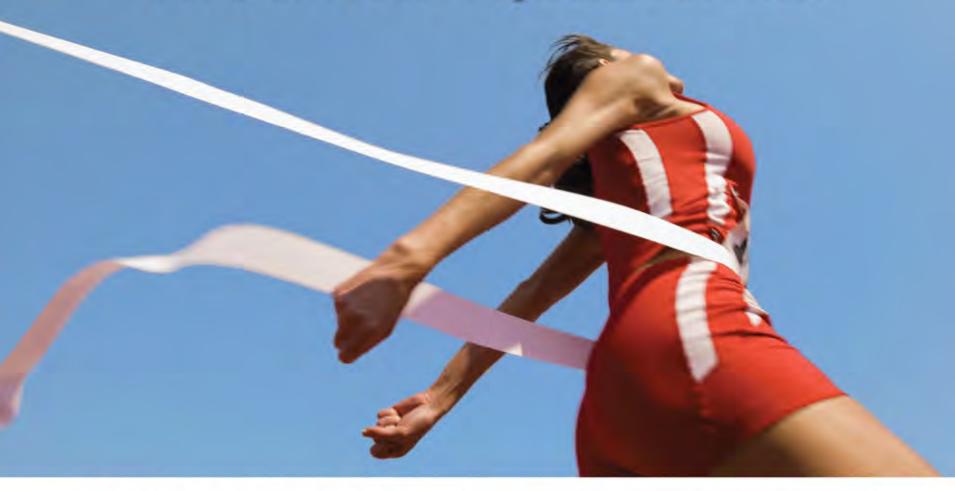
In this role, Destino will guide the brand's entry into the marketplace, with particular focus on developing relationships with retail jewelers across the country. Destino, who served as President and Chairman of Cartier, Inc., during his 32-year tenure with the company, will work directly with Michal Kadar, Founder and Creative Director of Cadar.

"We are delighted to welcome Ralph to Cadar," said Kadar. "He is one of the most respected executives in the fine jewelry industry, and I am confident that his strategic vision for the brand will be invaluable as we introduce the Collection to discerning style makers."

"I am extremely pleased to join Cadar as Director," Destino said, "and I look forward to ushering the brand toward continued growth, by nurturing and expanding relationships with the most prestigious fine jewelry retailers. Michal Kadar is an extraordinarily talented designer, and the CADAR Collection is truly superb. I have no doubt that Cadar will be very well received and extremely successful in the marketplace."

Destino brings a wealth of experience to Cadar, with a career in the jewelry industry that spans more than four decades. Following his retirement from Cartier, Destino served as Chairman of the Gemological Institute of America and led the organization for three years. Destino holds the positions of Chairman Emeritus at both Cartier and the GIA. Among his many industry accolades, Destino is a recipient of the 2012 Jewelers of America Lifetime Achievement Award and was inducted into the Retail Jewelers Hall of Fame.

Our track record speaks for itself.



Put 50% more money in your pocket at your event.

Whether you're liquidating forever, celebrating a retirement, a moving sale, or simply a dramatic clearance, Sale Event Marketing provides the program you need - with a proven track record - at about half the cost of any other company in this specialized field.

Because we've reinvented the event business, you'll SAVE ABOUT 50% of the costs from other firms...while getting more creative marketing, better media coverage and louder noise. You might say, we built a better mousetrap!

So, if you want to walk away from the business, or turn inventory into cash, we'll make sure you get more in your pocket...much more! We promise.

- Media Planning and Budgeting
- Digital and Traditional Marketing
- Target Sales Goals
- Inventory Analysis Additional Inventory
- All Creative and Advertising Production
 - (If desired) Event Manager (If desired)

SATISFIED CUSTOMERS SPEAK OUT

"We recently did a retirement event and interviewed all of the big companies. We hired Sale Event Marketing because they impressed us with their ideas, the creative and, admittedly the considerable amount more we could put in our own pockets. During our event, as luck would have it, two other local liquidations were taking place. We had the crowds, the energy and ended up with more than the goal we set in a shorter period of time."

- Rich Foley, Owner, Schroth & Lorenson Jewelers

"I got everything to make the event a spectacular success and applaud this group for making it happen. I will walk away with more than twice the amount I would have under the other companies' programs." - Bob Sherman, Owner, Sherman & Sons Jewelers

"I did my research and went with Sale Event Marketing. I've had experience with other companies, but was impressed by this group and wanted as much out of the sale as possible. We beat the stretch goals and they came up with ideas I never dreamed of. These guys are the best."

- Mitch Forest, Owner, Forest Jewelers

"I chose Sale Event Marketing to convert my Vermont store into an Outlet Center. My reason was simple, they offered the best program, the most creative marketing and by far, the lowest, lowest cost."

- Ray Bleser, Owner, Northeastern Fine Jewelry

TAKE ADVANTAGE OF US AND JOIN THE RANKS OF JEWELERS WHO HAVE CREATED MORE WEALTH WITH THEIR EVENTS BY DOUBLE!!!

Call or email for a free consultation and references of recent sales. *SALE

RKETING

SaleEventMarketing.com info@SaleEventMarketing.com Toll-free: 888-960-2515

____ What Do Jewelers Most Want?

A room full of retail jewelers, asked what they most want, might have different answers:

Triple keystone markup on diamond solitaires! No consumer access to Rapaport! Leonardo Di Caprio to be abducted by aliens.

But increasingly what retail jewelers most want is simple: customers. They need people coming in the door. It almost doesn't matter why. Maybe last minute gift shopping, a ring re-sizing, or their toddler had to use the restroom. The more warm-bodies that come through your door, the greater the chance of making a sale. But how do you get them to come in?





By Jaques Vorhees

Another sale? Another made-up special occasion? Wouldn't it be nice if there were something new that could be tried? This is where the recently launched Museum of Named Diamonds offers an interesting new opportunity. The non-profit Museum is an online resource, recognized by the World Federation of Diamond Bourses as the official registry of named diamonds. All the world's famous, named diamonds are showcased in the Museum, and their stories are told. One of the Museum's primary goals, though, is actually to help retail jewelers sell more diamonds.

Here's how: In addition to displaying the world's famous gems, the Museum allows consumers to register their own diamonds, give them names, and tell their stories. And by giving the diamond a name, and showcasing it in the Museum alongside the Hope, the Kohinoor, and other fabled diamonds, the consumer connects their diamond to their own relationship. For example, a couple whose first date was a picnic by a river, might name their diamond "River Song." And the Museum displays that diamond, along with whatever pictures, and text, the couple wishes to add. Now, not only is their diamond forever, so is the story of their romance-the very thing the diamond symbolizes. The cost to the consumer is a \$100 registration fee-to own one of the world's Named Diamonds.



Where does the jeweler, come into the picture? Most retailers have good records of their existing customers-anyone who's ever purchased from them. Hopefully, you reach out to these clients via an e-newsletter, marketing campaigns, social media, or in other traditional marketing efforts. Retail jewelers can purchase registration cards in bulk from the Museum for only a few dollars each.

Every engagement ring diamond you've ever sold deserves to be named and featured in the Museum. After all, that's the most important diamond in the world, to the customer who bought it from you.

One promotion idea now being used by retail stores is to give a pre-paid registration card, as a gift, to any former customer. Communicate to them an offer they can't refuse: Just for being a loyal customer, they can receive a free gift—valued at \$100—and all they need do is come into the store and pick it up. That means one of your existing, good, customers, now has a reason to get in their car, drive across town, and walk into your store. What is that worth? It is probably far more than the small cost of the gift card.

When they do walk into your store, if the situation is appropriate, you can even help them think through what they wish to name their diamond. That means talking about the earliest days of their relationship. It means talking about how they fell in love in the first place. And with the conversation moving in this direction, it is an appropriate time to talk to them about something new, for a birthday or anniversary to remind their spouse how much they still love them.

Some jewelers are even choose to give out a free Museum registration with every diamond, over a certain size, they sell. Yes, the customer might want to talk about meeting or beating an e-tailer's price. You can change the conversation, by showing them how a diamond purchased from you will be far more meaningful. It will be a "Named Diamond," featured in the Museum, with its story preserved, and able to be shared easily with friends and relatives.

The Museum of Named Diamonds was created specifically to help retail jewelers make more sales, bring customers in the door, and bring back romance to the business of selling diamonds. It may be precisely what jewelers most want. Learn more at www. museumofdiamonds.org.



Jacques Vorhees

Jacques Voorhees has been launching innovative online tools for jewelers for over 30 years. He was the founder of Polygon, the industry's first B2B marketplace; the inventor of SiteInfusion™ a patent pending technology by which jewelry brands push content into retail store websites; and a co-founder of Verichannel, which operates jewelry industry search engines. Voorhees is Vice

Chairman of the Museum of Named Diamonds, his latest venture. He was named one of the jewelry industry's most influential people by JCK Magazine, and has been profiled twice in Forbes Magazine.

You can reach Jacques via email at-jacques@nameddiamonds.org



PREPARING TO GROW?

Senior Level Consulting | Executive Coaching Business Planning & Development



"I hired Bill Boyajian to come to my stores, meet with my family, and spend time with my managers. His insights, experience, and people skills were exactly what I needed to solidify my thinking and planning moving forward in our growing family business."

- Bill Jones, Sissy's Log Cabin

BILL BOYAJIAN Past President, GIA

310.691.9562 bill@billboyajianassociates.com www.billboyajianassociates.com

MIND

Author of <u>Developing the</u> <u>Mind of a Leader</u>, Your Path to Lead & Inspire People.



NPD Launches New Diamond Tracker Service

The NPD Group is now providing the diamond industry with retail measurement of diamond sales in the fine jewelry market through the launch of its new Diamond Tracker service. The service provides detailed diamond market data which will allow clients to analyze key market trends at granular and actionable levels.

NPD's Diamond Tracker is the first service to provide the global diamond industry with visibility into detailed pointof-sale information and monthly sales and inventory trend information. The service will provide answers to both strategic and tactical questions regarding the quantity of diamonds sold, pricing, and inventory levels. The service supports the ability to drill down to performance trends by specific diamond characteristics for all diamond types – Natural and Lab Grown – and all diamond attributes, starting with the 4Cs. The service also tracks and reports market characteristics such as gemological labs, wholesales source, form of purchase (outright purchase, memo, or recycled), and more.

"We are excited to introduce detailed information and insights into the diamond market, to help NPD's clients make factbased decisions when buying and selling diamonds," said Chris Casey, Managing Director of Diamonds and Diamond Jewelry at NPD. "Our information gives the level of depth necessary for members of the diamond community – mining companies, manufacturers and dealers, financial analysts and retailers – to understand and leverage trends, and create more focused and effective marketing, pricing, production, and purchasing plans."

Up until now, the Diamond industry has relied on trade level anecdotal information to gauge consumers' diamond preferences. At the retail level, this has posed challenges related to pricing and product mix decisions within the industry. At the manufacturing level, the lack of fact-based information has resulted in disconnect between the diamonds supplied and actual retail demand.

"The effects of this approach, and missing retail insights, are unseen inventory imbalances and volatile wholesale pricing corrections," added Casey. "Particularly as the industry faces unprecedented disruption and change, we are thrilled to launch this service to help our clients successfully navigate the competitive and rapidly evolving U.S. diamond industry."

Diamond Tracker Methodology

The NPD Diamond Tracker service is supported by access to point-of-sale data of U.S. based retailers. This data is supplied

directly from their store management software systems resulting in a fully transparent perspective for all diamond sales, purchasing and inventory.

The participating retail panel has been compiled to represent both large chains and independent jewelers in the highly fragmented retail diamond market. The service is projected to reflect total Diamond activity for the U.S. Specialty Jeweler market as defined by the Jewelers Board of Trade. Diamond attributes are collected and verified through partnerships with the leading U.S. diamond grading services.

Seth Pepkin Joins White Pine

One of the world's largest recycled diamond and fine jewelry companies, today announced that Seth Pepkin has joined the Company's National Sales team as Regional Sales Manager covering several southern and mid-western states. In this role, Mr. Pepkin will serve retailers in Texas, Oklahoma, Louisiana, Arkansas, and Kansas. Pepkin comes to White Pine with more than a decade of jewelry sales experience. He was most recently at Simon Golub & Sons in Seattle, WA, where he will remain a part-time consultant. Previously, Mr. Pepkin also held sales positions with Epic Designs in New York, NY; EfuneUSA in Dallas, TX; Forum Design in Scottsdale, AZ; and Express Fine Jewelry in New York, NY.

Benjamin Burne, CEO of White Pine, said, "We are excited to have Seth join the team. Seth has had an impressive career providing stellar customer service that spanned a vast network of retailers. We look forward to working with Seth to drive business and increase the Company's retailer relationships." With the addition of Mr. Pepkin, White Pine now has nine regional sales managers across the United States, offering retailers opportunities to buy from the Company's vast, ever-changing inventory of fine, branded, signed, antique, and estate jewelry. White Pine also offers a suite of trading solutions to the industry and buys and sells fine jewelry and luxury watches, certified and loose diamonds of any size and quality. Additionally, White Pine hosts diamond auctions in select cities around the globe.

John Hardy Debuts Modern Chain Collection

Luxury jewelry brand John Hardy, known for its powerful and inspiring artisan hand-crafted jewelry, is excited to announce the Modern Chain Collection. A new product line inspired by a man's bracelet first produced by John Hardy in 1992, Modern Chain joins John Hardy's Classic Chain, Bamboo, Dot and Legends collections as part of the brand's core offerings and includes both women's and men's pieces.



A contemporary evolution of a classic flat woven chain bracelet designed for men in the early 1990s, the Modern Chain Collection connects John Hardy's earlier artisans with the brand's modern aesthetic. Inspired by the original chainweaving method, the redesigned chain honors its treasured technique and unique symbolism. The Modern Chain Collection is a graphic, yet refined, assortment of versatile jewelry that is powerful, dramatic and inspiring, making it ideal for all occasions and everyday wear.

Women's Collection

The debut Women's Modern Chain Collection features 25 styles including bracelets, necklaces, rings and earrings in both gold and silver. A modern take on a classic icon, the product in the collection is smoothed and flattened, creating a new pattern for John Hardy with a fresh minimal aesthetic. Designed with the wearer's comfort in mind, the bracelets and necklaces feature flat and slim modular chains. The women's collection is a stunning 18K gold bracelet featuring 2.4 karats of diamonds retailing for \$19,500.

Men's Collection

The debut Men's Modern Chain Collection features six silver woven bracelets, three of which have gold pusher clasps. The updated designs are slimmer and lighter than their original inspirations, while still portraying the same power and masculinity. Because of the physical strength needed to weave the bracelets' large links, they are only woven by men. The men's collection ranges from \$795 to \$1,795.

The updated designs are slimmer and lighter than their original inspirations, while still portraying the same power and masculinity. Because of the physical strength needed to weave the bracelets' large links, they are only woven by men. The men's collection ranges from \$795 to \$1,795.







www.drukker.com (855) 378-5537

Adam Graham Joins OMI Gems

Jewelry industry veteran Adam Graham has joined Omi, Inc. as Director of Sales and Marketing. In this new role, he will oversee the selling, marketing and public relations functions of the gemstone company and its fine jewelry division Omi Privé.



"We are thrilled to have Adam join us at this stage in our company's ongoing growth," said Niveet Nagpal of Omi, Inc. "Adam's experience and relationships in all facets of the industry will really enhance our team as we continue to build both our loose gemstone and jewelry business."

Graham was most recently Vice President/Managing Director for Black, Starr & Frost and has held executive level positions with other notable firms in the industry, including Erica Courtney, the American Gem Trade Association, Rapaport and the American Gem Society. "I am very excited about this opportunity with Omi," stated Adam. "I get to work with fantastic colored gemstones, beautiful jewelry and some of the best people I know."

Continued to Pg 64



Jayden Star Cash and Cruise Giveaways at JCK Show

Jayden Star has announced they are giving one lucky retailer a Free 4 day-5 night Royal Caribbean Cruise for two at this year's JCK Show. "Most hard working retail owners never find an excuse to take some well deserved time off... We are happy to provide to provide that excuse," says Jason Mandelbaum, President of Jayden Star, LLC.

Stop by the Jayden Star JCK Booth #B29179 where they are also offering to the first 50 pre-scheduled JCK appointments a \$50 Visa Gift Card. Every retailer who visits will also receive a free "JCK Survival Kit". "We know that tradeshows can be a very costly venture for retail store owners, aside from offering new styles and values, it is nice to be able to show our appreciation during a pivotal time of the year," says Mandelbaum.

For more information, call 212-686-0400.

U.S. Jewelry Council Announces Four New Members

The United States Jewelry Council, a group of U.S.-based jewelry trade associations working to ensure the U.S. jewelry industry is collectively represented at governmental and international levels, has announced the addition of four new members:

- American Gem Trade Association (AGTA);
- Diamond Club West Coast (DCWC);
- National Association of Jewelry Appraisers (NAJA); and
- Silver Promotion Service (SPS).

The newest members join the following associations, who formed the Council in October 2015:

- American Gem Society (AGS);
- Diamond Bourse of Southeast United States (DBSE);
- Diamond Council of America (DCA);
- Diamond Dealers Club of New York (DDC);
- Diamond Manufacturers & Importers Association of America (DMIA);
- Indian Diamond and Colored Stone Association (IDCA);
- Jewelers of America (JA);
- Manufacturing Jewelers & Suppliers of America (MJSA);
- Natural Color Diamond Association (NCDIA).

Now representing 13 associations, the Council's reach in the U.S. jewelry industry continues to grow and now represents the vast majority of the US jewelry industry, encompassing importers, manufacturers and retailers.

The Council was formed when the individual associations realized they would have greater influence in dealing with challenges facing the U.S. jewelry industry by combining their expertise. The USJC members work together to address key issues, such as those of social, ethical and environmental importance that might impact consumer confidence in the U.S. jewelry industry

The Council is a member of the World Diamond Council (WDC), working with the WDC to enhance the U.S. jewelry industry's voice in the Kimberley Process and looks to influence other global initiatives, such as the Organization for Economic Cooperation and Development, which are tied closely to consumer confidence in the U.S. market.

Rona Fisher to Unveil New Designs at JCK

Rona Fisher will introduce her new work in the Skinny Pebbles Collection at the JCK Las Vegas ShowDesign Center in Booth Number DC500.

Fisher's Skinny Pebbles Collection consists of mixed-metal skinny rings (2.3mm wide) in 18karat gold and palladium with gemstones and diamonds. Many are designed to stack together and are popular as alternative wedding sets. The collection includes Fisher's Dancing Diamonds Ring, which is a finalist in the 2016 JCK Jewelers Choice Awards competition.

A new version of the Dancing Diamonds Ring featuring a pear shaped rose cut ruby with mixed metals of 18karat and palladium will make its debut at JCK. Along with a series of five new Skinny Pebbles rings with various gemstones and rose cut white diamonds. One of the new Skinny Pebbles rings is a trillion cut Ceylon blue sapphire.

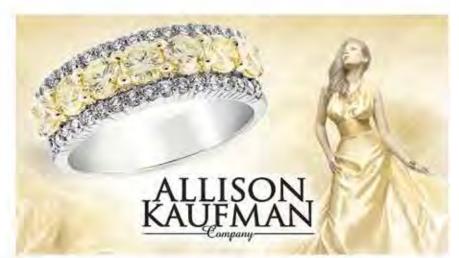
Fisher is introducing geometric shaped gemstones creating a beautiful contrast to her organic jewelry designs. For more information call 215.627.3848.



CENTER STAGE



VISIT US AT JCK LAS VEGAS BOOTH, B33154















CENTER STAGE





"WE'VE ALWAYS STRIVED TO DISTINGUISH OURSELVES from our competitors and we have found that AGTA membership helps us achieve that goal. Our clients want to know that we belong to an organization that promotes ethics, professionalism and consumer protection in our colored genstone business. Our membership in the AGTA fits the bill." More Meeller, P. F. Morther Joneton

Call 800-972-1162, email at info@agta.org or go online at agta.org to become a Member.



Visit our website for updated show schedule www.RareEarthMiningCo.com Curt.RareEarthMiningCo@gmail.com 203-520-1208 Bill.RareEarth@gmail.com JCK-AGTA Las Vogas



inquiries@khaikhaijewelry.com | www.khaikhaijewelry.com | 212 986 5700



75[%] of our cardholders said they always seek promotional financing options when making a major purchase?

2015 Synchrony Financial Analytics Dealer Summary of Payment Solutions accounts.



Bench Setter's Microscope

Lightweight yet durable, the Bench Setter's Microscope boasts an all-metal aluminum alloy body with premium components and chemical-resistant finishes providing stability and durability for a lifetime of dependable use.

Complete set includes adjustable stand, microscope with 10x lanses and dimmable LED ring light.

Call or visit our website for more info + item# 271-3045



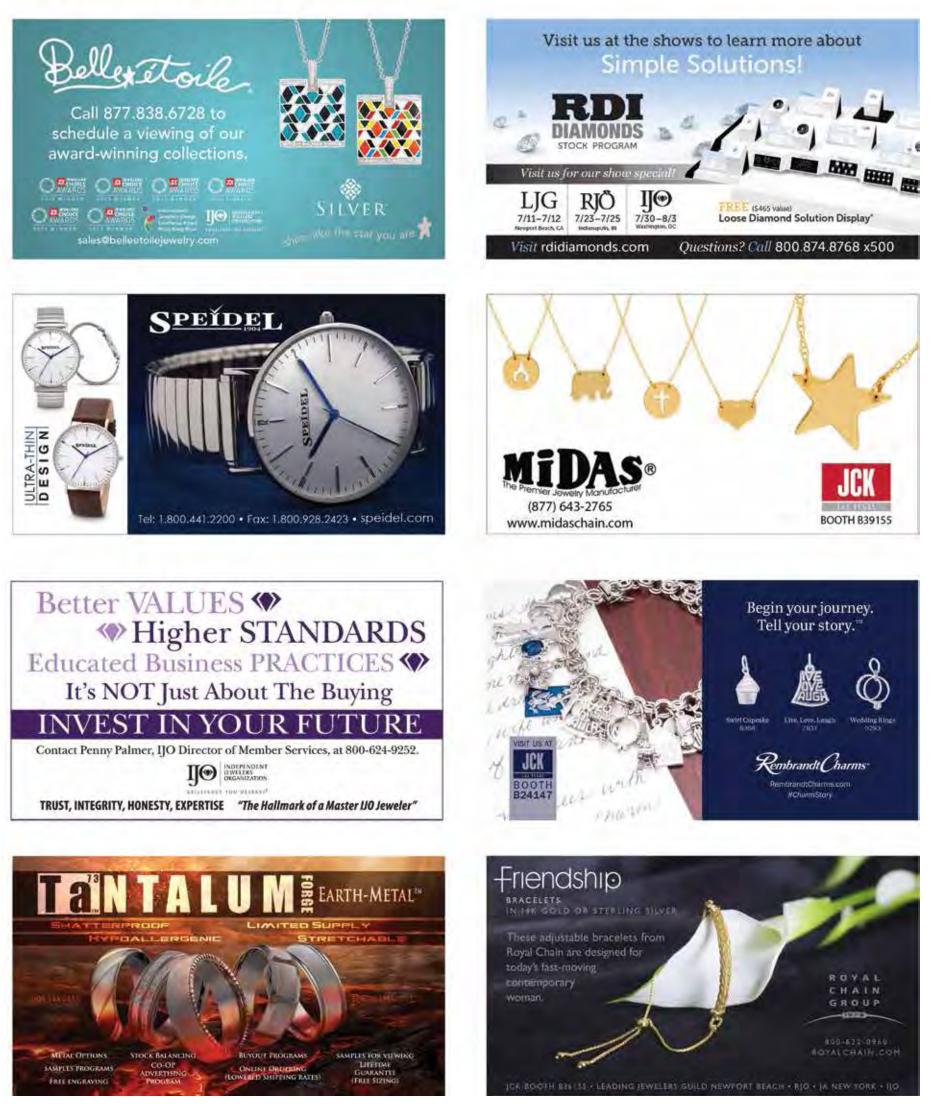


CONTACT US FOR FREE CONSULTATION 855-TRY-EDGE OR TRIAL@EDGEDEMO.COM

ABBOTT SHAPIRO



CENTER STAGE



ADVERTISERS INDEX

The advertisers make The Retail Jeweler possible. Please make our advertisers your suppliers.

Abbott Jewelry Systems	Do
800-TRY-EDGE	56
www.Trial@EdgeDemo.com	00
www.mare_agebenie.com	Dr
AGTA	85
800-972-1162	WV
www.agta.org	
	Ed
Allison Kaufman9	80
800-800-8908	WV
www.allison-kaufman.com	
	Ge
Artco 61	88
877-222-7820	WV
www.artcogroup.com	
	Go
Bellarri 3	80
800-255-0192	WW
www.bellarri.com	
	Gr
Belle Ètoile13	21
877-838-7628	WW
www.belleetoilejewelry.com	
	He
Benchmark 2	80
800-633-5950	WW
www.benchmarkrings.com	
	HV
Beneficial Estate Buyers	21
	Ηv
www.BeneficialEstateBuyerss.com	JA
Bill Boyajian61	JA
310-691-9562	JA
www.billboyajianassociates.com	Jai
www.biibbyajianassociates.com	80
CG Creations71	ww
800-431-1606	
www.cgcreations.com	Jye
	41
Centurion Jewelry Show	WW
888-427-4697	
www.centurionsouthbeach.com	Ke
	WW
Classified 69	
	Le
Debbie Brooks 17	80
800-DEB-BROOKS	WW
www.debbiebrooks.com	
	LU
Diamond Banc	80
855-342-2262	WW

855-342-2262 www.diamondbanc.com Dog Fever/ Coles of London...... 35 561-620-3022

Goldstein Diamonds. 21 800-237-0364 www.goldsteindiamonds.com

Henderson Collection 11 800-605-3035 www.lucabylecil.com

James Breski53 800-346-3436 www.breski.com

LUCA by LECIL..... 11 800-605-3035 www.lucabylecil.com

Midas Chain	14,	15
877-643-2765		
www.midaschain.com		

Select Show	51
888-427-4697	
www.selectjewelryshow.com	

Market Place

SERVICES TO THE TRADE



Not someone, something: the New Testerossa Diamond, Moissanite and White Sapphire Tester! The next generation in testers is the ultimate tester for diamond fraud protection.

Call or visit our website for more info. Item# 817-1070







Classified Pricing / Size



Size 2.1875 w x 1 inch h \$90.00 Per Inch-Run 8X \$105.00 Per Inch-Run 4X \$120.00 Per Inch-Run 1X



Cad-Jeweler.com

More Cash, Better Mouse Trap!

Sale Event Marketing does what no other event company can do! You'll put 50% more in your pocket, contact us to see why! Use us for any event from liquidation, to clearance, to going out of business. Call us for more information!

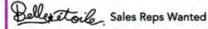
888-960-2515

CAREER OPPORTUNITIES

Independent Reps Wanted

30+ Year Direct Manufacturer of "high-demand" Gold, Silver & Diamond Jewelry looking for experienced Sales Reps for numerous U.S. Territories. Non-conflicting lines okay. Must have established customer base. Excellent commission. Catalog-Flyers-Major Trade Show Presence & Professional Sales Support.

Email resume to: wanttorepyourline@gmail.com



Belle Étoile, award-winning designer brand, is looking for independent sales reps for multiple territories. Please email résumés to careers@belleetoilejewelry.com.

EVOCATEUR

West Coast & Mid-West Independent Sales Rep Fast-growing luxury jewelry brand seeking motivated, creative seasoned sales professionals with a proven track record in: •Client retention & sales development •Territory management & growth in the fashion, accessories, or jewelry industries. Send resume to Barbara@EvocateurStyle.com www.EvocateurStyle.com

JEWELERS & SALES REPRESENTATIVES

The Nation's Largest Restyle Event Company Seeks Experienced Jewelry Sales Representatives and Bench Jewelers who are free to travel and ready for the financial success that working for a great company offers. Salary plus commissions \$80K to \$120K+. Set schedule, no cold calls. 34 weeks per year travel required, security provided. Benefits include bonuses, 401K and profit -sharing plans, dental, paid health & life insurance, commuting allowance, paid travel expenses and vacation.

DANA AUGUSTINE, INC.

Fine Invertery MANUFACTURING SINCE 1941 Fax resume to 770•499•8974 or email careers@danaaugustineinc.com www.danaaugustineinc.com

SALES REPS WANTED

Richard Associates has been in Business for 40 years. We specialize; 14kt Gold & Sterling Silver Nautical Jewelry selling to Resort areas. Looking for Reps in HI, CA, FL, etc. other Resort areas. Apply via email: Richard@RichardAssociates.com

edcoyne@theretailjeweler.com



US Consumer Demand for Diamonds Grows

Diamond jewelry demand by US consumers hit a record level of US\$39 billion in 2015, according to industry insight data published today by The De Beers Group of Companies. Demand by US consumers increased five per cent above 2014 levels as they benefited from the sustained economic recovery, higher levels of job creation and wage growth. The US remains the world's largest market for diamond jewelry sales and increased its share of global polished diamond demand from 42 per cent to 45 per cent in 2015.

Chinese demand growth was also positive in 2015. Including acquisitions by Chinese abroad, the overall growth rate was three per cent in RMB. Demand from consumers in the Japanese, Indian and Gulf consumer markets saw some declines in local currency terms in 2015, with the strength of the US dollar further impacting growth rates when translated into US dollar terms.

At constant currency, global consumer demand for diamond jewelry grew by two per cent. However, the strength of the US dollar during the year negatively impacted growth at actual exchange rates, with global consumer demand for diamond jewelry in US dollar terms reaching US\$79 billion in 2015 – a two per cent decline on the record US\$81 billion seen in 2014.

The data also showed:

- Despite positive general macroeconomics in India, consumer demand reduced by four per cent in local currency as it was impacted by a decline in overall consumer spending, driven by several factors including restricted credit.
- Japanese consumer demand was broadly flat in local currency terms, but the Yen depreciation led to a 13 per cent decline in US dollar terms.
- Demand in the Gulf region declined three per cent, with oil price weakness and lower visitor numbers affecting growth.
- Growth in the Rest of the World declined 13 per cent in US dollar terms, largely as a result of macroeconomic weakness in emerging markets and the strength of the US dollar.

The outlook for 2016 is driven by expectations of steady but subdued global economic growth, with weakening growth in emerging markets and a fragile recovery in the advanced economies. The US is again expected to be the main driver of growth in 2016.

Philippe Mellier, Chief Executive, De Beers Group, said: "Despite 2015 being a challenging year for rough diamond demand, consumer diamond jewelry demand was robust. Encouragingly, the US – the largest and most mature market – continues to grow the strongest, while China continues to grow from an increasingly larger base.

"There remains a positive medium to long-term outlook for diamond jewelry demand, driven by the US and the growth of the middle classes in emerging markets."

Cordova Presents New Collections at Luxury and JCK

Cordova is pleased to announce that a new fall collection will make its debut at Luxury JCK.

The RunWay Collection marries the quality and beauty Cordova is renowned for with high fashion inspiration. Influenced by the large earrings seen on runways and red carpets, the earrings in the RunWay Collection are designed to be wearable from day to night. These stunning pieces are set with diamonds, and are available in 14k white, yellow, and pink gold. At 2" in length, they are perfect to pair with a casual outfit by day and a sophisticated look for an evening out.

In addition, Cordova will release new ensembles of bracelets, rings, necklaces, and earrings as part of the Bellisima Collection. Each piece is detailed in 18-karat white gold and set with the finest quality diamonds. The elegance and beauty of these ensembles are accentuated by intricate design and exquisite workmanship. These striking additions to the Bellisima Collection will complement any style for an exceptional look. Visit Prestige at Luxury, Salon P-22. And enter to win a pair of diamond earrings from the RunWay Collection. Drawings will be held at the end of Luxury (Thursday, June 2 at 5:30 pm) and JCK (Monday, June 6 at 3:00 pm). To make an appointment, call 888-CORDOVA x926.



EXPANDABLE BANGLES

#1 IN MESSAGE JEWELRY* - GIFTBEAT



Miss Collegiate Rhode Island

The Art of Eco-Sustainable Jewelry®



American Made..

.. America Strong

ENVIRONMENTAL Made with recycled and reclaimed materials.



SOCIAL A portion of the proceeds are donated to various charities supporting children with disabilities.



ECONOMIC Made in U.S.A. Supports your neighbors.



WindAndFireJewelry.com • 800.431.1606 • sales@cgcreations.com

US PAT D703,088 S CGC © 2013 - 2015 USA

SPECTRUM IS MOVING TO SUMMER 2016

THE MOST IMPORTANT COLORED GEMSTONE AND CULTURED PEARL DESIGN COMPETITION IN THE INDUSTRY.

Entry Deadline: June 17, 2016

NY Drop Off: June 28, 2016 - more information to follow



"I would say to my fellow designers to submit items to the AGTA Spectrum Awards.™

It's changed my life. My phone rings constantly, and one of the reasons the Lightning Ridge Collection

is so popular is because of the exposure I've gotten from the AGTA Spectrum Awards[™]."

John Ford, Lightning Ridge Collection by John Ford Jewelers



For more information on the 2016 Summer AGTA Spectrum Awards™ call (800) 972 – 1162 or visit www.agta.org/awards. Open to U.S. and Canadian entrants.