

THE RETAIL JEWELER

Your Resource for Building a Better Business • Volume 5, Issue 1 • January/February 2014

A G T A
SPECTRUM 30^{YEARS}
AWARDS
1984 - 2014

Best of the Best - Page 34

Actress
MARG HELGENBERGER



Makur Page 28



A & Z Pearls Page 28



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COVER: Image courtesy of the American Gem Trade Association

Actress – Marg Helgenberger

2014 AGTA Spectrum Awards™ Jewelry - Howard Donsky, Jeffrey Howard, Inc. - Platinum earrings featuring two pear-shaped Tanzanite slabs (48.08 ctw.), Emerald slabs (11.44 ctw.) and Moonstones (2.43 ctw.) accented with Diamonds (2.84 ctw.). James Currens, J.W. Currens, Inc. - Platinum "Tropical Storm" ring featuring a 22.10 ct. Emerald accented with Diamonds (11.47 ctw.). Logan Cutshall, Hunt Country Jewelers - Platinum and multi-colored gold "Kinango" ring featuring a 5.40 ct. cushion Tanzanite accented with Diamonds (1.06 ctw.) and a .96 ct. Sapphire.

Dress - Dolce & Gabbana: purple ruched satin dress (available Saks Fifth Avenue) • Producer/Fashion Stylist - Tod Hallman for Ivy Eleven Agency • Photographer – Brian Bowen Smith • Hair - David Gardner for Grid Agency • Makeup - Patrick de Fontbrune for Grid Agency • Manicurist - Tracey Sutter for Ivy Eleven Agency

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SERENDIPITY

By Frank Dallahan

The World Dictionary defines serendipity as “the facility of making fortunate discoveries by accident.” I’m not at all certain the word accident applies in every respect, but there are clearly serendipitous elements involved in the following story of how each element came together and resulted in a successful enterprise.

World Trade Jewelers is at its heart an entrepreneurial enterprise. It started with a retail location in the financial district of Manhattan by Alan Shabot. The original store, located on Nassau Street, had a substantial clientele coming from the World Trade Center. Alan realized that a second location in the concourse of the Twin Towers would be a natural expansion of the business. The store experienced great success for years until September 11, 2001. The store and all of its contents were destroyed. Fortunately, there was no loss of life among the staff. Alan’s son Murray, who had worked in the family’s retail locations for almost a decade decided to take his experience from the retail side and apply it to a wholesale and manufacturing business. The family decided to continue the legacy of the store by maintaining the World Trade Jewelers name. The new business consisted of fine jewelry that was moderate to higher price points.

In 2008, on the cusp of the recession and the sudden rise of gold prices, they decided to shift their focus to more moderately priced proprietary merchandise and saw long term internet potential. The new focus was on licensed jewelry where they wouldn’t have any competition. Alan’s youngest son Eddie was brought into the business to cultivate the company’s blossoming e-commerce business.

Because, jewelry gifts are given as an expression of love they wanted a product that connected the giver and the recipient emotionally. Millions of hearts pendants are sold every year. The heart, whether in sterling, gold, or platinum is a symbol of love. A kiss is a universal expression of a person’s love and affection. April Scorgia, WTJ’s head of product development, connected the expression of love to a potential product and suggested the Hershey’s Kiss in a meeting with Murray. Both recognized immediately they had the next big thing. They subsequently contacted the Hershey Company and secured the licensing partnership.

The success of the Hershey’s Kiss collection resulted in WTJ being courted by dozens of licensors. WTJ’s retailers were also looking for the next product hit. These licensors saw WTJ as partner that could develop, manufacture and effectively, distribute and promote their product. WTJ secured several other high-profile licenses, and saw strong potential in their new partnership with Hasbro. SCRABBLE Brand Jewelry, just launched, became an instant hit. The results according to Murray Shabot “are off the charts.”

The result of this explosive growth required both additional

staff and facilities. Dan Scott joined WTJ as Chief Marketing Officer and Estelle Hedaya remains with the company as Director of Sales.

Having been in the retail end of the business they’d worked with Stuller and knew first hand of Stuller’s excellent reputation for quality and service. Stuller’s distribution network is perhaps the largest network of retailers selling jewelry in the U.S. if not the world. Stuller now distributes Hershey’s Kiss, Sweethearts, SCRABBLE Brand jewelry and a proprietary, private label, Love for Infinity™ to independent jewelers.

James Louvier is the Stuller executive that handles symbolic and religious jewelry including Hershey’s Kisses and SCRABBLE Brand jewelry. He is a Stuller veteran of 27 years and grew up in the jewelry business. James is responsible for identifying and working with iconic brands for Stuller, like those from WTJ.

When Stuller and WTC began doing business the assortment was 27 SKUs. Today it is 270 and growing and includes sterling silver and karat gold. “World Trade Jewelers is a very gifted and valuable high-level marketing strategy partner for Stuller in the world of licensed and iconic, branded jewelry,” noted James Louviere Director, Symbolic and Licensed Jewelry of Stuller.

Together Stuller and World Trade developed selling systems to include display, promotion, and reorder systems for the product lines. “Jewelers are fiercely independent but first and foremost they are jewelers. “The processes of retailing are secondary to designing and making jewelry” according to Louvier. As a result both firms have worked to insure that handling Hershey’s Kisses and SCRABBLE Brand jewelry result in sales and inventory turn.”

Serendipity may mean accidental actions that result in success but looking at this picture with the perspective of time, it seems to me in this case it is much more hard work smartly executed than accidental success.



Frank Dallahan

co-publisher of The Retail Jeweler
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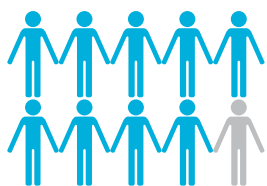
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Time Is Running Out For Social Security's File And Suspend - Cash In Now!

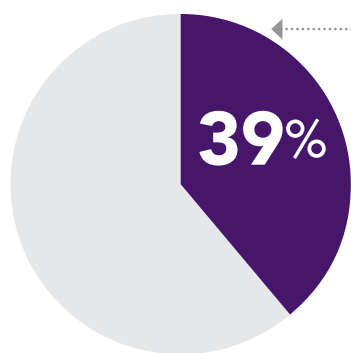
By John A. Politi

The vast majority of individuals claiming their entitlement to Social Security benefits do so out of absolute necessity, and they usually do so by age 62. These benefits are the major source of income for most of the elderly (see below). The Social Security Administration formally refers to this as Retirement Insurance Benefits or, Old-age Insurance Benefits. It is a component of the OASDI, otherwise known as the Old Age, Survivors and Disability Insurance federal program. In our government's fiscal year ending September 30, 2013, almost 58 million Americans received \$867 billion in total Social Security benefits.



Fast Facts According to the Social Security Administration

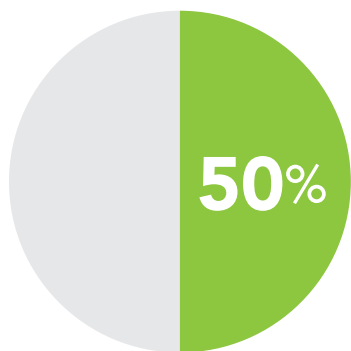
- Nine out of ten individuals age 65 and older receive Social Security benefits.
- Social Security benefits represent about 39% of the income of the elderly.
- Among elderly Social Security beneficiaries, 53% of married couples and 74% of unmarried persons receive 50% or more of their income from Social Security.
- Among elderly Social Security beneficiaries, 23% of married couples and about 46% of unmarried persons rely on Social Security for 90% or more of their income.



The Mass Affluent & High-Net-Worth Individual

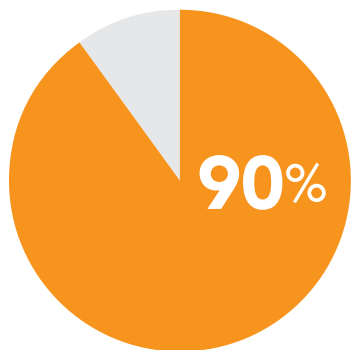
Looming changes to the Social Security system meant to shore up its pending insolvency have created a renewed sense of urgency for maximizing Social Security benefits for mass affluent and high-net-worth individuals. Regardless of the rush to cash in at age 62 or 65, an opportunity exists that can increase your benefit by more than 40% beginning at your full retirement age until mandatory claiming at age 70.

Because these individuals are often financially secure enough to delay their Social Security benefits past the normal retirement age, when they can reap a higher benefit level, they have become the likely target of the impending Social Security reform. There is a strong possibility that the powerful file and suspend strategy for maximizing Social Security benefits will not survive the transition, so it is time to engage in a Social Security planning discussion with your Financial Advisor before it is too late.



The File and Suspend Strategy

Because it is in the government's interest to encourage workers to delay collecting Social Security benefits, those who wait past the normal retirement age to begin collecting are rewarded with an increase in benefits for each year benefits are delayed. This results in a higher benefit being paid to



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Time Is Running Out

For Social Security's File And Suspend - Cash In Now!

the individual, but in some cases, the government comes out ahead when the person does not live long enough to begin collecting benefits.

In some instances, if you have reached full retirement age, but wish to delay collecting benefits in order to reap the higher benefit level in later years, you can take advantage of a strategy known as "file and suspend." This strategy also allows a spouse to begin collecting spousal benefits without jeopardizing the amount of the working spouse's retirement benefit. The working spouse simply files for benefits and then makes a subsequent filing to suspend these benefits.

During the time that the benefits are suspended, the working individual earns delayed retirement credits, which increase the eventual benefit level by approximately 8% for each year in which benefits are suspended. That taxpayer must begin to collect benefits by age 70, at which point the benefit level can be increased substantially.

A working spouse may collect spousal benefits but can similarly suspend any work-related benefit, so that it too can continue to grow until the working spouse reaches age 70. At that point, both spouses would be entitled to a larger benefit and would still have collected some Social Security income in the intervening years.



"file and suspend" ... allows a spouse to begin collecting spousal benefits without jeopardizing the amount of the working spouse's retirement benefit.

The file and suspend strategy removes some of the upside potential that the government can realize through encouraging workers to delay collecting benefits—namely, the possibility that those benefits will never be collected, thus increasing the Social Security fund level. Lately, proposals for reforming Social Security have focused on eliminating the file and suspend strategy.



Conclusion

The death of Social Security has been discussed for years without any significant action being taken to solve the problems inherent in the system. Today, because the ability to push the solution to some point in the future is no longer a viable option, reform is inevitable. There are numerous options to consider for families with one wage earner or, possibly two, and where there is a difference in their ages and earnings. If you're one of the more mature individuals in our jewelry industry universe, it makes a lot of sense to discuss this with your CPA, CFP, Attorney, and/or Financial Advisor. Ultimately, a retired couple could collect far more in Social Security benefits, creating a larger base for future annual cost-of-living-adjustments.



Author's Note: Please consult with your CFP®, CPA, Registered Investment Advisor, Investment Advisor Representative, 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 Financial Advisor with Main Street Financial Solutions, LLC, and Managing Director of their offices located in Harrison, NY. John's team provides comprehensive and customized, Fee-Only financial planning, consultation and investment advisory services for individuals, families and businesses. Since 2011, 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. He is a member of The Twenty-four Karat Club of New York. John welcomes your input and can be contacted at, jpoliti@msfsolutions.com, or telephone (914) – 517-7574, fax (914) 517-7577.

A woman with dark, wavy hair styled in a vintage-inspired updo is shown in profile, looking down. She is wearing a vibrant red, off-the-shoulder, form-fitting dress. Her jewelry includes a pair of small hoop earrings, a necklace with a large, dark, teardrop-shaped pendant, a matching ring on her right hand, and a wide, dark, curved bracelet on her left wrist. The background is a soft-focus outdoor scene with a body of water and distant hills.

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Groom Your Business For Sale

By David Brown

So, you may be thinking that you've just started your business and obviously you have no plans to sell it in the near future. Retirement seems to be a long way off, doesn't it? But don't be so quick to dismiss the idea of selling your business... If not now, at some point in time you will be looking to pass your business into someone else's hands. Yes, nobody lasts forever. The time when you should start planning for this, is not when you're ready to sell.

The process of handing over the business or setting up its sale should start well in advance. As far as possible, you should try and keep your business in a ready-to-sell mode. Why, you might ask? The answer to that is, the minute you make the decision of selling your store, you may want to quit as soon as possible, due to illness or other circumstances. Even a well-groomed business may still take you a long time to find a buyer, so you can imagine the hassle for one that isn't well groomed. One must also take into account that life is unpredictable. You could be faced by an unfortunate accident or a sudden health scare. Thus, it is always better to be prepared rather than sorry. Most buyers will expect at least three years' worth of financials when they do their due diligence.

So, what does it mean to groom a business for sale? Basically, you're business should be running well enough, for you to manage it without things getting too tight. The business should be so profitable and sound that anybody would jump at the chance of buying it. Here is a list of things to consider while getting your business ready for sale:

Bank all your takings. While I'm sure you do this, many business owners don't. They always put a little cash in the back pocket. They think that the only loss they're incurring is falling foul

of the IRS. However, that's not the only problem. If you take a dollar in cash, you take a dollar out of the profit. If you are selling your business for 5 times its profit, every dollar you have taken will cost you \$5 off the selling price. If

you have taken \$10,000 over a period of a year, then you have actually taken \$50,000 off the sale price of your business. The potential buyer will only believe what they see. Their financial advisor will tell them to ignore any claims of additional income that is not reported in the financials.

Review Your Overhead. Are there expenditures that shouldn't be there? It may be legitimate to meet some personal expenses through the accounts. But if you incurred high expenses on

travel that isn't important for business, for example, it may give the impression that the business isn't really that sound. This type of activity that you may undertake to minimize taxes isn't what you should be doing if you want to make your business saleable.

Reduce your inventory to an optimum level. What do I mean by optimum? It means the level of products that you actually NEED to keep your business up and running, not what you have. Most retail jewelry businesses are over-stocked, and

that brings additional costs that include costs of handling, debt servicing and staff time. And if you think these are petty expenses, you are mistaken. \$100,000 in surplus products can shoot up your business costs much more than you think. Get this under control, and your financials will surely look healthier. Remember every dollar of inventory you carry is an additional dollar you will be wanting on the sale price to recover your initial investment, however the buyer won't necessarily see it this way. If you are inefficient and carry too much inventory they won't want to pay you for it.

These are a few things you must consider when planning to sell a business. It is strongly recommended that you seek the help of a financial advisor or CPA before you take any further steps.



David Brown

David Brown is President of The Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about The Edge Retail Academy's management mentoring and industry benchmarking reports contact Becka Johnson Kibby: becka@edgeretailacademy.com or 877-910-3343, ext 1



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SETTING UP YOUR 2014

ONLINE MARKETING SCHEDULE

By Matthew A. Perosi

As we kick off this New Year, we should plan all the advertising deadline dates for 2014. There were a lot of big changes in Google throughout 2013 that affected the way a website can be used for marketing. There were also changes in Facebook that were beneficial for ads. The Google+ social network had many major changes, all for the better.

My current tracking suggests that the Google+ social network will dominate in the future as the best network for attracting new customers. We might have to wait until 2015 to see that prediction come true, but don't wait until then to start using it.

Retailers frequently tell me that they lost track of time, and didn't finish their ads early enough. In fact, even though Thanksgiving was one week later in 2013, one jeweler actually told me that it "seemed like it crept up earlier this year." In that regard, I'd like to suggest some specific actions and a few dates that you can write on your calendar right now to help you plan your offline advertising and how it connects with your online advertising for 2014.

Let me start with simple monthly actions. These include sending one email newsletter, and writing a single blog post. Write these deadlines for the 7th of each month. An easy monthly blogging tactic could be to write a product review for new inventory. Every blog should also be shared to your business accounts for Facebook, Google+, and Twitter.

With regard to offline advertising, whenever you publish an ad, you should also be posting that ad online. I know that newspaper ads usually need a 7-day lead-time, but they can be submitted as late as 2 days before printing. Of course, other traditional media ads usually take more planning than that. A New Year's resolution this year should be to make a commitment to match all online ads to your traditional ads.

In 2014, at minimum, you should consider using Google AdWords and Facebook Ads. Other ad networks that produce positive results are Twitter Sponsored Tweets, Yelp Ads, and Foursquare Ads. Setting up each of these advertising methods is easier than ever before. Each company has

created easy setup methods so non-tech savvy business owners can manage their own basic ads. However, these easy ad setups usually cost more money than if you hire an agency to manage and fine-tune the ads for you. Agencies usually produce better ROI, and you should be using one if your media buy is large.

I've put together this basic table of 2014 holiday dates. It shows the date of the holiday, the expected lead-time for a newspaper ad, and the needed lead times for your online agency to prep those same ads for the ad network shown.

Holiday	Date	Google AdWords	Website Update	Traditional	Facebook
Valentine's	2/14	1/6	1/6	1/27	1/31
Mother's Day	5/11	4/18	4/18	4/25	5/1
July 4th	7/4	6/6	6/6	6/20	6/27
Halloween	10/31	10/3	10/3	10/17	10/24
Black Friday	11/28	10/27	10/27	11/3	11/20

As you can see, the lead-time for Google AdWords is much greater than other media types. This represents the complexity of that medium and time that an agency needs to create the matching pay per click campaign. In fact, Google requires 7 days lead time to authorize some ads. Website Updates also have a long lead-time because you need to set up new landing pages to match all the other online and offline campaigns.

With digital advertising you have a greater opportunity to promote your special offer 14 to 21 days before. In reality, to get the best online exposure, you should always have your digital ads prepped and ready long before the traditional ads.

Something to consider is that traditional media, like newspaper and direct mail, is usually published within 7 days before a holiday. This creates top-of-mind association between that holiday and your offer. With digital advertising you have a greater opportunity to promote your special offer 14 to 21 days before. In reality, to get the best online exposure, you should always have your digital ads prepped and ready long before the traditional ads.

Use the table above to figure out all your advertising dates for this year, and write them on your calendar. This will help prevent all your important advertising opportunities from slipping by and your overall marketing ROI should increase.



Matthew A Perosi

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.

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SEVEN USEFUL TIPS ON EMAILING YOUR CUSTOMERS

One of the best parts about the social media craze is that most of it is FREE. It can also be effective because Email is a free and easy way to “touch” customers and if done right can turn them into loyal customer’s. Here are seven tips to get the most from your email blasts.



By Aleah Arundale

Jewelers! You’ve Got Mail.

1

GET MORE EMAILS.

Collect emails everywhere! Collect business cards at church and at social group functions. In your store you can collect emails by having an iPad out to collect emails or by giving your customers a chocolate in exchange for their email address. Every repair you take in should be required to come with a customer’s email address. Tell customers you will send them an email message when their repair is ready to be picked up.

2

WATCH WHAT OTHER JEWELERS ARE DOING.

There are a few jewelers I know doing terrific email blasts. These jewelers inform and engage their customers and most importantly get results! Sign-up for at least 5 jewelers newsletters. Save emails you get from other industries that you think are effective. Pick and choose what you like about what they are doing.

3

JUST DO IT! IF YOU WAIT, YOU WILL MISS OPPORTUNITIES.

You will learn BEST BY DOING IT. Even if it is not perfect, start emailing your customers TODAY.

4

MAKE THEM A VIP!

Emails can be used to make your customer feel special. Last year at the Smart Show, David Lou founder of “the Knot” interviewed couples on why they picked the jeweler they picked to buy their engagement rings. Two couples said it was because they felt very important when they came in. They were told they were exclusive preferred customers. That might sound cheesy to you, but everyone likes to

feel important. Give your customer’s special coupons and privileges that you can only get in your emails.

5

THIS IS AN EASY TIP TO IMPLEMENT!

Are you familiar with an email “signature”? This is when you get an email and the sender’s store name and address appears at the bottom. That is your signature. You can program that signature to say anything you want! For example you could add a sign up link to your newsletter, or a message saying “85 years of Excellence”. It is easy and makes your emails more personal and compelling. Add a positive message to your signature today!

6

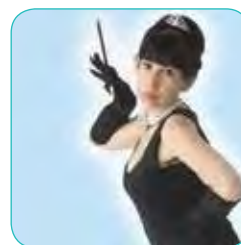
PROVIDE USEFUL INFORMATION AND PEOPLE WILL BUY FROM YOU.

Have your emails teach. Send customers useful information, such as the “Do’s and Don’t of Pearls” or “Five mistakes people make when buying a diamond” These topics will engage your customers and set you aside as an authority.

7

THERE ARE SOME GENERAL THINGS YOU SHOULD KNOW ABOUT EMAIL BLASTS.

One is that most people open and read their emails on Tuesdays and Wednesdays between 10-3pm. Also 60% of people look at the “from” line NOT the subject line. So make sure to make your “from line” very personable. Next, people open something if they expect it. Tell people when and how often they will be receiving your emails. This shows you are reliable and gets a higher open rate.



Aleah Arundale

Aleah has never gained one customer by being professional. She is the most fun you can have selling diamonds. She is a third generation GIA Gemologist and a fifth generation jeweler, turned loose diamond

wholesaler. Selling diamonds on the road lets her share great ideas with hundreds of different jewelers from all over the country. Sign up for her fun newsletter by emailing her at Aleah@olympiandiamonds.com





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GIA Board Welcomes New Governors Tom Moses and Elliot Tannenbaum

Moses named Executive Vice President; Chief Laboratory and Research Officer

GIA inducted Thomas M. Moses and Elliot Tannenbaum as Members of the GIA Board of Governors during the board's November 2013 meeting in Carlsbad. Moses and Tannenbaum join the 16 other governors in directing the strategy of the Institute and serving as stewards of the public interest.

Moses was also named executive vice president and chief laboratory and research officer for GIA. Elliot Tannenbaum is senior principal of Leo Schachter Diamond Group (LS Group).

"Elliot Tannenbaum's exemplary record of leadership as a global diamond executive complements our diverse board. His passion for the gem and jewelry industry, his charitable contributions, and his global business sensibilities will be instrumental in helping fulfill GIA's mission of serving the public trust," said board chair John Green, president and CEO of Lux Bond & Green jewelers. "The addition of Tom Moses, considered one of the leading gemologists of our generation, reinforces the importance of gemological research and GIA's laboratory services to our public benefit mission."

"On behalf of more than 2,000 GIA staff worldwide, I am pleased to welcome Tom and Elliot to the Board of Governors," said Susan M. Jacques, GIA's recently announced president and CEO. "I couldn't be happier with the addition of their experience and wisdom to this wonderfully talented group of governors."

Moses has been instrumental in the Institute's groundbreaking gem identification and research effort. He earned his Graduate Gemologist (GG) diploma from GIA in 1976 and began his career at the GIA laboratory in Santa Monica, Calif., in 1977. In 1986, he joined GIA's New York laboratory, working with G. Robert Crowningshield, one of the world's most revered gemologists. Moses



Elliot Tannenbaum, senior principal of Leo Schachter Diamond Group. Image courtesy of Leo Schachter Diamond Group.



Tom Moses, executive vice president and chief research and laboratory officer, GIA.

was appointed vice president of identification services in 1988; vice president of identification and research services in 2003; and senior vice president of laboratory and research in 2005.

Tannenbaum is an experienced executive with deep knowledge of the global gem and jewelry industry. He has directed and managed every aspect of the Leo Schachter Diamond Group's integrated businesses since 1974, guiding its three-decade journey from a U.S.-based family business to a global enterprise based in Israel.

He is also very active in community and charitable organizations and serves on the board of the Jewelers Charity Fund for Children, the Diamond Empowerment Fund, the Israel Diamond Manufacturers Association and the Permanent Board of Governors of Bar Ilan University in Israel.

The appointment of Jacques, the previous chair of the board of governors, as GIA's president and CEO effective Jan. 1, 2014, was announced in October, along with the appointment of long-time governor John Green as chair of the board.

Rapaport Lab Launches Synthetic Detection Services

The Rapaport Group's RapLab announced that it's now offering synthetic diamond detection services for the trade, utilizing the DiamondSure and DiamondView technologies developed by De Beers.

RapLab is now providing the services in Ramat Gan and Mumbai with additional service centers in New York and Surat, India, to be available in the near future.

The company said its services would include testing for individual diamonds as well as implementing statistical sampling protocols for parcels of diamonds.

"RapLab synthetic diamond services will add confidence and support to the trade. It will ensure international buyers and their customers that the diamonds they purchase are natural," said Joshua Kersh, managing director of Rapaport Israel. "The Rapaport Group urges all members of the diamond trade to provide full disclosure when selling synthetic diamonds."

RapLab provides a broad range of gemological and diamond grading services including pre-check, re-check, authentication and high quality multi-level imaging.



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DABAKAROV INTRODUCES NEW GOLD ALLOY

New York City-based Dabakarov Jewelry has created a new gold alloy that will be used in their jewelry. Years in development, this new gold is called AU79. According to the company, AU79 has more life and shine than other gold alloys, yet is environmentally friendly.

"Our goal was to develop a gold alloy that has a softer hue yet still maintains a beautiful shine," says David Dabakarov, "a gold that looks beautiful against the skin and enhances our diamonds and gemstones."

AU79 is made from a proprietary formulation in which the color is inherent in the alloy, ensuring the color will always stay the same. In addition, this new gold is green-friendly, because it uses no dangerous metals and no plating.

Dabakarov's AU79 is used in the company's jewelry and is offered at no additional premium.

Stuller, Inc. and World Trade Jewelers Extend Strategic Partnership

Stuller named exclusive distributor of HERSHEY'S KISSES™ jewelry and SCRABBLE Brand jewelry to independent retail jewelers

Stuller and World Trade Jewelers extended their brand collaboration agreement by adding SCRABBLE Brand jewelry to existing collections, HERSHEY'S KISSES™ jewelry and Sweethearts® jewelry. World Trade Jewelers will maintain the jewelry licenses and provide the product development, packaging, marketing and public relations for the jewelry brands, while Stuller will be the exclusive distributor to the independent market.

"World Trade Jewelers is a valuable partner for Stuller in the world of licensed and iconic branded jewelry," says James Louviere, director of symbolic and licensed jewelry at Stuller. "The way they secured these valuable properties and interpreted them into jewelry is impressive, and the product performance in the marketplace is proof that consumers love the brands and love the jewelry."

Stuller began selling 27 styles of HERSHEY'S KISSES™ jewelry in January of 2012 and now offers more than 270 styles. As of November 1st, Stuller became the exclusive channel for independent jewelry distribution for all SCRABBLE Brand

jewelry, HERSHEY'S KISSES™ jewelry and Sweethearts® jewelry.

"The debut of SCRABBLE Brand jewelry and the expansion of the HERSHEY'S KISSES™ jewelry lines are examples of how World Trade Jewelers has successfully translated highly recognizable and legendary consumer brands into jewelry demand," stated Murray Shabot, president and CEO for World Trade Jewelers. "People are now asking for HERSHEY'S KISSES™ jewelry by name."

"For years, we've handled our own fulfillment, but now, it is massive," Shabot continued. "The independent channel needed a proven leader to take it over, and Stuller is that perfect partner. We'll continue to distribute to our national partners, but our strategic alliance with Stuller allows us to focus on product creation and marketing, which is our specialty."

For more information on the products listed above call Stuller at (800) 877-7777, or World Trade Jewelers at (212) 983-0412 ext. 206.

About World Trade Jewelers

World Trade Jewelers (WTJ) is an innovative jewelry concept and creation company, specializing in developing dynamic and iconic jewelry collections that communicate emotion and meaning, such as the world renowned HERSHEY'S KISSES™ jewelry, and the introduction of SCRABBLE Brand jewelry.

Note: The HERSHEY'S KISSES trademark and trade dress and the conical configuration and plume device are under license, World Trade Jewelers, Licensee.

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About Stuller

Stuller, Inc. is headquartered in Lafayette, LA and was founded by Matthew Stuller in 1970. The DTC Sightholder provides a wide range of goods and services for jewelry professionals. Stuller's core product categories include: diamonds, gemstones, finished jewelry, mountings, findings, bridal jewelry, tools, supplies and digital solutions.

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IGI SPOTLIGHTS SYNTHETIC IDENTIFICATION, BATCH TESTING SERVICES

In light of the recent Trade Alert by Rappaport that “large amounts of synthetic lab grown diamonds are being mixed with natural diamonds in parcels of melee,” the International Gemological Institute (IGI) is emphasizing its well-established synthetic identification services. IGI currently offers batch testing of diamonds (synthetic versus natural) on an individual basis. The Institute utilizes advanced equipment – including De Beers’ DiamondSure™ and DiamondView™ machines – to assist in synthetic determinations.

“This is an issue that not only affects all aspects of the diamond industry, but ultimately hurts consumer trust,” said IGI President and CEO Jerry Ehrenwald. “The trade has a responsibility to remain vigilant and now – more than ever – synthetic detection technology and services are of utmost importance.”

A consumer-focused organization, IGI emphasizes education and imparting knowledge, which leads to greater transparency and ultimately increases consumer confidence. The Institute has been monitoring the growth of synthetic diamonds for decades through its Diamond Research Laboratory Division and officially launched its IGI Laboratory Grown Diamond Report in January 2007.

For more information on IGI’s synthetic identification and batch testing services, please contact: David Weinstein at david@igi-usa.com ; (212) 753-7100 (ext. 3326) or Scott Friedman at sfriedman@igi-usa.com ; (212) 753-7100 (ext. 3309).

About IGI

IGI was established in 1975 and is currently the world’s largest independent laboratory for testing and grading gemstones and fine jewelry with offices in Antwerp, New York, Hong Kong, Mumbai, Tel Aviv, Bangkok, Tokyo, Dubai, Toronto, Los Angeles, Kolkata, New Delhi, Surat, Chennai, Thrissur, Ahmedabad, Hyderabad, Cavaleze and Shanghai.

IGI has received ISO accreditation in many countries. A certificate from IGI represents the all-important 5th C that no one should be without: Confidence. IGI is a standard of excellence for industry professionals and consumers around the globe.

For more information, please visit www.igiworldwide.com

MAJA SELECTS ANNUAL DESIGN CONTEST WINNERS

An annual tradition at the Mid-America Jewelry Show is the Jewelry Design Contest. This year, there were multiple entries in categories consisting of designs up to \$1,000 in cost and Category II, consisting of designs over \$1,000 in cost. Contest rules require entries must be originals, created by the person entering and may not have been mass-produced or previously sold. Entries must be constructed of precious metals and must have been designed and manufactured within the past twelve months. MAJA members and their staffs are eligible to enter the prestigious annual contest.

Winners of the 2013 MAJA contest were:

Category 1 (Up to \$1,000 Cost)

- 1st Place: Richard Bacovin, R Bacovin Jewelers, Harrison, OH
- 2nd Place: Brian Wheeler, Mees Jewelry, Chillicothe, OH
- 3rd Place: Jacob Roberts, A Small Extravagance, Lexington, KY

Category II (Over \$1,000 Cost)

- 1st Place:
Belinda Cate, Abshire and Haylan Jewelers, Stow, OH
- 2nd Place:
Jacob Roberts, A Small Extravagance, Lexington, KY
- 3rd Place:
Richard Bacovin, R. Bacovin Jewelers, Harrison, OH

In addition to the top 3 places, one entry was voted as the Best of Show. This year’s Best of Show award was presented to Belinda Cate, Abshire & Haylan Jewelers. As Best of Show, Belinda’s design will be submitted to Jewelers of America for its national retailer design competition – The CASE Awards. The national design contest is held annually at the JA Winter show in New York.

“Every year, the designs become more exquisite,” reported design contest coordinator, Jennifer Ball Waters of Henry B. Ball Jewelers in Canton, Ohio. “The entries were all beautiful designs and deserve to be placed on a pedestal for all to view.” Photos of the 2013 design contest winners can be viewed at www.midamericajewelers.org.

The Mid-America Jewelers Association Board of Directors proudly recognizes all those who submitted entries and extend their congratulations to the winners. Members are encouraged to start thinking about designs for next year’s competition.

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- A freshwater pearl stretch bracelet with a red or clear SWAROVSKI™ crystal ball and gift box.

OR

- A freshwater pearl stretch bracelet with a red or clear SWAROVSKI™ crystal ball and gift box.

Ad Slick



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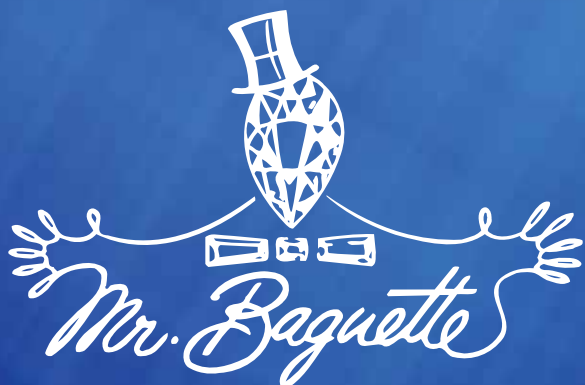


For over 50 years Mr. Baguette has carried a huge inventory of finely cut baguettes, small fancy shapes and melee. All our diamonds are accurately graded and perfectly matched to meet your specific requirements.

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Custom Cutting

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Sideways Cross With Special Meaning

Midas Chain a premier jewelry manufacturer created a cross that has been making a buzz across the jewelry industry. Jewelers around the country have been explaining to customers why the cross is horizontal instead of the usual vertical style.

Midas did some research and found an interesting quote in the New Living Translation of the bible in Psalm 103:12. The collection was named East2West, because the verse reads "He has removed our sins as far from us as the east is from the west" This is translated in very similar ways in various versions as well.



"We have had an extremely positive response to this line, because the style has been so prominent with Hollywood celebrities. Jewelers nationally can't get enough of this beautiful collection. It appeals to the faithful and the fashionable", said Roy Merlucci, VP Sales of Midas Chain. For more information 877-643-2765 or email sales@midaschain.com. Visit the website at www.midaschain.com.

Timeless Designs Moves Operations after 35 Years

Timeless Designs is pleased to announce its new location in the heart of The Diamond District - As a bridal jewelry manufacturer for more than 35 years, Timeless Designs has made a name for the company among the hustle and bustle of the jewelry industry that is located at 64 West 48th Street in the Manhattan Diamond District.

Jacob Cohen, patriarch of the Cohen family, laid down the roots of the original shop, located on 47th street. Over the years, Jake was able to make great use of this space, but as the business began to rapidly grow, Bryan and Jackie realized that Timeless Designs w needed more space.

Their journey to find a new home for Timeless Designs began a little over a year ago in New York City's fast paced real estate market. Not wanting to miss out on any benefits of the Diamond District business community, Bryan and Jackie were led to a great space on 48th Street. Embracing the idea to create a dream office for Timeless, Bryan and Jackie were able to turn a "fixer upper space" into a state of the art manufacturing facility with a chic and stylish showroom and front-end reception.

>> Continued to Pg 30

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Samuel B Collection Inc.
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Made in Rhode Island. MSRP \$45. Also available in 14k gold.

D'Amico Manufacturing
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A&Z Pearls

Frog's Delight – o'bjec d 18K yellow gold featuring tsavorite garnets 1.58 cts, fancy shape fresh water pearls and orange sapphires 0.45cts, on an opal base.

A&Z Pearls
213-627-3030



Lace Fischer

18K yellow and white gold earrings featuring Zultanite® 30.77cts and diamonds 0.99cts. MSRP \$74,000

Lace Fischer
562.296.5990



Bauman-Massa

14K rose gold and diamond necklace by Kate McCullar for Bauman-Massa. Style 75904. MSRP \$999.

Bauman-Massa
800.666.7464



Benchmark

Blackened and satin-finished 8mm Cobalt ring set with 0.24cts of burnish set ideal cut diamonds. From Benchmark's FORGE™ collection of contemporary metals. MSRP \$1,083.

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New and NOTEWORTHY

Turning their vision into reality, today Timeless Designs is delighted to show off their brand new, completely customized office and work shop that is double the size of their previous location encompassing the full 12th Floor of the building. With stunning views of Rockefeller Center, the stylish new showroom is a place that properly displays the beauty of Timeless Designs' products and welcomes clients to a relaxing shopping experience. They can be reached at 800-657-9270.



Le Vian® Announces the Premiere of "The Kiss"

Le Vian®, the legendary fine jeweler, announced the upcoming premiere of the first world class TV commercial Le Vian® has ever made for Independent Luxury Jewelry Retailers. "The Kiss will give our luxury independent jewelers a powerful tool to compete," tells Eddie LeVian, designer and CEO of Le Vian Corp. The commercial features designs that are exclusive to the luxury independent retailers that tie into Le Vian's 2014 trend forecast including Chocolate Cravings™, Gladiator® Weaves™, Ocean Wave™ Gladiators®, Fiery Reds™, and Cush'n Pillow™.

>> Continued to Pg 32



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New and NOTEWORTHY

The story of 'The Kiss', which was created by Le Vian® with an award winning team of television commercial veterans, is all about the emotions that bring a man and woman together. "It's the interplay of the sexes and the deliciously decadent gift of a Le Vian Chocolate Diamond®" explains Eddie LeVian. "A woman wants to be loved and appreciated for her uniqueness. A man wants to be her hero. 'The Kiss' reveals how Le Vian Chocolate Diamonds® satisfies the desire for both."

The TV commercial will launch in early November and run for 18 months in 200 U.S. and international markets concurrently with the exclusive 2013-2014 Le Vian Chocolatier® brochure. Luxury retailers who promote the commercial in their local market will also receive a behind the scenes video of the making of the commercial to air in store and on social media.

Le Vian® also announced the addition of "The Kiss" commercial actor and actress to its all-star line-up for its Red Carpet Revue Fashion Show and Fine Jewelry Forecast to be held on June

1, 2014 in Las Vegas. Both will model Le Vian®'s 2015 trends and mingle with Le Vian®'s independent luxury retailers at the after party.

About Le Vian®

The LeVian family history in fine jewelry spans centuries. The current LeVian generation has transformed the long running business into the fine jewelry House of Le Vian®, the fashion couture fine jeweler of choice. Chocolate Diamonds® is a worldwide registered trademark of Le Vian Corp. Le Vian® designs are loved and collected by a diverse clientele, from young couples buying first rings to fashionistas who pick Le Vian® for its fashion-forward looks to hundreds of celebrities including Jennifer Lopez, Katy Perry, Taylor Swift and more who have chosen Le Vian®'s hottest looks for Red Carpet appearances at awards shows, movie premieres and international events.

>> Continued to Pg 44

Day's Jewelers is serious about Inventory Management



"**Balance to Buy** was the answer to my prayers. It provides my company with both high level and detailed reports to analyze our vast inventory of over 40,000 items in our six retail stores. The reports are quick to run and easy to learn, while providing our Merchandising team with critical information we need to identify solutions for better inventory efficiencies and increased sales performance."



– Kathy Corey, Day's Jewelers, Waterville, ME

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Actress – Taraji P. Henson

2014 AGTA Spectrum Awards™ Jewelry - **Erica Courtney, Erica Courtney** - 18K yellow gold earrings featuring boulder Opals (22.84 ctw.) and fire Opals (2.62 ctw.) accented with orange Sapphires (1.75 ctw.) and Paraiba Tourmalines (.70 ctw.). **Annie Fensterstock, Annie Fensterstock** - 22K yellow gold and 18K white, pink, and yellow gold locket featuring a boulder Opal accented with white, pink and yellow Diamonds (2.55 ctw.). **Jennifer Rabe Morin, Silverhorn Jewelers** - 18K white gold with black ruthenium plating ring with carved olive Jade and fire Agate, accented with green Garnets (1.07 ctw.), Amethysts (.33 ctw.) and Diamonds (.32 ctw.). **David Humphrey, Gallery of Rare Jewels** - Platinum ring featuring a mandarin Garnet accented with blue Tourmalines and white Diamonds.

Producer/Fashion Stylist Tod Hallman for Ivy Eleven Agency

Photographer – Brian Bowen Smith

Hair - Kim Kimble for Margaret Maldonado Agency

Mylah Morales for Tracey Mattingly Agency

Manicurist - Tracey Sutter for Ivy Eleven Agency



Best Use of Platinum and Color

Deirdre Featherstone, Featherstone Design - Platinum "Coleman's Smokey Blues" earrings featuring cushion-cut blue Spinel (3.86 ctw.) and lavender Spinel (4.02 ctw.) accented with multi-colored Sapphires, Garnets, Tourmalines and Diamonds.

The AGTA Spectrum Awards consistently bring out the top talent in the jewelry and lapidary arts. The 2014 competition saw some of the best yet.

This year marks the 30th anniversary of the competition. The Spectrum Awards enhance our appreciation of the more colorful, and in many cases more profitable, side of fine jewelry.

These five pieces were selected by the judges as the best of the best in colored stone jewelry design.



Editors Choice

Katey Brunini, K. Brunini Jewels - Sterling and 18K yellow gold "Robot Heart" necklace featuring a 1363.96 ct. Opal heart accented with Diamonds (1.53 ctw.). The heart lights up in several patterns.



Best of Show

James Currens, J.W. Currens, Inc. - Platinum "Tropical Storm" ring featuring a 22.10 ct. Emerald accented with Diamonds (11.47 ctw.).



Best Use of Color

Erica Courtney, Erica Courtney - 18K yellow gold earrings featuring boulder Opals (22.84 ctw.) and fire Opals (2.62 ctw.) accented with orange Sapphires (1.75 ctw.) and Paraiba Tourmalines (.70 ctw.).

Best Use of Pearls

Anil Maloo, Baggins, Inc. - 18K white gold drop earrings featuring 32 Japanese Akoya cultured Pearls accented with round brilliant Diamonds (4.43 ctw.).



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SHOW DATES AND HOURS

GemHall, Design Pavilion & Galleria

February 4 – 8, 2014
10:00 a.m. – 6:00 p.m.
February 9, 2014
10:00 a.m. – 4:00 p.m.

Expanded Tools, Equipment and Supplies Pavilion

February 4 – 7, 2014
9:30 a.m. – 6:00 p.m.

A VARIETY OF EXHIBITORS

- AGTA Colored Gemstone and Cultured Pearl Dealers
- Colored Gemstone Jewelry Designers
- Colored Gemstone Jewelry Manufacturers
- Antique and Estate Jewelry Dealers
- Tools and Equipment Suppliers
- Industry-Related Service and Supply Companies
- Lapidaries

Check-out www.agta.org for a current list of 2014 exhibitors and up-to-date information.

SPECIAL EVENTS AND EXHIBITS

- Celebrate the inaugural AGTA Coyote Classic 5K, benefiting Special Olympics Arizona. This is a fun event for runners and walkers to raise money for the Special Olympics Arizona.
- Come share in the fun at our annual AGTA Spectrum Awards™ Gala. The evening starts with a cocktail reception, followed by a seated dinner, live entertainment and dancing.

EDUCATIONAL SEMINARS

Learn from an expansive list of experts covering dozens of current industry topics that will help you effectively manage, market and grow your business. Hands-on demonstrations presented by MJSA "At The Bench Live."

A VARIETY OF EXHIBITORS

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2014

AGTA Colored Gemstone and Cultured Pearl Dealers

In the GemHall

Our dealers offer every imaginable color, shape and size of natural colored gemstones and the finest selection of cultured pearls found anywhere in the world. Discover new finds and old favorites amid an incredible selection of gemstone materials!

Design Pavilion

In the GemHall

The Spectrum of Design Jewelry Pavilion is home to the most creative and talented designers in North America. From classic styles to more contemporary looks, these designers are continuously inventing the next new big trend.

Antique and Estate Jewelry Dealers

In the GemHall

AGTA offers the perfect venue for one-of-a-kind, hard-to-find colored gemstone and cultured pearl antique jewelry. You can find the highest quality estate jewelry in a wide range of styles and price points to meet every need.

Tools, Technology and Supplies Pavilion

In the Grand Ballroom

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AGTA GEMFAIR™ TUCSON EXHIBITORS

100% Natural, Ltd.	210	E	East to West Imports	411	K	K & K International	1100	Q	Quantum Leap	30
A			Edin Glin Vintage Jewelry	528		Kaiser Gems	907			
A & A Jewelry Supply	1523		Elias & Sons Gem Company	700		Kanchar Impex, Inc.	623	R		
A & D Gem Corporation	617		Elko Pearl Co., Inc.	1306		Kassoy	2210		Raja Jewels, Inc.	823
A & Z Pearls, Inc.	1011		Elisa Ilana Jewelry	1717		The Kay El Company, Inc.	1423		Rapeport Diamond Report	8
A. B. C. Gems, Inc.	1301		MVM Eloquence	1506		Kho International, Ltd.	522		Rare Earth Mining Co., Inc.	222
A. G. Gems, Inc.	1403		Elyria	1626		Kimarie Designs	1624		Rare Gemstones, Inc.	1222
A.V.S. gem stones, corp.	1401		Emiko Pearls International	223		Kimberly Collins Colored Gems	702		RareSource	406
Accredited Gemologists Association	36		Equatorial Imports, Inc.	810		King's Ransom	1010		Rarbes, Inc. - Period Jewels	303
Adasco Designs, Inc.	919		Erica Courtney, Inc.	1606		Kleinman and Company	622		Rawat Gems, LLC	1122
Akiva Gil Company, Inc.	716		Arthur Groom & Co., Inc.			KLM Technology, Inc.	2107		Real Gems, Inc.	1116
Alexanders Jewelers	1629		dba Eternity Natural Emerald	603		Knapfer International Gems, Inc.	1025		RWC Gems, Inc.	1325
James Alger Co., Inc.	317		Evan Caplan	910		Kostbar International	323		Tim Roark, Inc.	1309
Ambe Gem Corporation	1208		F			Krishall Gems, LLC	1503		S	
American Gem Society	22		Fancy Creations, Inc.	1615					Robert Shapiro	427
American Gem Trade Association	Gallena		Fed. Ex	54					Rod Griffin Boulder Opals	1318
American Gemological Laboratories	Agate		Ferraccio by Ann Garrett	1603					Rodriguez & Sons Estate Jewelers	1722
American Gemological Laboratories	23		Fine Emeralds, Inc. dba FBI	717					Ronald Ringrud Co.	1110
American Pearl Company, Inc.	802		Fine Gems (NY), Inc.	1516					Roskin Gem News	5
American Society of Appraisers	13		Forever Creations USA, Inc.	1508					Royal India USA, Inc.	1317
Anil B. Dholakia, Inc.	1407		Frederic Duclos	1616					Royal Stones Corp.	1216
Ara 24k Collection, Inc.	1602		Frk & Frak Ent., Inc.	1701					S. J. Pearl, Inc.	600
Ardley International, Inc.	1426		G						S. P. B. Gems, Inc. / S. P. B. Creations	126
C. F. Arnold, GmbH	609		Galeati Jewelry by Artist	1700					Sara Gem Corporation	616
ASBA USA, Inc.	523		GANA, Gem Artists of North America	19					Michael Schofield & Co.	1017
Aven Gem Centre, Inc.	901		Bill Gangl Multisensory Arts	122					Scott Spurling	1206
Atelier Mansa	1620		Gel-Pak	2101					Sea Hunt Pearls	422
Atlantic Gem Corporation	1106		Gem 2000, Inc.	911					Semi Gems, Inc.	722
Atlas Gemstones, Inc.	103		Gem Art Center / Helen Serras-Herman	1621					Shanu G., Inc.	601
Stephen M. Avery	201		Gem-A	29					Shawn Gems International	307
B			GemeWizard	34					Sherran Stephen Sapphires	908
B & B Fine Gems	501		Gemorex International, Inc.	1223					Shogun Pearl	828
B&D Sales Corp.	2207		Gems by Gerald	108					Signature Engraving Systems, Inc.	2203
B. B. International, Ltd.	218		Gems of Naples	906					Siman-Tov Brothers	710
B. V. Gems, Inc.	527		Gems of the World	107					Smithsonian Institution	1800
Babette Shennert	1627		Gemworld International, Inc.	28					Soham Diamonds	325
John M. Bachman, Inc.	206		GIA	Gallena					Somewhere In The Rainbow Gem & Jewelry Collection	1711
Barbara Heinrich Studio, LLC	1708		GIA Show Service Laboratory	Onyx					Southern Jewelry News & Mid-America News	2
Barker & Company	500		Gil International Trading Company	602					Spectrum Source Corp.	1416
Beacab Gems, Inc.	816		Gleam	423					Splendid Company	1631
Bead Palace, Inc.	1420		Jan Goodman Co.	410					Stanton Color	1225
Bear Essentials	903		A. F. Greenwood Company, Inc.	711					Staranka Fine Gems, Inc.	316
Beilager, Inc.	1224		Mark Gronlund	507					Sterling Turquoise	1026
Robert Bentley Company, Inc.	322		Guild Laboratories, Inc.	925					Sutra Jewels	1600
Bernie's Gems	1019		H						T	
Best Bargains Division of 2747111 Canada, Inc.	309		Hajibay International, Inc.	817					TAJ Company	1322
Blue Moon Enterprises	211		Hakmi A. & Sons	1001					Tanzanite Foundation	15
Boston Gems, Inc.	917		Harpaz Gem, Inc. dba Tarnir	1323					Tan & Sons, Inc.	1126
David A. Brackna, Gemcutter	1207		Heska Brothers, Inc. / Almor Designs	509					Temple Trading Company	1000
Brenda Smith Jewelry	1623		Hopkins Opal	1515					Texas Institute of Jewelry Technology	18
Bright Gems & Beads, Inc.	329		House of Colors, Inc.	1418					The Emerald Planet	727
Brilliant Colors, Inc.	508		House Of Williams	1406					The Gem and Jewelry Institute of Thailand (Public Organization)	38
John Buechner, Inc.	301		I						Jayson Traug Bros. of Australia	1211
C			Ijad Gem, Inc.	701					Trillion Emerald, Inc.	1102
Canadian Gemmological Association	17		JB Jewelers Block Insurance	32					Trozo	306
Canadian Institute of Gemmology	31		Incon Gems, Inc.	1201					Bridges, Tsavonte	1022
China Stone, LLC	219		India Gems	1417					U	
Chirag Gems	607		Indian Diamond & Colortone Association (IDCA)	116					UBM Asia, Ltd. / Jewellery News Asia	4
CU Trends & Colours	3		IndoJewels, Inc.	811					United Color	1400
The Clam Shell	207		Inner Circle Gem, Ltd.	10					United Precious Metal Refining, Inc.	2102
Lee Collins Gems	300		INSTORE and INDESIGN Magazines	516					V	
Colorline, Inc.	922		InterColor USA	21					Vai Collection	1710
Columbia Gem House, Inc.	1117		International Colored Gemstone Association (ICA)	25					Vinod Kotahwala, Inc.	900
Commercial Mineral Company	1300		International Gemological Institute	216					W	
Cosmos Gems, LLC	308		Isaac Gem International Corp.	729					White Cloud Co.	1217
Michael Couch & Associates	228		Jewelers Ethics Association	14					Judith Whitelizard	429
Paula Crevozhay	1601		Jewelers Mutual Insurance Company	26					Willow Company, Inc.	1618
Crown Color	723		Jewelers of America	16					Y	
Cultured Pearl Association Of America	1900		Jewelers Vigilance Committee	55					Y. C. H. Inc.	1316
Cybel Trading Corp.	110		Jewels by Viorio, Inc.	822					Yen's Jewelry & Accessories	1507
D			Jewels From The Woods	200					Z	
D. Brian Corp.	1219		JIBNA Personal Jewelry Insurance	27					Philip Zahn Designs	202
D. Santos Gems Limited	1209		Jye's International, Inc.	1101					Zava Master Cut	302
Daniel Moshé	1408								ZDNY & Co.	1702
Denise James	1622								Zsa Zsa Jewels	1721
Denny Wong Designs	1607									
Desert Sun Mining & Gem Co., Inc.	407									
Diamond Council of America	12									
DILAMANI	100									
Down Under Designs	1226									
Downeast Trading Co.	2110									
Drukker Designs, LLC	1628									
DSL Pearl, Inc.	117									
Dudley Blauwet Gems	123									
Duffy Weiss Opals, Inc.	400									
Michael M. Dyber dba Ledge Art Studio	106									

*as of 12/11/13

SOUND OFF

HOW TRADITIONAL MANUFACTURING AND UNCONVENTIONAL SALES CHANNELS CAN BE A PERFECT FIT.

Opportunities In A Booming Market For High-end Watches

Thanks to the rediscovered appreciation of traditional watchmaking, a number of young watch manufacturers with varying degrees of vertical integration and interesting approaches to watchmaking have appeared in recent years. All segments of the market have benefitted from new technical and philosophical concepts which have been met with great interest by watch enthusiasts.

Despite positive industry trends, independent manufacturers nevertheless face difficulties connecting with independent jewelers. The main reason apart from limited funds for marketing and public relations is the virtual streamlining of the structures in watch retailing. Zeitwinkel, a Swiss manufacturer of high-end movements and watches, set off to find different ways to reach interested customers.



Market concentration and the effect on independent participants

A vast majority of the brands in the medium and high-end watch market today are owned by just a handful of groups. At first glance, this promises advantages for retailers such as better after-sales service and fewer vendors that need to be managed.

On the downside, specialized watch retailers gradually lose their independence and become dependent on these

dominant vendors. Many retail jewelers complain about being influenced on the choice of brands they carry, about high inventory allocations, guidelines for the store design, and challenging payment terms. In effect, some retailers have been reduced to brand outlets instead of advising their customers on the watches best suited for them.

The consequence of this market reality is independent manufacturers struggle to gain access to attractive retail outlets. Despite lively interest by customers in new brands and corresponding openness on the retailers' side, "friendly pressure" from the dominant corporations lets many independent retailers shy away from listing new brands in their stores under the implicit if not actual threat of being delisted by a corporate brand or replaced by a manufacturer's own boutique.



Zeitwinkel: differentiation through traditional manufacturing

One of the independently owned manufacturers of fine mechanical time pieces is Zeitwinkel. Headquartered in the heart of the traditional Swiss watch making region it produces only a few hundred watches per year. The company was founded in 2007 by a group of friends and watch enthusiasts who wanted to create an authentic watch with focus more on inner values than on celebrity testimonials or a far-fetched association with a sport. The first step was to develop our own automatic manufacture movement from the start and not based on any other movement in the market. This unique movement is used in all Zeitwinkel watches.

Zeitwinkel believes that a "manufacturer" in the original sense of the word should actually have humans creating watches. Visitors to the atelier in St-Imier are often astonished to find no large machines, no conveyor belts, and no factory halls with countless watchmakers' tables. Every movement and



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every watch is assembled manually by one of Zeitwinkel's watchmakers. Each watch is destined for a specific customer.

Zeitwinkel has all components made in Switzerland and the traditional watchmaking regions of Germany, without having components produced overseas and then "naturalized". The company philosophy is to produce only "Real Swiss Made" because its founders are convinced their customers expect this from a Swiss watch.

The decision to allocate most of its resources on quality and authentic watches is a deliberate decision by Zeitwinkel against manufacturing mediocre products that are then aggressively promoted as "luxury goods". If you visit the Zeitwinkel facility, visitors get to talk to one of the founders, along with enjoying a great view of grazing cows from the atelier at the foot of the Mont Soleil.

A small manufacturer's unconventional sales channels

Zeitwinkel follows a long-term strategy rather than aiming for short-term success. In the US market, the Swiss manufacturer of high-end wristwatches has enjoyed successful partnerships with select watch retailers for several years now.

Instead of trying to be present in all regional markets, Zeitwinkel focuses on finding partners who recognize the potential for differentiation by selling a true "manufactured" product made by hand in limited quantities. This approach without doubt requires greater effort by the retailer than selling one of the aggressively advertised brands where the customer visit often consists only of a discussion of rebates.

The additional time spent presenting a less well-known brand is well worth the effort and enables the retailer to persuade on

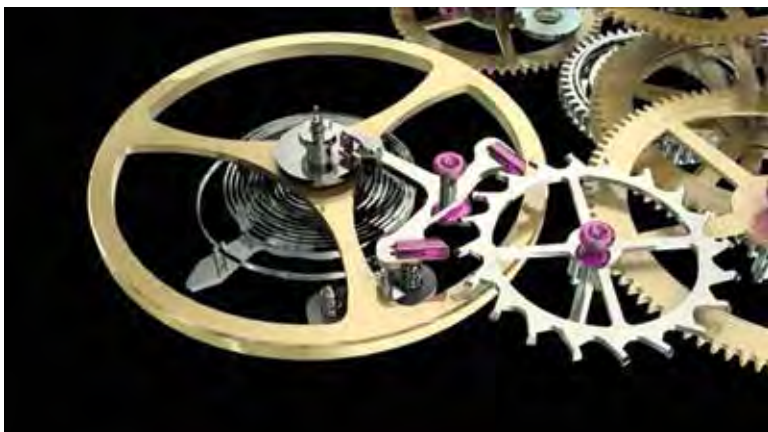
the basis of product features, quality aspects and the brand philosophy rather than price. The reward is a unique position in the local marketplace with higher margins and satisfied customers who are much more likely to return for future purchases.

Beyond the mainstream of luxury watch distribution, retailers of high-quality products requiring explanations and especially jewelers seem to be more open when it comes to experimenting with new brands and business opportunities. They rely less on manufacturers' marketing and more on their own creativity, sales expertise, and customer network.

Zeitwinkel recognized the potential of jewelry experts as distribution partners alongside the traditional sales channels. Starting with a first cooperation in Switzerland and then expanding the concept throughout Europe and Asia, Zeitwinkel is open to partnerships with jewelry experts in the US as well. "Jewelry retailers recognize the potential of the Zeitwinkel brand and they are very good at explaining the hand-assembled movements and the value of a truly Swiss-made timepiece to their discerning customers," states Peter Nikolaus, founder of Zeitwinkel.

Competitive advantages beyond the mainstream

The market for high-end timepieces is, to a large extent, divided between just a few players and the resulting concentration limits access and growth opportunities for both retailers and for new manufacturers. Independent manufacturers like Zeitwinkel are met with interest by customers but face challenges in reaching them through existing watch retailers.





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SOUND OFF

ARE BEAD SALES DEAD?

By John Trout

To hear some retailers talk, the popular inter-changeable beads, those darlings of the dangle have been pronounced dead. What's the hurry to burry beads next to the cameo choker, or, the Mood Ring? In reality, bead sales are anything but dead. They're very much alive with a firm grip on the potential for current and future sales in your store. One way to gauge the present, and forecast the future of the bead market, is to consider what the big players are up to - as their moves can certainly signal viability. Recent signals indicate "The Big 3" understand beads aren't just a "fad" but, rather, a fashion "trend".

In April of this year Austria's Swarovski acquired the US bead-maker Chamillia to further enhance its offerings of beads to their worldwide customers. Trollbeads "Universe" is connecting fans on Twitter, Facebook and Pinterest giving customers a chance to discover new bead introductions and help promote Troll's huge commitment to globally responsible manufacturing initiatives. Pandora is opening numerous concept stores and according to *Forbes*, the Danish jewelry maker saw increases of 38% in America alone in the first quarter of 2013! As one of the smaller manufacturers, my company, Seachelle Designs by Montesino has added 75 retailers in the first 3 quarters of this year alone and have seen our US sales up over 110%.

In the 1962 book, *Diffusion of Innovation* by Everett Rogers, (Free Press February 1995) a theory is presented that explains the longevity of an item in the marketplace. Primarily for the prediction of how consumers would purchase new technology, Rogers suggests predictable consumer patterns with a bell



SOUND OFF

curve to describe how trends grow and diminish. This graph is one way to determine how long a jewelry trend may last as well. The first customers to buy are "The Innovators", those people that always buy first (trend setters). Next, are the "Early Adopters". Public purchasing accelerates with the "Early Majority" followed by the "Late Majority" and finally the "Laggards". I saw a Laggard last week at the beach. He was wearing tube socks up to his knees and had a fanny pack around his waist. Each of these sub-groups has certain predictable trend sustaining attributes. Further study of these groups reveals bead sales show the potential for continued longevity for some time to come.

If you're among those who say, "Beads are DOA", undoubtedly you've seen a drop in sales but no need for a "spoon ring" outlook just yet. The answer could be more of a marketing issue than your prediction beads have gone the way of The Italian Charm Bracelet

I've observed a few "commonalities" among retailers having huge bead sales. Face it; every customer knows they can get the same red bead in Tucson as they can get in Atlanta. But, whether you're selling Montesino's sterling silver Destination Beads for instance or, one of the Big Three's - holiday, zodiac, or newly introduced beads, what customers crave, what we're seeing ring cash registers are (in the customers minds), "unique beads". You can't get the patent pending Sand Encased Hilton Head Bead anywhere else but at our retailer in Hilton Head, for instance.

Own that unique bead a customer can get nowhere else but from you! Couple that with your traditional advertising and social networking and your likelihood of generating demand increases greatly. Get some skin in the game before you call the coroner. You may be burnt out on beads but customers aren't. If you think beads are dead, you may be the only person at the funeral.

John Trout

John Trout is the co-founder of Seachelle Designs. Along with design partner Michele Lorraine, he has numerous trademarks for their jewelry designs and a patent pending for a proprietary glass jewelry process. He is a former Television Meteorologist. He and Michele Lorraine reside near Ocean City, Maryland.

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>> Continued from Pg 38

New and NOTEWORTHY

Pascal Pearl Virtual Pearl Inventory

Pascal Pearls has introduced a new package that gives retailers access to \$1.7 million worth of the finest freshwater cultured pearls and pearl jewelry without having to constantly reinvest in inventory. This new package is designed to enable jewelers to always have what their customers are looking for, with minimal investment.

The package consists of an intuitive, easy-to-use link to Pascal's website pre-loaded on an Apple iPad to use to show jewelry for their customers to select from.

For a very modest buy-in jewelers receive a sample of the fine pearl jewelry their customers might be interested in, including strands in round, semi-round and baroque. The package also includes a beautiful in-case display and an Apple iPad pre-loaded with the program that provides instant real-time access to \$1.7 million of the finest freshwater cultured pearl jewelry in sterling silver and 14kt gold.

For additional information contact Pascal Pearls at 800-326-9290.



Charles & Colvard 3 and 9 Month Sales Report

Charles & Colvard, Ltd. reports net sales for the three and nine months ended September 30, 2013 increased 35% and 39%, respectively, over the prior-year periods.

"Consumer demand for our Forever Brilliant® brand continues to build, and has resulted in strong quarterly and year-to-date growth in sales. As consumers become aware of the quality and fine attributes of our Forever Brilliant® gemstones, sales across our distribution channels are benefitting," said Randy N. McCullough, Chief Executive Officer of Charles & Colvard, Ltd.

New and NOTEWORTHY

"We continue to focus on our core business of manufacturing and distributing loose moissanite gemstones and finished jewelry through wholesale channels, and believe there is long-term opportunity for us to grow this business and increase moissanite as a percentage of the worldwide jewelry market. The recent addition of Kohls.com to our list of retailers is another example of how we continue to expand our relationships with select retailers. We believe there are opportunities to expand the sale of loose moissanite gemstones and finished jewelry across multiple distribution channels.

"We believe our investments in technology and increased capacity to meet the growing demand for Forever Brilliant® improves our ability to scale the business and meet this demand. While in the short term, these investments have impacted gross margins and operating costs, we view them as a critical aspect of our long-term strategy.

"Consumer awareness continues to build, as our customers understand the attributes of moissanite, the advances we have made in developing our Forever Brilliant® gemstones, and importantly, the beauty and value they receive from purchasing our gemstones. We believe we are well-positioned for long-term continued growth," Mr. McCullough concluded.

Industry Analysis Banks Move to Curb Rough Speculation

The leading diamond banks have moved to dampen speculative rough buying in their latest round of credit cutbacks. Banks will only finance 70% of client rough purchases, instead of fully funding them.

The banks believe rough prices have soared far beyond those of comparable polished diamonds, making diamond cutting unprofitable and creating a liquidity crisis throughout the industry. At the same time, they have further reduced lending across the board by another 10%, lowering it to 65-70% of client receivables.

Banks, which had supported the diamond industry through the economic crisis of 2008-9, say credit reductions are necessary to bring rough prices and manufacturing activities more in line with market forces. By some estimates, manufacturing significantly exceeded demand for some sizes and qualities, sometimes resulting in large, unbalanced inventories.

The credit reductions have hit most diamond manufacturers,

>> Continued to Pg 46

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New and NOTEWORTHY

but they do applaud measures to reduce the growing gap between rough and polished prices. The International Diamond Manufacturers Association issued a call on Oct 10 to diamond mining companies asking them "to face reality" and rein-in the out-of-control speculative rough buying.

The banks' action puts De Beers and other diamond producers in the middle because, while manufacturers have been buying very cautiously, some rough dealers have been paying the higher prices, which has kept prices high.

De Beers' sightholders, for example, have been leaving 10-15% of their allocations on the table for much of this year. De Beers executives have reportedly stated that a client's "purchase history" will be reviewed in their applications for the next sight term that begins in 2015. De Beers and other producers have not significantly lowered rough prices despite the stagnant state of polished prices. Additionally, De Beers' executives, according to press reports, have told clients who complain about high rough prices that other clients would be happy to pay their prices for rough.

Russia's Alrosa and Rio Tinto also have been reluctant to lower

prices, particularly as the former is in the midst of an initial public offering and the latter is funding an extremely costly retooling of its Argyle mine. Tender sale prices have also held up, but some analysts believe speculative dealers have been leading the bidding.

Whether the banks' actions help bring rough prices more in line with the polished market will become apparent by year's end.

SYNTHETIC DIAMONDS: Recent reports of undisclosed synthetic diamonds mixed into parcels of natural diamonds have rattled the industry. Several manufacturers of natural diamonds in Surat have allegedly begun to grow CVD synthetics; press reports indicate that synthetics from existing producers have been showing up in parcels.

GIA has seen no significant increase in the number of synthetics submitted to its laboratory for grading. According to the press reports, most of the undisclosed activity appears to be concentrated in the melee and small stones that generally are not submitted to gemological labs for grading.

New and NOTEWORTHY

Gesswein Releases New 100th Anniversary Edition 2014 Catalog

The Gesswein Co. marks their 100th anniversary with the release of a full color, 624 page tools, equipment and supplies catalog including over 10,000 useful and unique items for jewelry and metal-working. Catalog #100 provides a comprehensive resource for precision craftsmen and technicians in many fields such as jewelry manufacturing, industrial metal working, mold and die making and polishing, medical device manufacturing and dental laboratory industries.

The new catalog is also conveniently available for download in .pdf format at the company's website www.gesswein.com where in addition all products in



the catalog are available for immediate purchase from the Gesswein on-line store.

For additional information or to request a printed copy, please contact Gesswein at 203-366-5400 or email info@gesswein.com

Byard Brogran Launches New and Unique Marketing Campaign

Princesse Legacy Pearl, a Byard Brogran brand, announced recently the launch of The Adventures of Princesse Pearl, a series of free, downloadable children's books and the keystone of a new campaign centered on value development in children, particularly little girls. While this unprecedented strategy raises awareness about the company's products, it transcends traditional marketing tactics to develop authentic connections

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New and NOTEWORTHY

among children, parents and grandparents. Not only does this approach provide a human aspect to the company, it also aligns its mission with the personal goals of the executive branch.

"As a father of two little girls, I find it absolutely imperative to instill principle-based characteristics in kids at a young age," said Byard Brogan the jewelry company's CEO. "If we want our children to succeed in this world, I believe we need to ensure they develop strong foundations. My goal is to help parents raise confident, moral individuals with definitive senses of self and kind hearts." With themes such as honesty, justice, and truth, the professionally written and illustrated, full-length children's books follow the adventures of Princesse Pearl and her best friend Barlow as they travel through The Enchanted Kingdom of Sugarwood. The two friends face challenges that young kids can relate to, on some level, learning valuable lessons along the way.

According to Brogan, every two weeks, the company will release a new, downloadable story on littlepearlsofwisdom.com and theadventuresofprincessepearl.com. During that time, the blog's topics will focus on the theme of that story—the first being self-confidence. "In addition to the stories, we're offering resources to help parents throughout the child-raising process. Our team will be posting articles, activities, videos, and family-oriented conversation starters to engage the children and implement these ideas, further communicating the value of these lessons." Because the mission for this project focuses on sharing this information on a mass scale, Princesse Legacy Pearls has chosen to keep this content free and share it via the blog and social media platforms, such as Facebook: www.facebook.com/PrincessePearls.



New and NOTEWORTHY

Jewelers for Children Announces Rings of Strength Tour Two Events for 2014; Tucson Added

Following the very successful, inaugural Rings of Strength event in Las Vegas this past June, Jewelers for Children announced two editions for 2014. The first will be held on Wednesday, February 5, 2014 at the JW Marriott Starr Pass in Tucson, AZ. The event will take place during the new JCK Tucson Show. JFC will once again hold the Rings of Strength event in Las Vegas, during the JCK Las Vegas show, on Thursday, May 29, 2014.

Both events will include walking, running and biking options for all interested participants. In Tucson, participants will wind through the property of the Marriott Starr Pass, which has existing routes through their manicured grounds and nature trails. In Las Vegas, participants will once again be able to choose from a challenging 50K bicycle ride in the foothills of the Red Rock Canyon Conservation Area, or walk or run a 5K along the always-interesting Vegas Strip. Bikers can bring their own cycles or rent one. In Tucson, the Marriott has bike rentals available and in Las Vegas, McGhie's Ski Bike and Board will once again provide rental options.

In Tucson, the event will begin at 6:00 a.m. and in Las Vegas, the event will begin at 5:30 a.m. Both events are designed so that participants can enjoy the challenge of participating and still have time to get to the shows at the beginning of the workday.

Participants can visit www.ringsofstrength.org to sign up. During sign-up you create your own unique fundraising page and URL, which can be forwarded, to all of your friends and acquaintances to encourage them to sponsor your participation. All funds raised will benefit the Jewelers for Children charity partners.

Sponsorship opportunities are also available for both events and full sponsorship packets are also available at www.ringsofstrength.org, or by contacting JFC. Sign up on your own, grab a friend, or even organize a team from your company to participate!

"Building on the tremendous success of our inaugural event, we're very excited about the increased interest and potential to raise even more in 2014, said Rebecca Foerster, a JFC board member who developed the concept. There was such a sense of camaraderie among the participants and everyone was so excited about helping kids who really need it, we know the

>> Continued to Pg 51

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New and NOTEWORTHY

level of interest has grown exponentially and that the 2014 edition will be huge with two exciting events."

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated nearly \$ 43 million to programs benefiting children whose lives have been affected by illness, abuse or neglect through our charity partners St. Jude Children's Research Hospital®, the Elizabeth Glaser Pediatric AIDS Foundation, Make-A-Wish® America, and the National CASA Association. JFC also provides support to Make-A-Wish® International, and the Santa-America Fund.

This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals and jewelry consumers.



Mark Gurdus Appointed as President of Bohemme North America

Spanish jewelry company, Bohemme, is pleased to announce expansion into the North American markets and the appointment of Mark Gurdus as the President of BohemmeNorth America, which took effect on November 4. In addition, Bohemme North America has retained Southern California-based brand communications and public relations agency, Luxury Brand Group (LBG). LBG will provide public relations, celebrity placement, brand development and digital marketing services.

Bohemme is based and manufactured in Cordoba, Spain and was founded in 2010 by Spanish designer, Antonio Espaliu. The brand has embarked on an international venture by opening retail stores throughout Europe, Canada, USA, the

>> Continued to Pg 53

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Jewelers for Veterans is a 501(3)c non-profit organization, dedicated to connecting US Military veterans, men and women, able or disabled, with training and employment in the jewelry industry. Our mission is to address the high unemployment rates prevalent among returning veterans by offering solutions within our industry.

For more information or to contribute please visit
www.JewelersForVeterans.org



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New and NOTEWORTHY

Caribbean Area, Latin America, UAE (Dubai), Russia, Ukraine, Kazakhstan, Turkey, Malta and South Africa, and plans to continue expanding globally.

Mark Gurdus brings over 25 years of experience in both the fine jewelry and luxury watch industries, previously serving as the Vice President of Sales for five years at Jorg Gray Timepieces, a watch company based in Southern California. Prior to Jorg Gray Timepieces, Gurdus was the Vice President of Sales for over a decade at Oris Swiss Made Watches based in Basel, Switzerland. Gurdus attended University of Memphis, and resides in Rancho Santa Margarita, California with his wife. He has two adult children.

"I am excited to spearhead the expansion of Bohemme in the North American markets," states, Mark Gurdus. "With Luxury Brand Group's proven track record for increasing brand awareness, along with their expertise and close relationships in all facets of the luxury and jewelry markets, I'm confident that this partnership will provide Bohemme the opportunity to further develop the brand and introduce our designs to the masses."

Bohemme embraces the world of creativity and transmits aesthetic and innovative designs into their exquisite jewelry collections. Each jewelry piece is created with high quality materials, using 925 sterling silver, 18 karat gold, diamonds, and precious gemstones, resulting in unique and striking designs. Bohemme is recognized worldwide as an affordable luxury, which transcends modern fashion, all while exemplifying their motto, "Free Spirit", in each design. Retail price points range from \$250 - \$5,000.

Frank Proctor, President/CEO of Luxury Brand Group states, "We are looking forward to working closely with Mark Gurdus and the Bohemme brand. The Bohemme collections are cutting-edge, on-trend and fashion-forward, yet come with an affordable price point, which is perfect for today's price conscious consumer. As Mark brings a great depth of knowledge and experience in fine jewelry and watches, we are looking forward to partnering together to achieve exposure, and ultimately, sales goals in 2014!"

Bohemme will be exhibit at industry trade shows and events in 2014. Their designs are available for purchase at jewelry stores throughout the United States. For more information on Bohemme call 855-345-3268. Bohemme North America is based and distributed from Rancho Cucamonga, CA.

Adwar Casting New Catalog

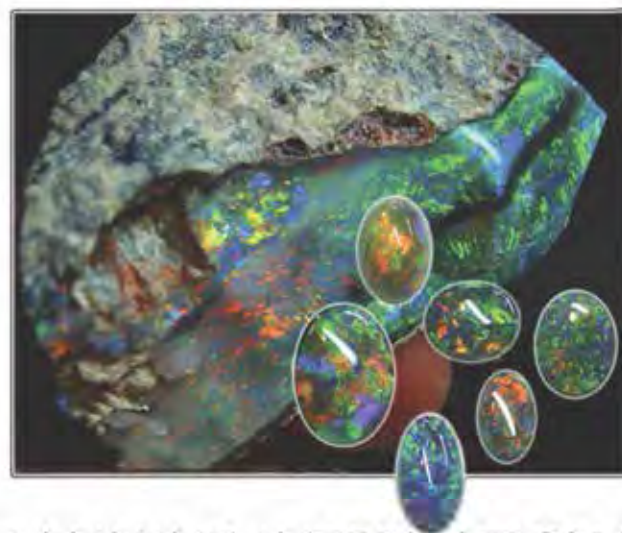
Adwar Casting Company, Ltd. announced the release of their newest catalog, Collection #27. Their latest collection features all new designer engagement sets, semi-mount engagement sets, stackable rings, designer collections, earrings, jackets, pendants and more. All of Adwar's styles are available in 14K and 18K gold; white, yellow, pink and green. They also cast in platinum, palladium and 18K palladium.



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