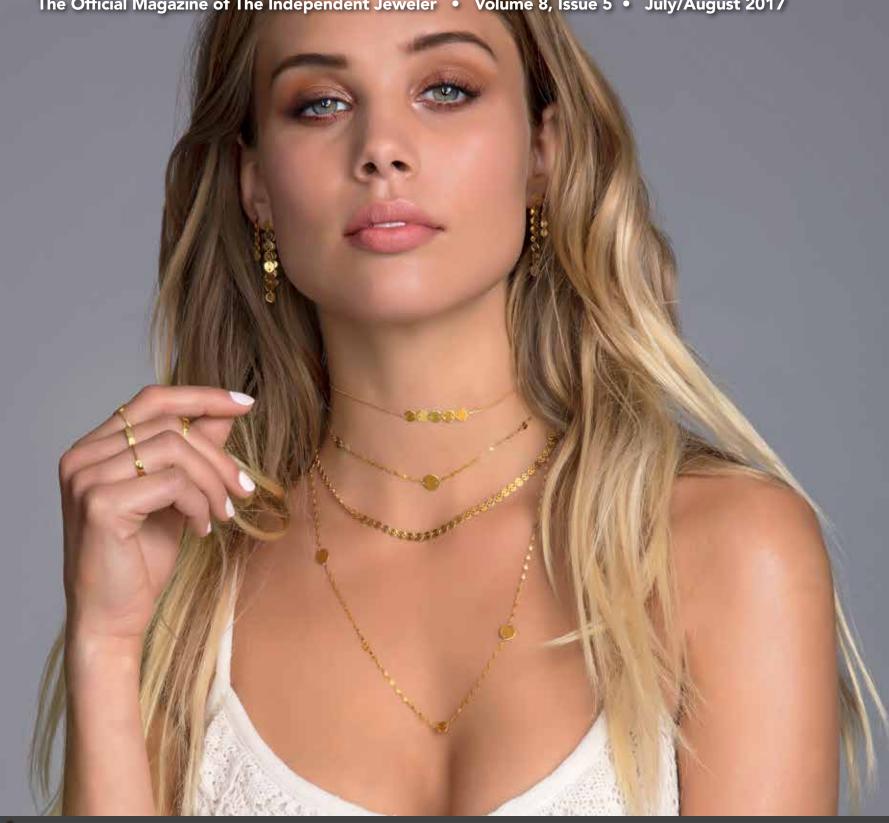
THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 8, Issue 5 • July/August 2017







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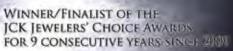






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COVER: The cover model Allie Leggett was Miss Kentucky 2013 and is now the face of the new Midas Chain 2017 catalog. The beautiful new 14K gold choker collection she is wearing ranges in price from \$135 to \$1,068. For more information call 877-643-2765 or visit www.midaschain.com.

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WILLOW CUFF WITH HINGE AND MATCHING EARRINGS



THE LAS VEGAS SHOW CIRCUIT -A NEW PERSPECTIVE IS NEEDED



It's been two weeks since the Las Vegas Shows ended. During the past two weeks I've thought about the plusses and minuses of the show week and developed some thoughts to address my perceived shortcomings of the shows. My perspective is one that goes back to being an original member of the JCK Show Advisory Board from 1991 through 2004.

On the plus side, JCK has attracted roughly approximately 7,000 retail jewelry stores and 20,000 people to its shows

(JCK and Luxury) each year since the early nineties. My assumption is that approximately three people from each store to attend the show. That is both significant number of retail jewelry stores from around the country. And it is a significant number of people in total who come to Las Vegas to look for and buy product.

Las Vegas is another plus. It is a great venue. No matter how Vegas has changed since the first jewelry show there at the Sands, it is a great place for a show. There are plenty of hotels, restaurants, and entertainment to suit any taste and any budget. The transportation hub is also excellent with plenty of flights coming and going at virtually any time of the day to suit our needs.

The timing of the shows in late May has always been a positive too. This year JCK, for the first time, pushed the JCK show back from a Friday start to Monday. I think this was a mistake and I think it had a negative effect on attendance judging by the aisle traffic. In addition, the Luxury Show began on Friday drawing the better jewelers into Las Vegas early. Though the Luxury Show always started before JCK, this year seemed different because JCK said they pushed back the big show to Monday because of a Jewish holiday that curiously did not seem to affect the Luxury exhibitors or retailers.

It seems to me that the notion of a trade show, in these economically distressed times, a principal objective should be to make it easy, economical and relevant for all, as it was when Charles Bond (then Publisher of JCK Magazine) and our own Ed Coyne sold the idea of a show in Las Vegas. At the time, the industry was just starting to emerge from a weak economy, as we are now.

Having a show run six days is a killer. If you are a retail jeweler working the JCK Show, it is easy to put 10 miles a day on your pedometer. The Mandalay Bay venue, I've thought from the beginning, has been a difficult place to work. The new addition added to the show space last year is not a benefit to anyone but Mandalay Bay. I, for one, look forward to the return to the Sands.

Finally, the notion of having two shows with overlapping dates

7,000 retail jewelry



20,000 people



TIMING/ **OVERLAPPING** DAYS

like Luxury and JCK I believe is less effective than having both shows operating with the same date pattern. Leave it up to the buyers where they wish to spend their time, which by the way they will do in any event. Every exhibitor then has an equal chance to attract buyers to their booth. As it is now and has been for some time, the Luxury exhibitors have a significant time advantage over their less fortunate cousins on level one!

When the JCK Show first started the overarching goal established by Charles Bond was to

have a show where the industry would come together for the benefit of the whole industry. Today, the business has become segmented into the haves and everyone else. Everyone is aware of the decline in numbers of retail jewelers and the number of suppliers, the show managers of all the shows need to keep in mind what the goal of the show is. In these times where retailers and exhibitors are still weathering a tough economy and/or dealing with the changing patterns of consumer purchasing behavior. It behooves show management and their advisory boards to develop solutions to these problems. A new reality has come. It's time to think, speak up, and act.



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

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Editor's Note:

In the June edition of The Retail Jeweler an article appeared entitled "Choosing The Right Jewelry Systems For Your Store". The article was intended to provide a broad overview and perspective of some of the financial systems available to jewelers. Whenever you try to cover a technical subject like this one, it is fair to say a cursory overview may not be the best way of presenting the information. When it comes to financial systems, detailed information and knowledge of whatever the system is and does is necessary.

There are so many nuances and details involved in the operation of a financial system, it is crucial that you take the necessary time and effort to explore these nuances and details. In many instances, you may not know the questions to ask in advance of and during the process of making a purchase. Thus, it is important to hire the expertise, if you do not have it, to make certain you get what you need as well as what you want. It is also a situation where talking with jewelers who have adopted the system you are considering to get first hand information from an actual user.

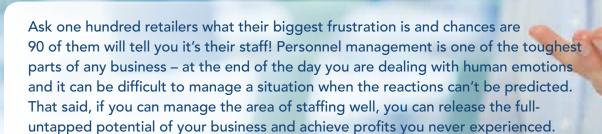
A good example of the detail and nuance point is the initial cost and the total cost of the service over the years. To illustrate this, the pricing of \$99 in the article was for a single station with a limited number of users. This solution would apply to only the smallest of small stores. After a 10 year life that solution would cost \$11,880 vs \$9500 for a competing product. A 2 station system would cost \$20,280 over 10 years versus \$10,740 for another supplier. A 3 station system would cost \$34,680 over ten years versus \$15,960 from a competitor. Most retailers have 3 or more stations.

As with so many significant purchases, the long-range view is preferable, even though in the short term, the economics of the purchase may seem positive. Things have a way of changing when it comes to the outlay of a significant amount of cash. So, the homework you put into the exercise before the die is cast is excellent advice.





THE SECRETS **OF SUCCESSFUL** STAFF MANAGEMENT



Many business owners see staff as being an unmanageable area and feel their shortcomings aren't 'redeemable'. There are staff members who cannot be managed effectively. There are also managers who don't realize the full potential of their staff because they don't adopt good management practices. There are good people in every organization that, with the right direction, can become real assets of the company if the owners and managers are willing to let them. The important thing is not to let historical experiences with staff shape the way you deal with each individual.

Here are a few tips and suggestions on how you can get the most out of your relationship with your staff.

ENCOURAGE SELF MANAGEMENT

Many managers feel that managing staff is about having to provide them with constant direction. However, staff members often are aware of what is required and simply need the tools to get on with it. If you have clearly defined the performance that is expected, then the focus becomes more about providing them with the assistance to achieve it. Rather than starting a discussion about what they are doing wrong. Talk about the self-evident shortfall relative to the target and ask them what they need from you to help

COMMUNICATE OFTEN

them achieve the goal that has been set.

Effective management combines both collective and individual meetings with staff. Collectively, staff need to be kept up to date on what's happening within the organization and individually, they need feedback on their personal performance. Managers often avoid the latter as it can cause conflict but not taking action is seen to be an acceptance of the status quo. You can't then blame a staff member if they don't know that they are expected to do something different if you don't tell them.

SET EXPECTATIONS

Staff needs to have a job description but also a standard that is expected for each task within it. Saying they are responsible for making sales is pointless if you don't set a sales target. Under that definition, one sale achieves the objective. Setting the expectations then provides you with the benchmark to encourage their self-management to achieve those goals.

CREATE CONSEQUENCES

Setting performance standards is just the start, you need to enforce those standards and ensure there are consequences as a result. Continuing to reward poor performance will only reinforce it. There is no point grumbling if you don't tell the person.

REWARD POSITIVES

Just as important as creating consequences is rewarding positives when they happen. This needn't always be monetary, a simple thank you for their good work can go a long way to making people feel appreciated. The important thing is that you notice when they do things well. Just because it's part of the job doesn't mean you can't congratulate them on it.

Staff management is all about people. Understanding the needs of your staff will go a long way towards developing the full potential of your organization.

David Brown

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



















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IN CASE YOU HAVEN'T NOTICED, BRICK AND MORTAR RETAIL IS, WELL, CHALLENGING RIGHT NOW. THE LIST OF STALWART RETAIL STORES CLOSING DOORS IS GROWING, AND INCLUDES MACY'S AND JC PENNEY. SHOPPING MALLS ARE BECOMING SO 2010 AND PEOPLE WOULD RATHER NETFLIX AND CHILL THAN HEAD OUT AND GO SHOPPING.

Now, we can all choose to ignore the elephant in the room or we can acknowledge the fact that we are experiencing the biggest explosion in tech since ever and innovate. So, what's the common factor in the ever-growing list of large retail chains closing doors?

E-commerce! This isn't new. It's not revolutionary. It's tech, and it's growing by double digits every year. Yet, a large majority of independent jewelers don't sell online and even the ones who do rarely have an actionable plan. The excuses as to why are as long as a teenager explaining why they didn't have time to unload the dishwasher. Your business is changing... our business is changing. So, let's talk about the elephant in the room, who keeps eating all the doughnuts and doesn't pay rent.

Domino's Pizza

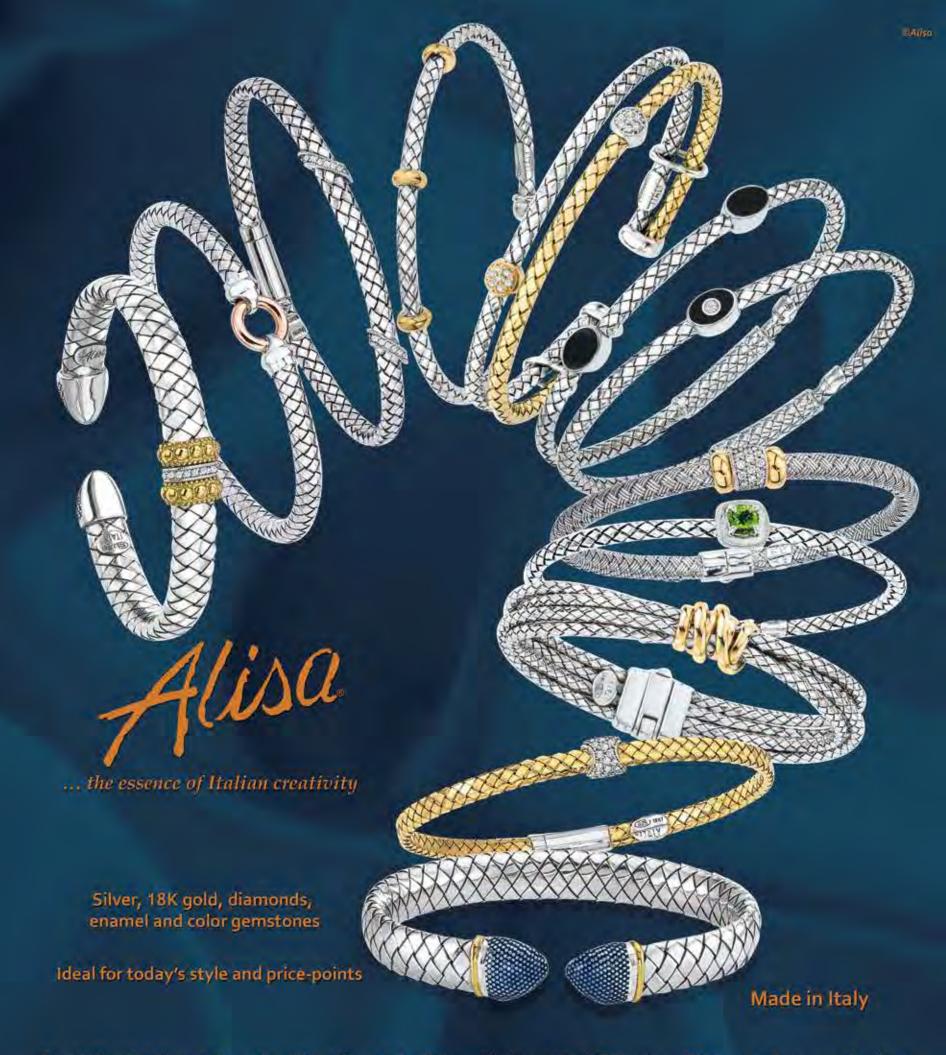
Every business will eventually be disrupted by tech and every generation will be shaped by it. Times change, people change... yeah, because of tech. How about "Times change, businesses change?" Yeah, it doesn't exactly roll off the tongue, but it makes sense. Enter Domino's Pizza.

Talk about one of the least innovative businesses out there. I mean it's pizza. We're talking about pizza... pizza man. Pizza? We're talking about pizza. Why would a pizza company need to innovate? One word: money. Or, in Domino's case, the increasingly shrinking amount of money. In 2009, Domino's was tied for dead-last (with Chuck-E-Cheese's) in a national pizza test-taste. So, with shrinking sales and, well, sucky pizza; in 2010 Domino's went all in on revamping their business. Their new recipe and new approach paid off big time. Since 2010, Domino's stock has increased by 2,000%, killing the growth in Amazon and Google combined.

However, it wasn't just a new recipe, they went all in on some serious innovation for their #1 consumer... millennials (cough, cough, bridal; for those who aren't catching what I'm throwing down). I'm talking about serious, out-of-the-box innovation. First, e-commerce. They changed their way of thinking to become an e-commerce company that sells pizza. From social media to smart apps, Domino's was one of the first to embrace online ordering, in part by recognizing that millennials are more prone to stay in and when you stay in you still need to eat.



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FUTURE

TECH AND THE

MPACT ON RETAIL

#1 millennial delivery food? Pizza. However, they didn't stop there. They own online in many areas, they even have... wait for it, wait for it... a bridal registry. Yes, that's right, Domino's Pizza has a bridal registry. Listen to what I'm saying, Domino's Pizza has a bridal registry. Things. Are. Changing.

Why all this talk about pizza? Well, first it's pizza, yum, and second if a pizza company can innovate like this, imagine what you could do. If you do it, if you really put your mind to it. That means taking a hard look at the industry and your business, introducing marketing mediums you may not really understand or personally believe in, break your business and your customer apart and understand what makes them tick. It also requires money. That may mean new money or reallocating your current spends. Just re-think your business... but if you like what you come up with, commit to a plan.

Back to the Future

Now that you have an idea of what re-imagining your business is all about, here's the rub. It doesn't stop. Technological innovation is increasing at a rapid pace and it's difficult to stay in tune with all the minutia. Who knows what social media channel will dominate in 5 years? So, I tend to look at the larger trends that could affect a business. I wrote an article in 2013 about the rise in "Cable Cutters" back then everyone just kind of brushed it aside because only tech geeks on the fringe were getting rid of cable. However, everyone knew that day would come. Just take a look around you... people are ditching cable left and right. The idea is to get in front of this clear trend and ask how it could impact your business or the marketing of your business.

For example; if everyone is cutting the cable cord, and streaming Netflix and HBO Now, at what point to you need to re-evaluate how/if you market on cable? Moreover, if the eyeballs are diverting elsewhere, how do you get their attention? How do you advertise to them? My response is that perhaps streaming models change to accommodate increased viewership. So, maybe Netflix's subscription model changes to a low/no cost and premium subscription. Low/no cost would now include commercial breaks and the premium is commercial free. Netflix doesn't do that now, but it could and it would make sense. So, I would keep an eye out for that, but it would also make me ask if that's possible on other platforms now? The answer would be yes, Hulu allows for advertising. Does it make sense for your store? You be the judge of that,



but did you know it was available? If not, well, that's my point. So, what other trends could impact your store in the next 5-10 years? Well, we already mentioned e-commerce, yet most retailers are still just standing there like a deer in the headlights. It's impacting their business, but still. A deer in the headlights. Most of the time they just don't want to spend the money (#real talk), but at the risk of losing business? Makes no sense. So, if some can't even embrace e-commerce, which is far from new tech. How can one begin to process or react to other things, like VR (virtual reality)? Ok, I see you laughing, but VR is already here, just ask your kids or better yet, just look around you. Do you not think the next evolution of the website will be all about creating a virtual shopping experience? Well, I do, because one day you'll be able to walk into a virtual environment that is hard to distinguish from real life and I want our retailers to be there saying "Let me show you this ring".







What's the point to all of this? The point is embracing and evolving to the world around you has never been more important than right now. The way things have been done the past 30 years is getting pushed out the door and it's because of tech. You can't stop it, You can't ignore it. So tonight, sit back, relax, order some Domino's (research) and get your innovation on.





Shane O'Neill Vice President, Fruchtman Marketing Jewelry Marketing Specialists Retailers, Designers & Manufacturers

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Fruchtman Marketing is a full-service agency that specializes in the jewelry industry and works with many of the country's finest jewelry retailers, manufacturers, designers and trade groups. They

have presented seminars at the most prominent tradeshows, including JCK Las Vegas, The SMART Jewelry Show, The Centurion Jewelry Show and are contributors to the top industry publications. You can subscribe to their weekly jewelry marketing blog, Tuesday Tips and Tricks, at http://fruchtman. com/meet-the-experts/sign-up-for-t3/.





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THE NEW RETAIL

Unless you've been hiding under a rock, it's hard to imagine not recognizing business has changed. But, what has driven this change? Here's the answer.

There is no doubt we are seeing a shift in retail. If you haven't signed up for online newsletters like Retail Dive or Luxury Daily, I suggest you do. Not only because you are in both businesses, but to understand this isn't a problem the jewelry industry is facing, it's a problem all brick and mortar retail is facing from luxury products to everything in-between.

WHAT CAUSED THE CHANGE?

Is it technology? You can't blame Blue Nile, James Allen or even Amazon for retail business woes. What changed is us. It is people who are changing the way retail needs to operate. People want the technology. If there is anything that is to blame, it might be the industry's reticence to adapt and be forward thinking.

Yes, the Internet has made it tougher. Or as I like to refer to it, the jig is up. Consumers have the ability to price shop just about everything in every retail store. Hell, I've found myself in the middle of Lowes checking new refrigerator prices based on the exact brand and model online. I know many of you have done the same. Want a hotel room? Who hasn't used Kayak or





Trivago, which aggregates available hotel rooms from all the top travel sites to find you the lowest price? And now, even the industry online giants like Blue Nile, James Allen, Whiteflash, Ritani, etc. will be facing the same destiny.

RareCarat.com aggregates diamond prices from all of these sites to find the diamond internet shopper the very best price. Yes, the road is even becoming tougher for them too.

Here's why people are setting the tone for the new reality in retail:

PEOPLE DON'T HAVE TIME. We are working harder and longer. The Internet makes shopping easier. Regardless as to whether we feel people need or want to have the tactile brick-and-mortar



experience for fine jewelry, everyone needs to understand the shift is going the other way. Yes, no more than 17% or so (various articles spew various numbers) shop for fine jewelry (or engagement rings, specifically) online. However, not more than a few years ago, that number was more like 7%. The numbers are changing exponentially. The new reality is our industry (and specifically independents) is so behind, is there any way we can catch up?

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THE NEW RETAIL

WHAT ARE YOU WAITING FOR?

It is unfathomable that retail jewelry stores are still providing unacceptable online shopping experiences. Or worse yet, cookie-cutter experiences. I don't get it. You work your whole



life to have a store that's different than your competitor. But, your website - the very first thing anyone sees - is exactly the same as the guy down the street! The more the pendulum swings for a great online experience, the more you're unprepared, the more you are personally responsible for driving that consumer to a better online competitor.

PEOPLE DON'T SAVE AS MUCH MONEY TO BURN.

Luxury (not just jewelry) is taking a hit. People are searching for the best value. In your everyday shopping experiences, aren't you? Nordstrom Rack has killed Nordstrom just as Off 5th has



killed Saks and Last Call is killing Neiman Marcus. If a brand can be purchased for less, that's where people are going to purchase it. The new reality in jewelry retail is finding designers that are not easily searched online (and sold at lower pricepoints online); partnering with vendors who will help you selfbrand, and finding up and coming designers who are unique to your market. The new retail for jewelers is also custom design. People find enormous value in something no one else can have.

PEOPLE ARE SIMPLY MORE CASUAL.

The new retail is price-points under \$1,500 and far less bling. For many of you, it's not what you got into business for, but, it is what's selling. The bad news is you have to sell way more to pull in



the numbers you need. And, how you get more people through your door has everything to do with marketing. In addition, targeting that customer has become a little more complicated over the years. Ten years ago, you'd be listening to marketing experts telling you to "own" a TV or radio station. Nearly 90% of your marketing dollars would have been spent in traditional media. Today, that number is more like 49%. The good news is the other 51% can be highly targeted and measurable. The bad news is, for most of you, it's so new and changing at such a rapid pace, it's hard to keep up.

The new retail is demands change.

CHANGE FROM YOU. Change in how you buy inventory; change in how you operate your business; change in how you market. It is also





time to understand that there is no way in hell you can manage your marketing on your own. You simply cannot keep up with the changes that are literally happening every day. And, that is no lie. Not to mention, your time needs to be devoted to your business and all items any outside professional is not equipped to handle for you. You need to pay attention to having the right inventory for your customers; having the right staff; building a direction for your company; and quite frankly, making the right decisions internally to net the most profit.

HERE'S WHAT HAS NOT CHANGED:

The majority of millennial young women still desire to have a ring on their finger. It may be anything from a basic diamond solitaire; to color as the center stone; to custom. I employ and have employed many millennials over the last few years. And, the percentage of those who still want a bauble on that left hand is still high enough to not cause any concern. What is a concern is the 65-year-old gentleman who walked up to my booth at JCK who said (and I quote) "I just did my website in 2005". The new retail will never happen with old thinking.



Ellen Fruchtman

Ellen Fruchtman is President of Fruchtman Marketing, a full- service marketing firm specializing in the jewelry industry. She began the agency in 1981 with a massive start-up loan of \$750 and grew the company to be one of the leading agencies in the business. She is a recent past board member of Jewelers for Children and continues to serve on their marketing committee. Fruchtman Marketing works with independent retailers across the country in addition to some of the leading jewelry manufacturers, designers and

industry organizations. You can reach her directly at ellen@fruchtman.com or by calling 419-539-2770.

Vendors Are Part Of The Family, Too!



stbye joined the Independent Jewelers Organization (IJO)
15 years ago and the impact on our company was noticeable immediately. It was clear there was something special going on. The energy, positivity, and success of the IJO members was measurably significant and contagious to all.

It can be lonely running a store but when you are a member of IJO you are never by yourself. You have a network of non-competing independent jewelers you can trust who are there to help and support you anyway they can. They become both your advisory board and your best friends. You develop a network of owners and stores that are just like you that allows you to share and grow together.

What makes IJO special is the resources it offers its members. Whether it's seminars, team clinics, or 1 on 1 coaching at the shows, Antwerp diamond buying trips, IJO Branding Program, a health insurance program for you and your staff, the INDY message board, and much more, the offerings from IJO are significant to help your

business succeed in today's very challenging retail environment. The common theme of IJO is that everyone is working together to improve and get better every day.

We value greatly being a vendor in the IJO family as they are professional, progressive and fun. As our industry evolves, IJO members are working together to grow and gain market share in their communities.

For the past 10 years, Ostbye has sponsored IJO's new member breakfast. As a result, I meet the new stores joining IJO. They come for many different reasons but the results are the same. Through IJO, it is now easier for them to reach their goals and achieve their dreams.

If you are looking to take your business to the next level, I strongly recommend and encourage you look at IJO. Give Penny Palmer a call today – or Mary Moses Kinney if you are a vendor interested in membership – and enjoy the ride. I look forward to personally welcoming you to the IJO family as we both get better together.

Craig MacBean, Ostbye, Minneapolis, MN

See if you qualify to join IJO at their summer conference August 4-8 in Seattle!

Call Penny Palmer at 800.624.9252

www.ijo.com



Protect Your Business with These THEFT PREVENTION TECHNIQUES

By David Sexton

It is easy to get caught up in highly publicized crimes against the jewelry industry that feature brazen smash-and-grab robbery and rooftop burglary attacks. However, these often come at the expense of overlooking lower-profile thefts that continue to plague the industry as well.

Year after year, the annual number of thefts reported to the Jewelers' Security Alliance remains staggering. Individual incidents may only represent a small dollar amount when compared to other types of crimes, but taken in aggregate, these loss amounts add up fast. This is why it is so important to understand what type of criminal behavior is behind these potentially sizeable and frequent losses.

Carefully consider these four types of theft tactics criminals use to target jewelry businesses and discipline yourself — and your associates — to get in the habit of practicing appropriate preventative measures.



GRAB-AND-RUN THEFT

Data from JSA show that these types of thefts are by far the most common. That's probably because they require more nerves than skill to commit.

WHAT IS IT?

Criminals committing this type of crime will typically begin by walking into a jewelry store and appears to browse the merchandise. Oftentimes they'll move toward the most valuable merchandise on the showroom floor and ask to see a particular piece. From there, they simply run off with whatever they asked to view - watches, rings, necklaces, etc. You name it, criminals will target it.

HOW DO YOU PREVENT IT?

Ask to see a customer's ID before allowing the individual to try on merchandise, no matter what its value is. Once you've

verified that the ID is legitimate, retain it until the customer has returned the piece. Remember to show an item only after you've examined the ID, though. Multitasking can be risky, because some grab-and-run attempts have featured suspects taking merchandise directly from the hands of sales associates before the ID was deemed legitimate.

It's worth noting that because this is a high-risk endeavor for criminals to execute, those who are inexperienced with graband-run thefts may appear nervous or fidgety. Make sure you document and share these incidents so everyone is aware and can respond if they occur again.

When merchandise is being shown, under no circumstances should you ever show more than one piece at a time. If a customer is adamant about comparing two pieces side by side, put one on yourself and let the customer compare. Never have more than two pieces out of your showcases at once.

DISTRACTION THEFT

These types of thefts often come in waves depending on the activity of criminal groups where multiple people work together. If conducted by a pair of thieves, one will create a distraction while another steals merchandise.

WHAT IS IT?

A group of criminals will work together to overwhelm sales associates to the point where one of the criminals in the group is not attended to and gains access to merchandise. These groups may enter the store together and disperse, or they may enter separately. Although they don't appear to be colluding, they have probably cased their targeted location numerous times and are coordinating a well-orchestrated effort.

The lengths that these criminals will go can be overly dramatic, too. They've been known to feign illnesses or appear frustrated over poor customer service and cause a disruption. What's worse, children have also been used as pawns to create distractions for these thefts.

HOW DO YOU PREVENT IT?

Greeting every customer who enters your business and acknowledging their presence is a good start. Would-be criminals avoid this kind of focused attention and working with one individual at a time allows associates to focus all of their attention on one customer.

Continued to Pg 26





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Also, prepare for an event where an unusual influx of individuals at your business occurs. Establishing pre-arranged code phrases can instantly alert every associate of this unusual situation and allow them to assist each other in effectively addressing the

Last, when interacting with customers, these two procedures are also critical:

- Whenever you are not removing or replacing merchandise to show a customer, keep your merchandise display showcases locked — even while you're showing merchandise
- Never allow your merchandise display showcase keys to be accessible to anyone but store associates

SNEAK THEFT

Do your associates commonly show customers more than one item at a time? If they do, your business could be become a victim of sneak theft.

WHAT IS IT?

Similar to a distraction theft, a would-be criminal trying to execute a sneak theft will attempt to overwhelm store associates, but in a nonthreatening fashion where they often act alone. Most often, the criminal does this by trying on various pieces of merchandise and claiming that they don't like the fit, style, or some other excuse. Somewhere in the course of this process, the criminal will attempt to pocket some of the merchandise if they believe the associate is not attentive enough to notice.

Incredibly, these criminals have compromised merchandise display showcase tops by lifting them and removing merchandise— sometimes within a couple of feet of the associate!

HOW DO YOU PREVENT IT?

- The same merchandise display showcase restrictions that apply to sneak thefts also apply to distraction thefts. In fact, adopt and follow a policy of showing only one item at a time is even more important in this scenario.
- This can be a difficult discipline to observe, especially when an associate is wrestling with the possibility of closing a potentially large sale. Unfortunately, criminals know this and will use it to their advantage as they persuade associates into showing multiple items at once.
- Since it's difficult to resist this temptation once a pending sale is close to being final, let all of your customers know your store policy upfront. To help with this, Jewelers Mutual provides policyholders with acrylic showcase signs that bring awareness of these policies to customers as they browse.

SWITCH THEFT

Arguably the most skillful theft for criminals to pull off, this method is still one to keep an eye out for because if it does occur, it will be extremely costly.

WHAT IS IT?

• Sophisticated criminals have been known to switch real jewelry items with fakes from time to time. This crime requires a lot of skill and a steady sleight of hand to accomplish, and has been especially effective when loose diamonds are targeted. Switch artists have been known to visit their target and establish some degree of rapport with an associate as well as knowledge about what merchandise they will ultimately switch. This makes it possible for them to return, switch merchandise undetected, and not have it be noticed until after they have left the store.

HOW DO YOU PREVENT IT?

- Other than remaining extra vigilant when showing loose diamonds in a locked tweezer and careful observation of your customers in any loose stone showing situation, remember to always examine loose diamonds using a loupe before and after someone else has handled each stone.
- This is the most surefire way to verify a switch has not taken place. Assure your customers that this practice is common in the jewelry sales and a procedure your insurer requires you to follow in these situations. Conducting private showings in a designated room or area in your business can also enhance your protection against a switch artist. These areas should have both covert and overt surveillance cameras to capture every angle possible and to let potential criminals know that they're being monitored.

Your goal as a business should be to minimize the threats of not only these versions of theft, but also high-profile robberies and burglaries. It takes a good amount of effort to have the correct physical, electronic, and procedural security in place to have a well-rounded defense that prevents such a diverse set of crimes, but your diligence is worth it.

To help keep safety and security at the top of your mind and the minds of every associate at your business - visit JewelerMutual.com and subscribe to The Clarity Blog.



David Sexton

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









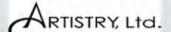






















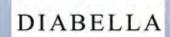
































































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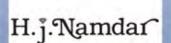
























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Allison Kaufman - 14K Ladies yellow diamond ring accented with brilliant cut white diamonds, 1.20ctw, yellow diamonds 1.64ctw. MSRP: \$7,596. 800-800-8908

Jabel - Delightful 14K diamond compass rose pendant. MSRP: \$950 800-526-4597

Jewels by Jacob - Magnificent oval Ceylon sapphire surrounded by oval diamonds set in platinum. MSRP: \$80,000. 212-391-8700

Qayten - Tribute ring in white gold with 2.57ctw of diamonds and 3.50ctw of blue sapphire. The center stone is turquoise, mother-of-pearl and rock crystal 13.60cts. MSRP: \$17,500. 310-926-9774

William Levine - Modern 18K white gold bangle bracelet with 83ctw of white sapphires accented with 22 full cut diamonds weighing 0.62ctw. MSRP: \$21,500. **312-521-5550**

Steven Royce - This stunning ring is set in 18K rose gold with a 0.59ct Brazilian alexandrite and 0.75ctw of diamonds. MSRP: \$12,000. **516-466-0700**

DA Gold - 18K yellow and white gold Italian cuff adorned with 0.85ct. of diamond. MSRP: \$5,200. 800-223-6639

Frederic Sage - 18K yellow gold abalone, white mother of pearl and diamonds. Available in different sizes and colors. Starting MSRP \$1,895. 800-651-1810

Dilamani - Gorgeous black opal doublet and diamond halo stud earrings, set in 14K yellow gold MSRP: \$1,200. 800-342-6677

Maidi - A cushion cut diamond, 4.02ct, FY VS1 GIA, accented with 1.25ctw of diamonds in platinum and 18K. MSRP: \$82,000. 800-245-3233

Mastoloni - Fireball Amagansett earrings. 18K white gold 15-17MM white baroque freshwater cultured pearls Eawith 0.25ctw of diamonds. MSRP \$1,320. 800-347-3275

BEVERLEY K









CROWNRING





















Ritz Carlton, Dallas, TX - 9/10-11 Foxwoods, Ledyard, CT - 9/17-18 www.SelectJewelryShow.com

Beverley K - Striking ring with diamonds features French cut sapphires and onyx. Available in 14K and 18K gold (yellow, white, rose), and platinum. MSRP: in 18K gold \$9,655.

619-465-4789

Asher - Open geometric ring set in 14K rose gold with a mix of baguette and diamonds. MSRP: \$1,029. 212-302-6233 x202

Crown Ring - Men's 18K rose gold Carlex G4 with a diamond brushed finish, set with 9 diamond on the outside and 6 diamonds on the inside 0.47ctw. Personalize your message or date with your choice of hand painted enamel and gold colors. MSRP: \$4,125. **514-381-1589**

Bassali - Bassali Jewelry Diamonds Essentials. This necklace displays colorless diamonds, 0.38ctw, handset in 14K gold. MSRP: \$1,399.

800-964-3545 ext. 10

Dove's - 18K yellow gold diamond pendant featuring carved white quartz layered with amazonite. MSRP: \$3,700.

516-504-1346

Gravure by Atlantic - 10mm double inlaid 14K white and rose gold set with 98 black diamonds 1.20ctw. MSRP \$3,200.

877-472-8873

Frederic Duclos - Sterling silver rose gold plated bubbles galore necklace. MSRP: \$325.

866-898-3636

Rina Limor - Exquisite Certified Paraiba tourmaline, 9.46ct, ring with pear shape and marquise dias 3.96ctw. MSRP: \$320,000.

212-922-9292

Picchiotti - A diamond and emerald ring from the Xpandable[™] Collection. a revolutionary line of diamond and gemstone jewelry that uses innovative and invisible technology to expand and contract, solving a myriad of customer challenges concerning comfort and fit. MSRP: \$71,400.

917-861-1382

Leslie's - Leslie's 14K 13.4 gram fancy double bridge filigree high polished bangle. MSRP \$2,307. **800-221-2628**

HIRING FOR CHARACTER AND CHEMISTRY



We're well into the Major League Baseball season, so it seems to be a good time to relate a sports success story to basic business practices. When Theo Epstein, president of baseball operations for the World Champion Chicago Cubs, left Boston after six playoff appearances and two World Series titles in nine years, he joined the Chicago Cubs to help them end a 108-year championship drought.

What emerged was not his former "Moneyball" approach data-driven analytics that helped teams identify and acquire otherwise unnoticed players with important strengths that won championships in Boston. Instead, he insisted on building a young team in Chicago that would put the character of players ahead of their natural talent and the chemistry of cultural fit as an essential trait of the Chicago Cub scouting system. And, as those of us who follow baseball know, the rest is history. The Cubs broke their curse last year and are poised to make another run as champs in 2017.

Epstein's focus might seem a bit odd to some who rank raw talent higher than the seemingly moral aspect of character or the somewhat emotional trait of cultural fit, but that's what separates great leaders from the ordinary. Theo Epstein is anything but ordinary. Nor should you be.

If ever there was an industry that would put trust and character near the top of its list of traits, it's jewelry. Much can be taught and learned when character is the focus. The rest, by contrast, might seem simple.

So is the concept of hiring for chemistry and cultural fit. Some people just can't make it in a certain store because they can't (or won't) adapt to the culture established by its leadership. It even happens with family members, who can't or won't get along with others or who feel entitled to certain privileges they have yet to earn. When family squabbles emerge, they are the saddest of such scenarios, but it happens all the time, and with increasing frequency.

So what is your focus on recruiting and hiring? Do you look for experienced salespeople with a "book of business?" Do you hire a warm body just to fill a position? Do you wait an eternity to find the perfect person? Do you hire on attitude and train diligently? Do you consider the culture of your business as a key to long-term success?

The purpose of this article is to get you to think – to get you to focus on the strategy that helped Theo Epstein build a World Championship team in a matter of a few years and to see if his vision for people might fit with yours. There are many ways to build a winning team. A team is what you want and need to succeed in any sport, or in any business.

Winning with Boston, and then losing with Boston, taught Theo Epstein how to win again. He knew he had to grow as a leader in order to replicate in Chicago the success he had in Boston. He did it by recruiting several key players who had the character, discipline, chemistry, team-orientation, and clubhouse leadership necessary to build a winner.

Many jewelers - maybe you - had a successful business before The Great Recession and then saw it decline in recent years. Is it too late to rebuild to what it once was? Do you have the courage and know-how to do it? Will you consider Theo Epstein's approach to recruit and hire for character and chemistry? His formula just might be what you need.

Bill Boyajian

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

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



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IS A SIMPLE IRA PLAN RIGHT FOR YOUR BUSINESS?



By Donna Phelan

Employer-sponsored retirement plans are one of the most valued employee benefits. Employers who want to be competitive in hiring the best candidates need quality retirement plans. Plan expenses and employer contributions are usually tax-deductible to the business owners. Employees can save in a tax-deferred account, and over time, accumulate a considerable retirement savings. This may also help develop employee loyalty, resulting in lower employee turnover.

Business retirement plans need not be complicated. They can be matched to your needs, budget and the size of your workforce. One of the simplest plans for small to mid-size businesses is the SIMPLE IRA. An acronym for Savings Incentive Match Plan for Employees, the SIMPLE IRA is suitable for companies with fewer than 100 employees. It is considered a low-cost plan with minimal administration requirements, and unlike a 401(k) plan, does not require a 5500 tax return.

SIMPLE IRAs can be established for many types of business, including sole proprietorships, partnerships, corporations, limited liability companies, and non-profit organizations. However, the business may not maintain any other employersponsored plan into which salary deferrals have been made in the same calendar year in which the SIMPLE plan is established.

SIMPLE plans must be established by October 1, if you want to make tax-deductible contributions in the same calendar year. Some advance planning is suggested. Businesses who want to establish a SIMPLE IRA will need to complete an adoption agreement, and provide each eligible employee a Summary Plan Description and a SIMPLE IRA Deferral Form each year by November 2nd. Eligible employees are those who received \$5000 in each of two preceding years (not necessarily consecutive), or are reasonably expected to earn \$5000 in the current year.

It's helpful to hold an employee education meeting two to three months before the October 1 deadline. Most knowledgeable financial advisors are willing to participate in this meeting to provide education and administrative ease. The employee selects from a menu of mutual funds recommended by the financial advisor in conjunction with the employer.

Employees are required to open their own SIMPLE IRA within the plan. Both employee salary deferrals (also called employee contributions) and employer matching contributions are deposited into this account. The business payroll manager or accountant can usually help facilitate the salary deferrals and employer contributions.

In 2017, employees can defer up to \$12,500 into their SIMPLE IRA. Employees aged 50 and older can make an additional \$3000 catch-up contribution. Contributions are exempt from current federal income taxes, but are subject to FICA (Social Security) taxes. SIMPLE IRAs are taxed similarly to Traditional IRAs. All withdrawals are subject to ordinary income taxes. If a participant younger than 59 ½ takes a withdrawal within the first two years, it may incur a 25% penalty in addition to ordinary income taxes. With Traditional IRAs, the penalty for early withdrawal is 10% in addition to ordinary income taxes.

Employers are required to make annual tax-deductible matching contributions, but may choose which match they want to make in any given year, from the following:

• A dollar for dollar matching contribution that matches the employee's salary deferral, up to 3% of the employee's compensation. The employer may make a lower contribution of not less than 1% in two out of five years. This gives the employer some flexibility in years when business revenues may be slow.

A nonmatching "non-elective" contribution of 2% of compensation to all eligible employees regardless of whether the employee contributes or not.

Here's a hypothetical illustration of what the 3% matching contribution may look like:

Employee	Employee Salary Deferral	Salary	Employer Contribution
Susan	3%	\$60,000	\$1,800
Emily	3%	\$40,000	\$1,200
Kyle	0% (not deferring)	\$20,000	\$0

Here's a hypothetical illustration of what the 2% non-elective contribution may look like:

Employee	Employee Salary Deferral	Salary	Employer Contribution
Susan	3%	\$60,000	\$1,200
Emily	3%	\$40,000	\$800
Kyle	0% (not deferring)	\$20,000	\$400

Once the employer decides on a matching percentage amount, notification must be given to employees by November 2nd. Employers who neglect to provide this notification will default to a 3% match and may be subject to IRS penalties. There are a few other rules which may apply, so be sure to consult your accountant, attorney or financial advisor.

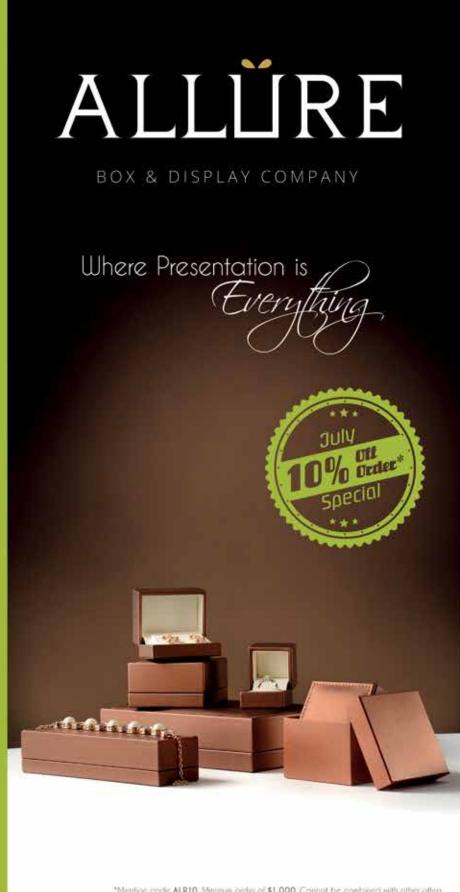
SIMPLE IRA plans live up to their name in that they are simple to establish and administer. Employee contributions can be set up to automatically invest into the employee's choice of mutual funds, making it easy for them to save for retirement.



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



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A DIAMOND IN THE ROUGH:

5 TIPS TO MAKE YOUR ADVERTISEMENTS SHINE

By Sara Connors from H2O Media Inc.

On average, Americans see between 4,000 to 10,000 advertisements every single day.

That stat might sound discouraging if you're thinking about beginning an advertising campaign, but don't let the large number scare you away. Instead, think of it as a challenge to create a memorable, unique and extraordinary ad that will stand out from the crowd. Here are our five tips to help you create an advertisement that will shine.

DO YOUR RESEARCH

Before you even think about designing an advertisement, you first need to think about your audience. Who is your target audience? How old are they? Are they primarily men or women? What is their income? If you can't answer these questions, you're not ready to advertise.

Knowing your target audience means you'll be able to design and direct your advertisements toward the people that are most likely to appreciate what you're selling. Do your research before planning a campaign to ensure your ads will be seen by the right eyes.

USE A DOMINANT, RELEVANT IMAGE

Creating the perfect advertisement is a lot like crafting the perfect piece of jewelry: it needs to be bold; it needs to shine; and most importantly, it needs to catch the eye. You can achieve this by focusing on a dominant, relevant visual.

A clear, bright and engaging image should be the focal point of your advertisement. Stay away from creating an ad with an excessive amount of text, as our brains are hardwired to favor visual information over textual information. Shoppers are much more likely to stop and pay attention to a visually pleasing image than a page of solid text.

Additionally, don't forget to include your logo or brand somewhere in the advertisement. After all, the goal of advertising is to build brand awareness and encourage customers to shop with you.

WRITE A STRONG HEADLINE

Too much text is a sure way to get consumers to skip right past your advertisement, but that doesn't mean you should skip textual information all together. A strong headline and informative copy make a great compliment to an attractive visual.

When writing your headline, make it unique, specific and urgent. Don't open with the same old, "buy now for the low, low price" line. Consumers have heard this before, and they're bored with it. Instead, write something that encompasses your business's personality and shows shoppers why they should buy from you, not the other guy. What makes you different? Put that in your headline.

PRESENT YOUR UNIQUE SELLING PROPOSITION

Now that you're thinking about what makes your business different, it's a good time to present your unique selling proposition, or USP. Your USP is what sets your business or product apart from everyone else. It's what makes a shopper buy your diamond ring instead of buying from that jeweler down the street.

Continued to Pg 42



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A DIAMOND IN THE ROUGH:

5 TIPS TO MAKE YOUR ADVERTISEMENTS SHINE

This is your chance to be as specific as possible about what makes you the best. Does your jewelry have a special certification? Are you using gems from a rare location? Whatever it may be that sets you apart, that's what your advertising needs to focus on. You may even want to consider using your USP in your headline instead of just discussing it in your copy.

PROVOKE CURIOSITY

There's one thing that sets good ads apart from great ads, and that's the ability to provoke consumers' curiosity. Good ads make shoppers think, "Oh, that's nice," and turn the page. Great ads make shoppers think "I need to find out more about this product right now," and then take action. You obviously want your advertisement to be the latter. Yes, you want shoppers to think your ad is well done and visually appealing, but the ultimate goal of advertising is to encourage shoppers to take the next step: to pick up the phone, log online or visit your shop to find out more and eventually make a purchase.

Three of the best ways to provoke consumers' Appealing to curiosity are: 2 3 Doing Withholding something pieces of information unexpected \sim

Creating a memorable and unique advertising campaign isn't as difficult as it sounds once you know how to get started. Do you research, focus on what makes your product special and don't let that large number of advertisements scare you away.

Advertising does work, especially when it's done well. By following these five tips, you'll ensure you create an advertising gem.



Sara Connors

Sara Connors is the CEO and founder of H2O Media Inc., a full-service advertising agency specializing in direct-response advertising. The agency, which is located in Eden Prairie, Minnesota, offers a vast array of traditional and digital advertising solutions ranging from online advertising to placement in top national and regional publications including Allure, TIME, People, Good Housekeeping

and Delta Sky. You can contact H2O by calling 952.856.6176 or emailing info@h2omediainc.com. See more of H2O's work at www.h2omediainc.com.



ACE© It Conferences by NAJA Appraisers Continuing Education

The National Association of Jewelry Appraisers announces its 48th Annual Mid-Year ACE© It Education Conference to be held in Indianapolis, IN on August 12 - 15, 2017. The appraisal organization dedicated exclusively to gems and jewelry presents an outstanding program to assist the professional appraiser's continuing education and an unparalleled networking experience.

The daily programs are: Saturday, August 12, 2017

InstaFamous: Insights from a Jewelry Blogger on Using Social Media to Promote Yourself and Your Brand - Kathleen Marino,

From Bombshells to Bling: Jewels of the 1940s and 1950s -Gina D'Onofrio, FGAA

Looking Backwards Again. Archaeological Revival, Etruscan Revival, and Renaissance Revival Jewels of the 19th Century. -Duncan Parker, FGA

Kismet: The Marriage and History of the Tiffany Diamond and Jean Schlumberger – Lauren Kalman Abramowitz, GIA GG

Sunday, August 13, 2017

Archaeogemology and the Appraisal Field-Çigdem Lüle, GIA GG Appraising The Big 3—Considerations When Valuing Ruby, Sapphire and Emerald – Stuart Robertson, GIA GG Spectacular Spectrums - The Essentials for Successful Spectroscopy - Claire Mitchell, FGA Corals and Cameos...Gifts from the Sea - Eric Fritz, FGA

Monday, August 14, 2017

What's Gem Carving Got To Do With It? (Appraising Jewelry, that is) - Sherris Cottier Shank

Insurance Appraising 101 With a Twist – How To Author An Insurance Appraisal Report that will Weather The Insurance Casualty Storm - Charles Ellias, GIA GG

Treated Diamonds - HPHT - Sonny Pope

Clarity Enhanced Emeralds - The Whole Story - Wendi M. Mayerson, GIA GG

Tuesday, August 15, 2017

The Appraisal That Made Me Serious \$\$\$ Money \$\$\$ - Eileen Eichhorn, GIA GG

Helping the Professional Appraiser to Provide a Fair and Proper Financial Outcome for Divorcing Parties - Dave Atlas, **GIA GG**

Woulda, Coulda, Shoulda - Deborah Finleon, GIA GG

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US Diamond Jewelry Demand Hits \$41 Billion

Fifth consecutive year of growth for world's largest market

Total diamond jewelry demand from US consumers increased 4.4 per cent in 2016 to exceed US\$40 billion for the first time, according to industry insight data published today by De Beers Group.

While slower US GDP growth in the first quarter of 2017 is likely to have impacted diamond jewelry demand in the short term, the US has recorded five years of consecutive demand growth. US consumers now account for roughly half of all diamond jewelry purchases globally – a level not seen since before the financial crisis.

Although bridal diamond jewelry continues to be the foundation of demand in the US, more frequent acquisitions and a higher value of spend from single women helped drive demand. Meanwhile, self-purchase trends increased among both single and married women.

Married women acquire 57% of self-purchased diamond jewelry, while a third is from Millennials. Retailers also reported high levels of consumer interest for multi-diamond pieces.

The data showed that consumers are spending more per piece on diamond jewelry, with retailers reporting an increase in the US\$1,000 to US\$4,999 category.

Globally, demand for diamond jewelry in 2016 increased marginally in US dollars (at actual exchange rates) to US\$80 billion, with demand growth from the US offsetting a contraction in India.

Demand from Chinese consumers grew 0.6 per cent in local currency and has continued to improve in early 2017, with robust sales around Chinese New Year contributing to the positive performance in the first quarter.

Demand from Indian consumers started to return to more normal levels in 2017, following an 8.8% contraction (in local currency) in 2016 due to the jewelers' strike, demonetization and exchange rates.

Demand from Japanese consumers declined 2.9% in local currency in 2016, but growth in US dollars reached 8.1% due to the strength of the Yen.

Demand in the Gulf was impacted by a challenging macroeconomic environment, driven by continued oil price weakness. Further marginal global growth in diamond jewelry demand (in US dollar terms) is likely in 2017.

Bruce Cleaver, CEO, De Beers Group, said: "American consumers continue to express strong desire for diamonds, but their purchasing habits are changing rapidly. While bridal diamond jewelry remains fundamental, we are seeing both single and married women buying for themselves more frequently and more purchases being made online. Meanwhile, products such as multi-diamond jewelry are becoming more popular.

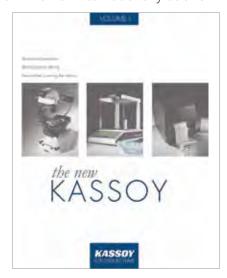
"However, while US demand drove global growth in 2016, it is increasing demand from emerging markets that is behind the last five years being the strongest on record. Despite some markets facing challenging conditions last year, we see this trend continuing, with improvements in demand from China and India, in particular, emerging in 2017."

Kassoy Debuts New Product Catalog

Kassoy LLC has released of their latest product catalog. The newly-redesigned 128-page color catalog includes hundreds of items spanning several product categories, including gemological tools, testing and measuring equipment, bench tools and accessories, custom showcases, retail essentials, jewelry labels, Kenstan Lock Company locks and much more.

"This new catalog is the culmination of our recent efforts to restructure and refocus to better suit the needs of the jewelry industry," explains Hans E.R. Bosch, CEO of Kassoy LLC. "Each product category features carefully selected, high-quality items and an option for any budget."

A PDF version of the catalog will be available online at www.kassoy.com To request a print version, call Kassoy toll-free at 800-452-7769 or internationally at 516-942-0560.



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Rembrandt Charms Bridal Party Program

Rembrandt Charms Bridal Party Expansion Program creates an omni-channel experience for the bridal shopper, and cultivates new and repeat business for the retail jeweler! The Program is a low-cost investment of \$170 and can generate over \$1,500 in sales from one wedding party. Included in the Program are eight sterling silver bridal party charms, one bridal charm tray, and marketing materials.

"Charms are for all ages and demographics. Whether it's the young flower girl, the maid of honor, or the mother of the groom, the bridal party will become lifelong customers as they return regularly to add onto their charm bracelets, start new charm bracelets, and to shop for family and friends. Their repeat business is assured!" States Eric Lux, Vice President at Rembrandt Charms.

The bridal party should receive a sterling silver bracelet, bridal party charm, and a double heart accent charm. The bride will select a charm, from the thousands of charm styles that Rembrandt Charms offers, which holds a unique meaning between the bride and the bridal party to show their special relationship. Encourage the bride to add the same sentimental charms she picked for her bridal party onto a charm bracelet for herself. Suggest engraving to make the charms even more meaningful.

The average bridal party purchase, with seven in the party, will include seven sterling silver bracelets, 28 sterling silver charms, \$1,500 in sales, and new customers for your store! "There are few items that have proven the test of time in the jewelry industry. Bridal and charms are staple categories," states Michael Metzger, Chief Operating Officer, Rembrandt Charms. "The Bridal Program, when paired with one of our counter, wall or floor displays, in our renowned Business Building Charm Program, is one of the best ways to create relationships and business in the present and future!"



The Bridal Party Program supports Rembrandt Charms successful Business Building Charm Program which is utilized by thousands of retail jewelers throughout North America. Charms are a perfect gift for any occasion. Rembrandt Charms merchandise is available in 14k yellow and white gold, 10k yellow gold, gold plate, and sterling silver. Sterling silver merchandise is rhodium plated to prevent tarnishing and the entire collection is protected by an unconditional lifetime warranty. For more information on the program call 800-828-7840.

Charles & Colvard Adds New Board of Directors

Charles & Colvard, Ltd., the original and leading worldwide source of Classic Moissanite™ and Forever Brilliant®, The World's Most Brilliant Gem®, appointed Jaqui Lividini and Suzanne Miglucci to serve on the Company's Board of Directors, effective August 18. The addition of Ms. Lividini and Ms. Miglucci brings the total number of Board members to seven, six of whom are independent. In addition, the Board appointed Ms. Lividini to the Board's Nominating and Governance Committee and Ms. Miglucci to the Board's Compensation Committee.

Ms. Lividini brings years of brand marketing experience in the fashion, retail and luxury industries to the Company. Since May 2005, she has served as Chief Executive Officer and Founding Partner of Lividini & Co., a brand strategy company that specializes in brand development and marketplace positioning, engagement marketing, and retail strategy. Previously, she served as Senior Vice President Fashion Merchandising & Communications at Saks Fifth Avenue. She also serves as Chairman of the Board of Women In Need, Inc., a non-profit organization that provides housing, programs and critical services to New York City's homeless mothers and their children, and serves on the Board of Trustees of the Fashion Institute of Technology, an internationally recognized college for fashion, design, art, communications, and business.

Ms. Miglucci has an extensive marketing background working with public and private technology companies, particularly with global footprints. She has served as Chief Marketing Officer of ChannelAdvisor Corporation, software and services solution provider, since June 2012. Prior to joining ChannelAdvisor, she served as Senior Director, Global Procurement Solution Marketing, at SAP, a market leader in enterprise application software. Prior to her time at SAP, Ms. Miglucci served as a Strategic Marketing Consultant for Miglucci on Marketing, LLC, a marketing consultant company. She has also held executive marketing positions at SciQuest, Inc., MicroMass Communications and Arsenal Digital Solutions.



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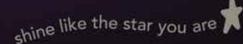




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Jack Mason Watches Thoughtfully Designed, **Accessibly Priced**

Particularly in the watch industry, the founders of Jack Mason felt there was a clear miss in the market between the ever-changing fashion watch and heirloom timepiece industries. The brand launched in 2015 and continues to serve a unique anomaly on the market: Those purchasing their first timepiece, and the serious watch enthusiasts who understand the value of good design. While Jack Mason's audience has grown steadily with the male demographic between 23-45, the launch of the women's collection in Fall 2016 has proved the women's market is also happy to have something both well-designed and affordable. Price points range from \$185 to \$545 for the automatic collection. The average price is \$285 for most popular styles.

Jack Mason pays homage to iconic and classic styles. Each of the four platforms an interpretation of historically significant timepieces: The Aviator Collection is reminiscent of the early pilot's watch, while the Nautical Series is a more general nod to the chronograph itself. The Field and Racing Collections round off the four platforms of the brand. Rather than follow trends, the design of each Jack Mason preserves the classic 42mm silhouette and instead, focuses on threading the Americana-influences of the Jack Mason DNA through subtle details in the design.

Based in Texas, each crown features a subtle lone star etching. The second hand also features a red, white and blue marking as a nod to lone star state. Sitting between fashion and luxury, the watches use quality materials like stainless steel, Japanese Miyota Movements and case offerings in both mineral and sapphire crystal. Appealing to the versatility trend, the straps are interchangeable and range from classic nato and perlon to Italian leathers. Each season has introduced minor but fresh updates to the four platforms including rose gold and yellow gold plating, two tone cases and pops of color.

The brand continues to evolve by offering capsule collections like the new 45mm Aviator, but plans to continue to maintain the integrity by controlling distribution and the in-house design that is widely attributed to the success of the independent company. For more information call Taisia Fredrickson, brand manager at 214-705-3770.



START A CHAIN REACTION.

ROYAL CHAIN GROUP



5 COMMON MISTAKES With Jewelry Photography

By Matt Perosi



Online product catalogs and e-commerce websites are big topics this year as many businesses continue to face the problem of declining foot traffic.

You can lure customers back into your store by publishing your entire catalog online, even if you decide not to sell directly through your website. Whether you choose to sell online or not, you will eventually have to deal with jewelry photography, which I feel, is the biggest challenge for all jewelers.

Recent advancements in lenses make it seem like smartphones are just as good as DSLR photography with a Canon or Nikon camera, but they aren't. Smartphone photos are fine for social media but they just don't have the high resolution needed for the zoom features you find on most websites. Good photography will help you make that sale by bringing more foot traffic back to your store, or through an online shopping cart.

It's my belief that anyone can learn jewelry photography if they have the time and right equipment. Today, I'd like to share five quick topics that always come up during my jewelry photography training seminars.

Don't use a macro lens. Use an 18 to 55mm lens instead.



The entire item needs to be in focus.



The photo must represent the true color of the item.



The item must be properly cleaned.



The background must be nice looking and complement the item.



I'm always asked to recommend a macro lens for jewelry photography, but the truth is, I don't use one. I use the standard 18-55mm zoom lens that came with my Canon camera. Macro lenses were designed to focus on very small objects, like insect legs and pollen inside flowers, not jewelry. By their nature, macro lenses do not offer the depth of field needed to get your entire piece of jewelry in focus.

Achieving full focus on your product refers to the F-stop setting on your camera that controls your depth of field. Higher F-stop settings will yield the larger depths of field you need to capture a photo in full focus. I usually have my F-stop set to 16 or higher while my lens is set to 55mm. Using these settings in a typical light box or light tent will also require very bright lights and a tripod.

Color correctness is another troublesome topic that has no real solution, just a lot of compromises. Jewelry made with highly reflective materials will take on the color of its surroundings, which is why shooting in a light box with a white background and lights in the 5,500K to 6,500K color spectrum usually produces the most accurate color representation.

If your lighting isn't correct, then you will need to fine tune the coloring using PhotoShop. I always find it faster to take a few extra photos with different lighting settings than to spend the time in PhotoShop to correct one poorly lit photo.

Keep in mind that, no matter how hard you try to achieve color correctness of your photos, the photo will still appear differently on every computer screen and every smartphone. Although Apple products usually have consistent screen color depth and resolution between all their products, that's not the case on Windows computers and Android smartphones and tablets. The best tip I can give here is to set your computer screen to full brightness and try to render your photo as true to life as how you see it in person. There's no substitute for seeing jewelry in person, which is why the best solution I found is to provide additional photos with different backgrounds and on live models so consumers can get an idea of what the jewelry might really look like.

Fingerprints, lint, and water spots from cleaning are common problems that ruin otherwise perfect jewelry pictures. It's easy to spot these in high resolution photos. Every item you shoot must be cleaned right before you take the picture, but don't rely on your sonic or steam cleaning alone; every item needs to be polished with a cloth while wearing gloves, then use tweezers to remove lint that gets trapped under prongs and in tiny corners. Your photo shoots will be a lot more productive if you have someone cleaning the jewelry while you are taking the pictures.

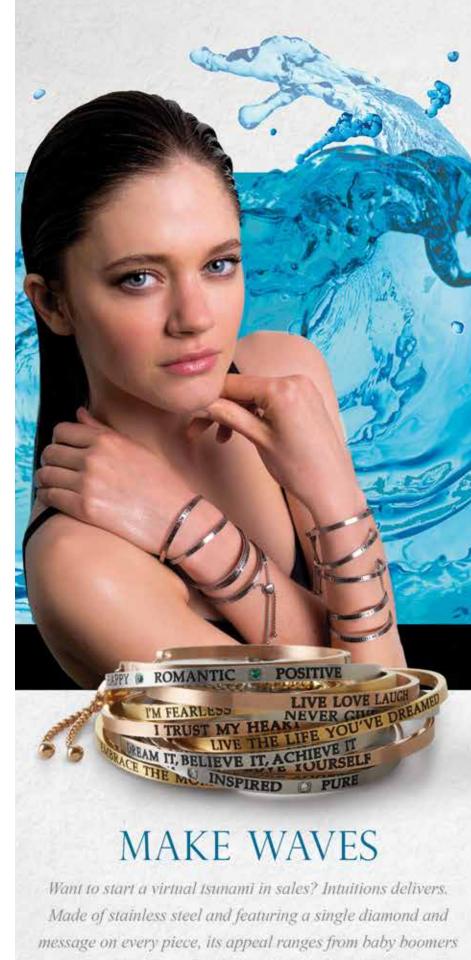
Don't overlook the importance of making your backgrounds look just as good as your jewelry. Photos usually look bad when you use a display stand borrowed from your showcases. High resolution photos will reveal the age, fading, and everyday wear of your display stands. You should also avoid using ring or gift boxes as your holder because it's very difficult to stage and light the jewelry inside them. I recommend investing in a quality set of jewelry stand accessories and props that you only use for your photography. You can search online for "jewelry photography accessories" to find some good ones. Glass and acrylic stands and surfaces will enhance your photography but you also have to safeguard these against fingerprints, lint, and even pet fur and dander we all collect on our clothes.

I've just scratched the surface of each of these topics today; drop me an email if you'd like more in-depth information about DSLR jewelry photography and recommendations for a photography setup.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his newsletters, videos, and blog available through jwag.biz. Tap into the more than 1,500 free newsletters to guide you towards better usage of websites, social, and mobile. Matthew invites your feedback and questions at matt@jwag. biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.



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Visit us at the IJO, RJO, Leading Jewelers, Atlanta and JANY shows.

By Frank Dallahan







JCK SHOW REVIEW

The JCK Show, despite all its criticisms from plenty of naysayers puts on a big and impressive show. Some of the highlights and my impressions are listed below with focus on new product offerings from a wide variety of manufacturers.

HIGHLIGHTS

- Charles & Colvard
- Mastoloni Pearls
- Stuller
- Simon G
- Allison Kaufman
- Belle Etoile
- **GIA Presentation on** Lab Grown Diamonds
- **H** Weiss
- Senseon
- Altr Premium Lab-Grown Diamonds

Charles & Colvard

Moissanite continues to present an impressive array of product. Forever 1 is the company's most recent introduction that mimics diamond. The company has now made Forever 1 available in 11 different shapes...the traditional diamond shapes ranging from round brilliant to princess and everything in between. Forever 1 is a colorless gemstone that ranges between D, E, & F. The company had a beautiful display of Moissanite jewelry with comparative diamond prices for the same product. One magnificent ring carried a \$10,000 price tag. The diamond equivalent was \$450,000! I suppose if consumers consider a lab created diamond they should also consider a lab created Moissanite from a value proposition perspective. For more information contact sodea@charlesandcolvard.com

Mastoloni Pearls

Mastoloni had several product stories to present at the show. The company covered a wide range of new products and price points trying to appeal to a wide and diverse market of retail jewelers. The chain story from Italy was first. It was designed to a lighter weight and a more fashion forward look. They introduced a series of front/ back earrings. These are earrings that appear on the front and the back of the ear lobe. "Shoulder Dusters" were next. Shoulder Dusters are long strands of pearls with gold finials. Pearl and diamond rings in the \$800-\$900 price range were also part of the presentation as were pearl tennis bracelets. Mastoloni introduced their "Ice Collection" featuring both rough cut and round brilliant diamonds. "Artistry "is a Frank Lloyd Wright inspired collection consisting of five separate collections ranging in price from \$450 to \$8495. Mastoloni offers marketing support with



video, website assistance and connectivity; social media and digital marketing and coop advertising support. For more information please contact fran@benali.com

Stuller

One of the most heavily trafficked exhibits at the show was the Stuller display located on the Mandalay Bay's first level. Probably a better description for the crowd would be mobbed and back-to-back. Despite the crowds, everyone was amiable and courteous. Personalization jewelry with monograms in both diamond and color and many new styles were offered. New also were state symbols jewelry with diamonds were an interesting new direction. Roman numeral date rings were presented. Eternity rings some using negative space as part of the designs as well as with colored gemstones and cuff bracelets were part of the new collections. Stuller also presented ear climbers in both long and short versions. Very smart! Stacking rings were also a significant part of the presentation. The bands are available in diamonds and colored gems making mix and match easy and fun.

They even offer a stackable selling system to make making the choice for the consumer easy. Clever and smart! C'EST la Vie, using "v" motifs in necklaces and earrings were also new. The earrings also featured the popular look of front and back designs. A visit to Stuller is not just about product. They spend considerable time and attention on Displays in an effort to help retail jewelers effectively and properly present product to the consumer. Displays are available in 120 different color options, are modular so display elements work together easily. And, they are In Stock!! If you need something beyond



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JCK SHOW REVIEW

the 120 colors custom colors are available with a 6-8 week delivery. Oh, and yes, Stuller has engagement and wedding rings, tools, and equipment including the new Presidium tester to detect lab grown diamonds for between\$500-\$600. Their Phosview tester for detecting lab-grown diamonds commands a \$4,500 price point. For more information please contact nichole_gillory@stuller.com

Simon G

Simon G's display and assortment in the Luxury area of the show was large, impressive and filled with beautiful product. Always a factor in the important engagement ring sector, Simon G for this show focused on oval diamond engagement rings with 12 new styles added to the assortment. Stackable rings were also shown in abundance. Each style was available in yellow, white, and rose gold. Pendants with long gold chains were shown in profusion. Available with and without diamonds, they range in price from \$2,500 to \$62,000. Simon G manufactures to order but they promise quick turnaround for deliveries. Ten days is typical.

Allison Kaufman

Blue is the story for Allison Kaufman at JCK. And, it appeared to be doing well from the number of times I visited the booth. That's a good thing! Though my back and feet were feeling the consequences of all the walking from one end of the show to the other. Scott Kaufman worked with me and showed me what's new. Blue Sapphires were on display in vintage looks. Antique styles sold well. The new sapphire collection is available in rings, necklaces, earrings and pendants. London Blue Topaz was also included in the Blue Collection. It worked really well as did the special cut styles. Also present, were multicolor Blue Topaz styles. Scott told me it was doing really well. Moving up the price scale was a dramatic collection of fancy yellow diamond rings and bracelets. Rounding out the Allison Kaufman display presentation were the Bold Gold Collection and the Bridal Collection. The Bold Gold Collection featured a textured finish and was presented both with and without diamonds in bracelets, necklaces and earrings. They have increased their wedding ring and bracelet collections by 50% focused on \$750 to \$900 price points.

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The Rembrandt Charms® Business Building Charm Program sends consumers to your store.

1

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Through our consumer advertising and our "Story of Your Life" contest, we send consumers to your store. Preferred retailers are listed on the "Retail Locator" on Rembrandt's website.

2

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Belle Etoile

This year Belle Etoile focused on more tailored looks and moderate price points in patterned designs. Their Black and White Collection introduced wearable, smaller products with more options based on feedback the company received from their clients. Based on observation and research the company has determined younger women primarily purchase Belle Etoile as a self-purchase. This is right in line with what the Silver Promotion Service's research revealed in May.

Caroline Thankul told me these younger women self-purchase because they think they worth it. The average price this year ranges between \$95 this year versus \$85 last year. Strata is another new collection that offers layers of color with CZs on the edges. Strata features many colors thus making it easy for mix & match selections to appeal to the female self purchase market. Two color schemes are available: blue & purple and red & yellow. Pendants, earrings, and rings make up the collection.

Tango is the next collection. It too focuses on interesting color combinations: champagne, black & white. A really striking look! Flamingo is next. Flamingo is designed to appeal to the abstract design category of jewelry. Evermore is a collection using the infinity pattern. Put together with another infinity design equates to forever. A powerful statement as a gift. The Evermore collection provides benefit to two charities in Belle Etoile's effort to "give back" to the community.

The Sea Turtle Conservancy receives a portion of the proceeds from the sale of Evermore products. The other beneficiary of Evermore products is breast cancer. Some of the proceeds from the sale of the pink version of Evermore will go to the fight against breast cancer. Lei Lani means heavenly flower in Hawaiian. It is a royal flower. Available in pendants, earrings, bracelet, and rings. A fun new look is the Constellation Collection. This collection presents elephants in different colors. It is especially well done in red.

Another new look for Belle Etoile is the Sea Shell and Rubber collection. This collection also uses a moon and stars motif. The Italian rubber comes in two colors: black or blue. The collection is available in chokers, earrings, and rings. The remaining new collections include: Vista, Shimmer, Valore, Regal & Royal Stripe, and Cheval. All are available in pendants, earrings, rings and some with cuff bracelets. It's a lot to see, but the collections are unique and well done!





Gemveto

18K white gold Minilok Miroir pear shape earrings with sapphire and diamond. Jewelry designs and photos © 2017 Gemlok. All rights reserved. MSRP: \$6,600.

212-755-2522



Alisa

New and fashionable from Italy, bold ladies graduated link bracelet in sterling silver features alternating bright polish and textured basket weave oval links. Matching necklace available. MSRP: \$575.

888-253-6600.

Nina Nguyen

Moyen marquise gold and oxidized earrings. Black oxidized silver and 18K yellow gold, moonstone and diamond (0.30ctw). MSRP: \$1,150.

L 720-459-7664



Thistle & Bee

Sparkle Collection necklace in sterling silver with blue topaz, 16-18" and lobster claw closure. MSRP: \$204.

212-594-0418



Vincent Peach

15.56ctw of yellow and cocoa diamonds hand set in sterling silver with premium leather band. MSRP \$10,015.

615-378-1374



Belle Étoile

Toujours black bangle. Hand-painted black Italian enamel with pave set stones set into rhodium-plated, nickel allergy-free, 925 sterling silver. MSRP: \$575.

415-626-9223





Unique Settings of New York

Engagement ring with diamond halo. Center sizes are available from half a carat to three carats. MSRP for size 6 shown in 14K gold is \$1,560 (not including center).

800-466-4900



Price Point Marketing

Halo style pendants available with different color stones in 14K yellow and white gold or sterling silver. MSRP ranges from \$75 to \$239.

800-616-4488



Bellarri

Flirty Malibu Collection enhancer showcases a vibrant array of color gemstones graduated in hues. Set in 14K rose gold with diamonds. MSRP: \$3,430.

800-255-0192



Color Merchants

14K white gold insideoutside diamond fashion hoops (5.40ct). MSRP: \$26,847.

800-356-3851



Michou

From their One-of-a-kind Collection, sterling silver 22K gold vermeil with 29ts of carved tanzanite accented with green tourmaline. MSRP: \$5,995.

530-525-3320



JCK SHOW REVIEW

GIA Presentation on Lab Grown Diamonds

Dr. James Shigley, in several separate presentations, explained what is going on with lab created diamonds. The key points were:

- Increasing production of lab created diamonds
- More companies are involved in producing lab created diamonds
- Marketing to consumers has begun
- A limited number of lab created diamonds has arrived at
- A significant number of lab created diamonds in melee has been produced
- Two types of Lab Created Diamonds: HPHT and CVD
- GIA has over 45 years of research experience since GE first introduced synthetic diamonds
- 97% of Type 1a diamonds are natural
- A new machine is now available that handles 2,000 diamonds per hour to determine if they are lab created
- GIA will introduce a machine developed for retail jewelers sometime this fall





H Weiss

This manufacturer of fine jewelry introduced a new gingko leaf design. The designs are available in pendants, earrings, and cuff bracelets. Prices at retail range from \$1200 to \$2400. Another new introduction from H. Weiss is "Desert Gold. Th collection features a beautiful hammered and matte finish.

This collection is hand made and ranges from \$500 - \$1500. It is described as a classic Etruscan look. For more information please contact pvot@hweisscompany.com

Senseon

This firm is a large diverse manufacturer and developer of technology products. They have recently turned their attention from other industries to the jewelry industry to address the security of jewelry showcases. For any jewelr considering a store or a showcase remodel program, Senseon has a product that simplifies the security of showcases. Using technology, Senseon has developed a locking mechanism using RFID technology.

Opening a showcase requires only a small pad that slides under the showcase. The pad releases the locking mechanism for showcases and/or cabinets. The company was voted #1 at the Global Shop trade show for all retail and was described as the best technical product of the year. Senseon's parent company's (Accuride) products are used in BMWs and the construction of airline seats. They have a highly successful track record for delivering quality products that work well. For more information, please contact grewers@accuride.com

Altr Premium Lab-Grown Diamonds

Amish Shah's family has been in the diamond business for 75 years. He represents the third generation in the industry. In 2005 with the development of lab created diamonds becoming possible, Altr chose to pursue the opportunity.

They did this with the simple question to allow the consumer to choose between natural and created diamonds. Altr is a prime manufacturer. They grow, cut, design and manufacture the labcreated diamonds and the jewelry that hold the stones. Their marketing materials were impressive. The company believes Altr offers "the best value," "the best choice," and that, in the end, the consumer will decide. For more information, please contact amish@altr.nyc



Quality Watch Straps for the Carriage Trade

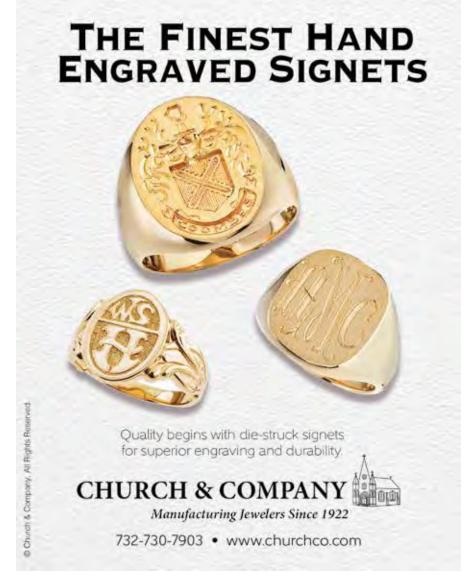
As jewelers look for ways to differentiate themselves and reinforce their brick and mortar presence service becomes increasingly important. Offering high quality watch straps can attract owners of prestige brands who want to update the look of their timepieces seasonally and for special occasions. LIC, a Belgian manufacturer located outside Bruges, offers a vast selection of fine quality straps. After years working for the prestigious Maison Hermes, Yves Thomas opened his own shop in 1971 specializing in the manufacture of high end leather straps. 46 years later the company he founded is operated by his son Xavier Thomas in the same tradition of fine hand crafted leather bracelets.

LIC is one of the watch strap manufacturers that still does all its fabrication in Europe. LIC watch straps are 100% handmade in the company's workshop, nothing is outsourced. Their production is the culmination of 46 years of know-how and improvement. From the selection and the cutting of the leather until the final quality control, each watch strap takes over 60 different production phases. Clean cut, folded edges, NATO, sport, vintage, etc, the choice of styles is vast. Add a stock of over 28 different kinds of leather, including alligator, crocodile, lizard, Teju, python, Galuchat, cordovan, buffalo, vegetal leather, and ostrich available in a variety of different colors and finishes - and you will have an idea of the customization LIC offers.

The company offers sizes of watch straps from 6mm to 30 mm. Any size is possible for a customer in need of a custom size watch strap. LIC has been working with dealers worldwide, and can produce models to fit all watch brands (Breitling, TH, Apple, etc.). For more information email xavier@lic-leather. com or telephone +32 472 32 22 80.







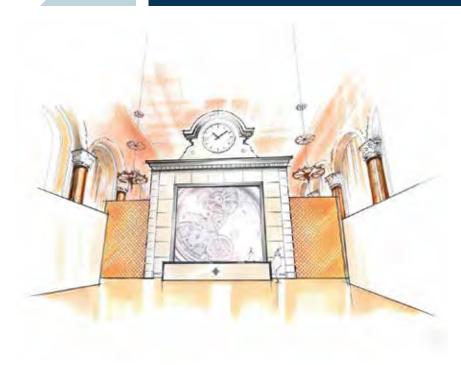


Patek Phillipe

THE 'SUPER **COMPLICATED' ART** OF COLLECTING

This feature was created by MrWatchMaster and first appeared on www.mrwatchmaster.com By kind permission of MrWatchMaster and Patek Philippe

By Andrew Canter



Grand Entrance: The Art of Watches Grand Exhibition (Image courtesy of Patek Phillipe)

We love talking to collectors of fine and rare timepieces to understand what drives them to collect and their motivations in seeking their next purchase. In our Collector's World series we have featured a number of high profile collectors that have shared their fascinating insights.

Prior to being sold by Sotheby's in 2014, I was extremely fortunate to have exclusive access to the 'Henry Graves Supercomplication' pocket watch (often referred to as the 'Grail Watch'), created in 1933 and featuring 24 complications. In a conversation with the auctioneer who was conducting the sale, I was asked what I thought the bidding should start at - jokingly - I said it should be at least £10 million pounds. In the end they started the bidding at CHF 9 million!

A Unique Piece Patek Phillipe's Magnificent 'Graves Super Complication' (Courtesy of MrWatchMaster/ Sotheby's)

Fortunately, it was sold for a record-breaking price of over \$23 million dollars £15.1 million pounds. It was absolutely thrilling to be in the presence of such a legendary timepiece, and experience I will never forget. I know it may sound strange, but the exhilaration felt, just being in such close proximity to this mechanical marvel was incredible.

While only a privileged few have the ability to purchase such an extraordinary watch, this is the unique essence of exactly why we collect these precious objects. Add to this the great intrigue

surrounding the people who buy these unique pieces – the auction house is rarely (if ever) drawn on the identities of either the seller or the buyer - it becomes truly intoxicating.

"I've collected many things over the years but for me nothing captures the heart and imagination in terms of history, provenance and variety of design, as does the collecting of wristwatches." Paul Maudsley, International Specialist, Watch Department, Phillips

Perhaps two of the most legendary collectors of the earliest twentieth century were banker, Henry Graves, Jr. and automobile manufacturer James Ward Packer. By their very nature, they were fiercely competitive, but they went 'head to head' in a competition to own the most complicated watch in the world.

There has been much written about these two 'titans of industry' in this era known as the 'Gilded Age'. Indeed, New York Times best selling author Stacy Perman in her 2013 book, A Grand Complication: The Race to Build the World's Most legendary Watch, brilliantly chronicles the thrilling pursuit between Graves and Packard to posess the most complicated watch in history.

In July (13th-23rd, Patek Phillipe are curating a collection of incredible and notable time pieces from iconic U.S. collectors that will be showcased in the U.S. Historic Room at the The Art of Watches Grand Exhibition in New York.

It is here that you will be able to see the unique Patek Phillipe timepieces commissioned by these two 'super collectors' including the aforementioned, 'Henry Graves Supercomplication pocket watch. Overall, there will be six significant watches from the Patek Phillipe Museum, including his 1928 open-face keyless winding pocket watch with Minute Repeater, Grande Sonnerie, Petite Sonnerie, Perpetual Calendar, and Moon Phases.



A Unique Piece: Patek Philippe's Magnificent 'Graves Supercomplication' (Photo: Courtesy of MrWatchMaster/Sotheby's)

James Ward Packard's Marvellous Astronomical Pocket Watch (Courtesy Patek Phillipe)

"I marvel at the technique and dexterity in creating the tiny wheels and pinions, wondering how they were ever fashioned by hand and eye. 200, 300 or even 400 years ago, before the modern machine tools we know nowadays." Dr. John C. Taylor OBE, World-renowned Inventor, Clockmaker, Pilot, and Entrepreneur



Henry Graves, Jr's Grande Complication Pocket Watch (Photo Courtesy of Patek Phillipe)

Visitors to the exhibition will also have the opportunity to marvel at James Wood Packard's Astronomical Pocket Watch 'The Packard' which will be among the five watches presented from Patek Phillipe's James Wood Packard collection. Commissioned in 1927, this astronomical pocket watch feature a Minute Repeater on three gongs, Perpetual Calendar, age and phases of the moon, time of sunrise and sunset in Warren Ohio, running equation of time, and sky chart for the latitude of Warren. The back of the case opens to reveal a rotating celestial map with more than five hundred stars enameled in gold, depicting the night sky as it would appear on any given night over Packard's birthplace.



Joe DiMaggio's Beautiful Ref 1301 (1948) On Loan By A Private Collector

Apart from its exquisite craftsmanship, the wonder of a notable Patek Phillipe is its undoubted provenance. We know that the Patek

below was owned by American baseball legend Joe Di Maggio. His Patek Phillipe Ref. 1301, created in 1948 is one of Patek's most sought after chronograph references and reportedly given to him by the owners of the New York Yankees.

have always had a fascination for watches from an early age and I suppose it came from seeing luxury watches on the wrists of film stars and sports personalities." David Brailsford, Garrick Watches and Luxury Timepiece Consultant



The U.S. Historic Room Will Showcase The Graves And Packard watches (Image Courtesy of Patek Phillipe

The Art of Watches Grand Exhibition takes place in the iconic Cipriani 42nd Street, formerly known as the Bowrey Savings Bank. Built in 1921 in the spirit of the Italian Renaissance, Louis Ayres, of the distinguished architectural firm York & Sawyer, created "easily the most sumptuous of its kind in the country, departing sharply from the old architectural idea of a modified Greek temple as the proper model for a savings bank."



Watches are in my DNA, I live and breathe for them. I have been collecting watches for the past 35 years because it represents art, beauty, precision and talent on both the dial and the movement. Being able to put together a piece of art and make a repeater, chronograph, calendar or tourbillon out of it is just fantastic." Laurent Martinez, Luxury Watch Consultant.



The U.S. Historic Room will be one of the most iconic rooms at The Art of Watches Grand Exhibition New York. The exhibition will be open to the general public and free admission July 13th - 23rd, 2017 from 10:00am to 7:00pm.



Andrew Canter

Co-Founder, MrWatchMaster

Andrew is a hugely passionate horologist and collector of watches and clocks. His fascination with watches started at an early age and purchased his first watch when still at school. He is a member of the British Horological Institute (BHI), the Antiquarian Horological Society (AHS) and National Association of Watch & Clock Collectors (NAWCC). He is also a Liveryman in the Worshipful Company of Clockmakers and has been awarded the

Freedom of the City of London. Through his connections in the watch industry, Andrew has had the privilege of meeting world renowned watchmakers, passionate collectors and horologists with fascinating stories.

He has been in the presence of some of the world's most important timepieces including the legendary 'Graves Watch', the stunning Patek Philippe 'Grandmaster Chime', Captain James Cook's 'Arnold Chronometer' and other fine examples by some of the greatest watchmakers including Thomas Thompion, Abraham-Louis Breguet, John Harrison, Thomas Mudge and George Daniels.

CENTER STAGE































Genesis Program by Variety Gem

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Presentation Box New Website

Everything you need or need to know about how to make your box and display program more efficient and more cost-effective is included in this new site. Easy to use, Presentation Box + Display's beautiful site (presbox.com) guides you smoothly

through a wide and varied world of stock branded boxes, custom boxes, pouches and gift wrapping items and a comprehensive selection of classic, contemporary and European-style displays. With easy-to-use, an downloadable catalog, this truly is a site for sore eyes. For more information, visit presbox.com.



Stuller Debuts New Tools Catalog

Prime manufacturer and global distributor, Stuller announced the release of its latest tools catalog, Tools, Equipment, and Metals 2017-2018.

"This 600+ page catalog is the resource for everything a jeweler would need to build, upgrade, or replenish their shop," said Tammy Kidder vice president of merchandising. "There are more than 750 new products, all of which have been tried and tested in our own manufacturing processes, so we know they won't disappoint our customers."

Additional features of the catalog include:

- Colored coded tabs for quicker category navigation
- Replacement parts and accessories next to appropriate equipment
- An updated product index
- Direct Stuller.com links for a better shopping experience from the catalog to the website

"This catalog takes all the stress away when it comes to buying tools and equipment," said Kidder. "It's conveniently categorized to make the buying process a smooth and easy experience."

See our entire selection of tools, equipment, and metals at www. stuller.com.



Junghans Max Bill 2017 Edition

The Junghans Max Bill line has been a successful classic for decades. The new Max Bill Edition 2017 combines two works of art by Max Bill: the wristwatch that he designed and his "grafische reihen" - an insider tip, and not only for Bauhaus enthusiasts.

The fascinating timepiece fully embodies the Bauhaus philosophy, reflecting the core motto of "form follows function" in every detail. The model is available in two exciting variants: with a lined index dial for admirers of absolute purism or a

dial featuring the Max Bill typography with Arabic numbers for the hour markers.

On the back of the Edition 2017 the "variation" 1" by Max Bill is visible, enabling its wearer to carry the creativeness of the architect with them at all times. The "grafische reihen" (graphic series) reflects the continuous developments from geometric forms, which also are mathematically justified: With "variation 1" the side of a polygon simultaneously forms the side of the next polygon. Both versions are equipped with a special strap featuring the colors used in "variation 1" on the lining leather.





Max Bill Edition 2107



Max Bill Edition 2107 Back



CENTER STAGE



















Jewelers Photography Lightbox

Designed for use in the workshop, at home, or wherever good digital photos are needed, the Gesswein Photo Imaging boxes offer a controlled lighting atmosphere to produce the highest quality digital photos of your jewelry. Whether you need photos for advertising, catalogs, website or logging repair intake; natural wrap-around lighting is the key to bringing out the best in all your images thus bringing in sales. A single rocker switch controls fluorescent lights (5000°K +/- 10%) located in the front, base and back panels while the other rocker switch controls the super bright LED light panel located at the top/front of the interior of the lightbox.

As some jewelry requires less atmospheric light to control "hot" spots, each lightbox comes with 3 dimmer controls (one for each light panel). Bright white interior side panels and door provide the perfect reflective surfaces to complement the diffused lighting and thus creating a shadow-free atmosphere. Shoot from either the top (Brackets provided) or from the front on a tripod (Not Included). Magnetically hinged door can easily be opened and removed should the camera be mounted on a tripod in the front. Available in 4 models (Mini (817-0700), Small (817-0701), Medium (817-0702) and Large (817-0702). Manufactured with sturdy construction and compact for easy portability.

Gesswein Lightbox Includes:

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- Dust Cover
- Camera Bracket Short & Adjustable (For Most Cameras)
- Camera Bracket Tall & Fixed (For SLR Cameras)
- Magnetic Front Door



- Three Accent Lights To Add Color to Your Photo (Green, Blue and Off-White)
- A/C Power Adapter/Cord (Dual-Voltage 100/240V)

For more information visit: www.gesswein.com

Namuri Introduces New Diamond Gift Concept

A new and original diamond gift concept has been introduced by Namuri of Rome. The Namuri Collection is a celebration diamond gift for special family occasions. In an ever so crowded marketplace, finding new products which broaden business opportunities is always a challenge. The Namuri Collection is a completely new to market idea and opens up many new selling opportunities.

The arrival of a new baby, or a first birthday or any family baby occasion is a perfect opportunity to celebrate with a special gift. Namuri introduced their new collection to do just that. The collection is comprised of four products - Namuri Baby, Namuri Prints, Namuri Mamma and Namuri Events.

Namuri Diamond celebrates those special family moments with a precious diamond presented in an elegant presentation box packaged with a variety of different baby gifts.



The range of cheerful diamond pendants to celebrate the newborn baby in various forms: baby boy, baby girl, tiny hand, baby foot, little angel, star, crescent moon and more. And the gift is crowned by a precious diamond accompanied by its own personal passport detailing the unique characteristics of the diamond.

For your jewelry store, this stimulating new idea expands gift opportunities for special family events and moments to remember. Namuri has been created with new Mom's in mind but the target demographic is much broader. This is a gift for all your customers looking for an original gift idea.

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Market Place

MARKET PLACE

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David Kidd, International Marketing Manager of Namuri, says that "the feedback we have received from the US market so far has been beyond very positive, there really is nothing like this in the marketplace."

Retail prices range from \$100 for smaller diamond carat sizes up to \$1,500 depending on the diamond carat size selected. The client can choose the gift to suit their budget.

A product marketing package for retail jewelers has been created to drive customer interest and create excitement around the brand. To become a partner dealer, receive marketing samples, web images, social media campaigns, retailers are invited to contact David Kiddatkidd@mpausainc.comorcall 877-424-6921.

New Horizons Jewelry Show Announces Workshop **Speakers**

New Horizons Jewelry Show is proud to announce the addition of Ben Smithee, CEO of The Smithee Group, and Bob Phibbs, the Retail Doctor, to the lineup of industry experts speaking at pre-show workshops. Ben Smithee will share his knowledge of Digital Marketing, how to integrate digital and traditional media, and ways to reach Millennials and younger generations in the day long Marketing Workshop.

Bob Phibbs will be discussing the challenges and current state of the industry, as well as training and techniques on how to increase retail sales numbers in the day long Sales Workshop.

Both Smithee and Phibbs have worked closely with the jewelry industry during their careers. Ben Smithee has worked with Sterling Jewelers and currently serves on the International Board of Directors for the Women's Jewelry Association. Bob Phibbs has over 30 years of retail experience and helped creatively with Hearts on Fire.

"I'm excited to have both Ben Smithee and Bob Phibbs teaching at the pre-show workshops this year." said New Horizons President and Show Director, Jim Reed. "Their expertise in their industries is sure to leave every person attending with more than one piece of advice to take home and execute on." New Horizons Jewelry Show is holding two different, full-day intensive workshops that will incorporate opportunities to learn in interactive segments throughout the day and apply what is taught during the workshops.

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Both workshops will only be open only to 100 individuals each.

For more information, please visit: NewHorizonsJewelryShow.com/conferences/

WHAT: New Horizons Jewelry Show

WHEN: Conference Day - Saturday, August 19 Show - Sunday, August 20 through Monday, August

21, 2017

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



Bob Phibbs



Ben Smithee



Virtual Diamond Boutique B2B platform has a New Look

Leading the trade in tech innovation, the free Virtual Diamond Boutique™ app is rewriting the language of the industry. The company's new logo demonstrates a commitment to diversified offerings, with five retail pillars. Meant to increase the bottom line, VDB gives options and opportunities to designers and storeowners. The purple and white logo remains distinguishable within its round stamp, encircled in silver, with the words "Your New Storefront" underneath. Meant to evoke the look customers are used to, with a modern twist, the five pillars are stamped below, each with an identifying color and image. From left to right they represent: purple/diamond for the diamond section, blue/table of a gemstone for the colored gemstone section, green/ring for the jewelry section, red/ camera for studio, and multicolor/V for VIMS (VDB Inventory Management System).

Pillar 1: Diamonds. The search that started it all, VDB's diamond platform has hundreds of thousands of inventory options, cutting down on research and increasing the potential for those looking to expand their listing resources. Vendors can upload their stock seamlessly, including full certificate reports.

Pillar 2: Colored Gemstones. Fun and easy to use, VDB's newly launched colored gemstone section is revolutionizing sourcing. Search by stone type, color, shape, origin and budget, among dozens of other options, as with the diamond search. In-app real time messaging and communications allow for buying, holds and memos with immediate results.

Pillar 3: Jewelry. Coming this fall, VDB will bring jewelry to the mix. For now, the move can be anticipated in the mint green pillar, but stay tuned for the third quarter launch, just in time for holiday stocking.

Pillar 4: Studio. During the Vegas trade shows, the industry had its first look at Studio. The product itself will officially launch in a few month's time. Now, a smartphone can be used to eliminate the need for expensive photography equipment. Think 360 degrees of in-house creative media, scaled.

Pillar 5: VIMS. VDB Inventory Management System (VIMS). This cloud-based system will seamlessly integrate the entire VDB app. With a login, managing inventory on the app, assigning other users, changing markups, uploading goods, and alternating between environments as desired, is effortless. Tanya Nisguretsky, CEO and Founding Partner of Virtual

Diamond Boutique, says of the rebranding initiative, "We have decided to take an omnipillar approach to help the industry from all sides. Virtual Diamond Boutique's rebranding has five moving parts to help retailers better promote themselves, making it affordable to create marketing materials in-house. It helps vendors list inventory virtually, with better reach and organization than traditional pen and paper. The only cost to storeowners is the time taken to educate sales staff. As someone who has been in the industry for years, my team and I understand the struggles, and we wanted to create a product that worked to benefit everyone, from selling to sourcing."

Accessible 24/7, from anyplace, the free Virtual Diamond Boutique can be accessed on a desktop, or on the App or Google Play stores for the iPhone or Android. Learn about how to sign up and get a free username and password at www. vdbapp.com. Additional training tools are also available on the website. To learn more about Virtual Diamond Boutique™, visit www.vdapp.com. For answers to any questions, contact by phone at 212-221-0975 or email info@vdbapp.com.





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