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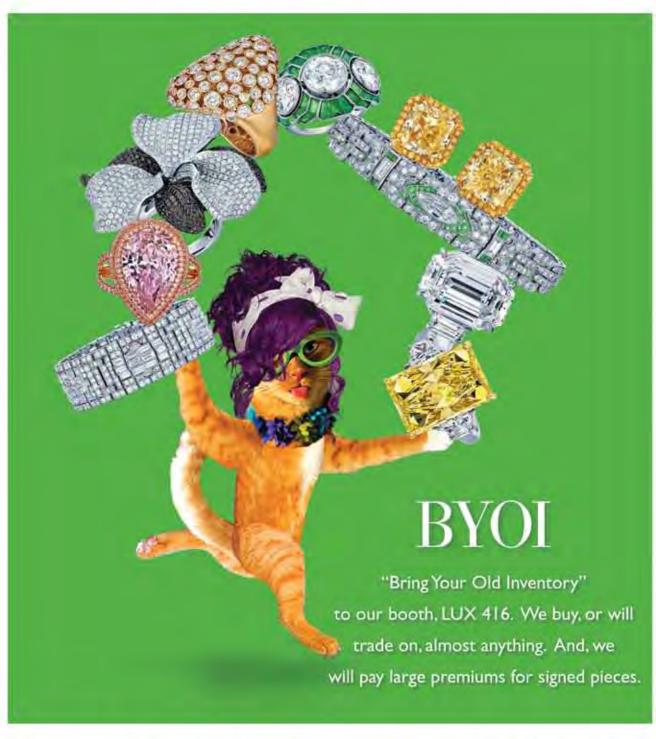
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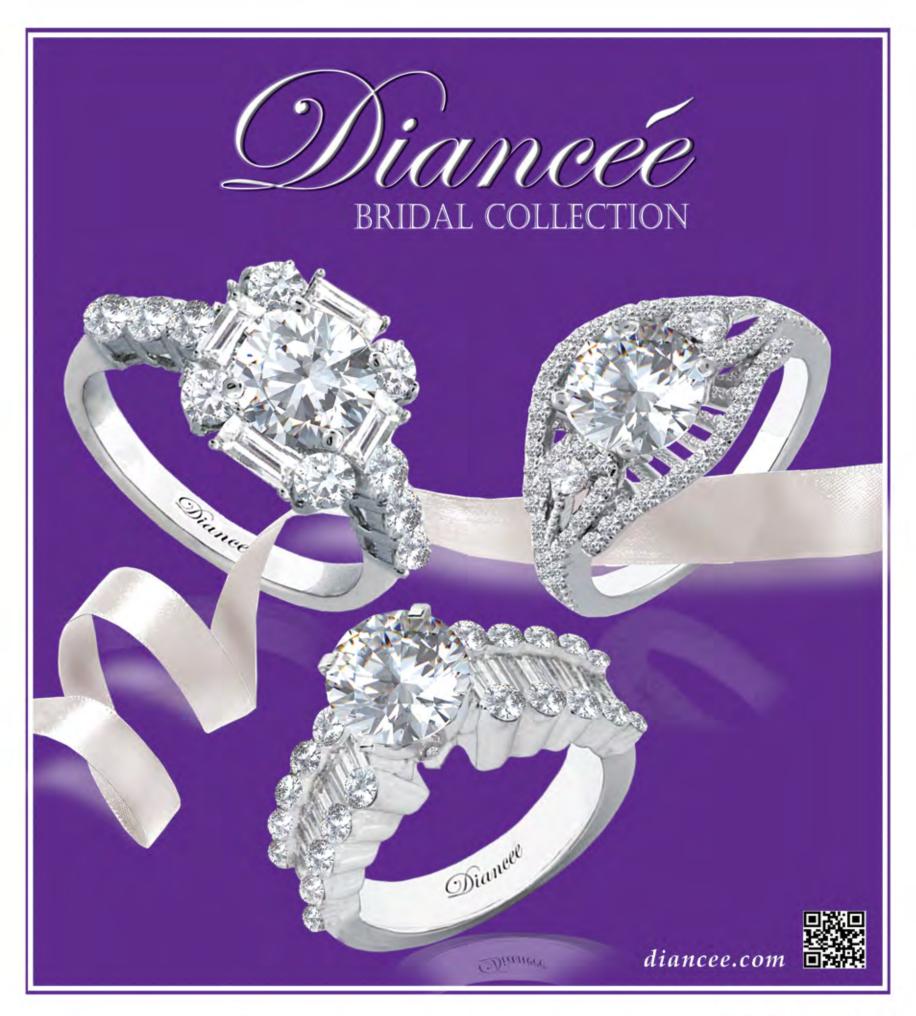
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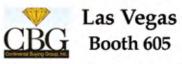






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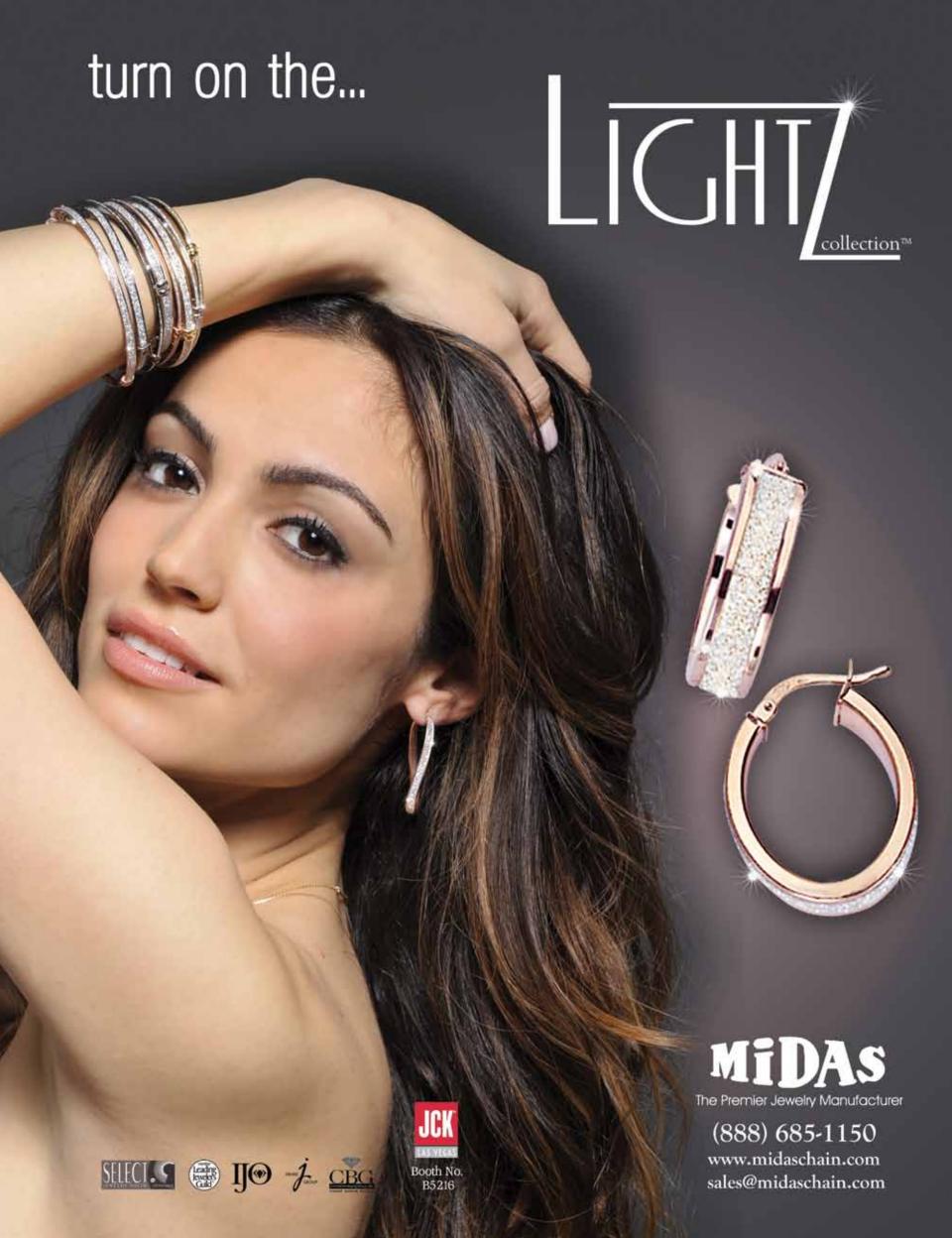


TABLE OF CONTENTS

JUNE 2013		
8	A Conversation with Yancy Weinrich, Group Vice President JCK	
10	The Definition of Insanity By Frank Dallahan	
14	A Multi-Billion Dollar Problem – Let's Fix This! Introducing the BrandShare Network TM By Abe Sherman	
18	Lies, damn lies, and statistics By John A. Politi	
24	OFFICE ROMANCE CAN HURT YOUR BUSINESS By Suzanne Courvisier-Mathis	
28	Traveling to a tradeshow? Follow Security Measures to Stay Sat By David Sexton	
14	Which comes first - the sales or the inventory? By David Brown	
32	Silver Jewelry Buying Trends – 2012 Summary Consumer Profiles Savor Silver Vegas Jewelry Exhibitors 201	
40	The Style Page	
42	Do The Things You're Not Supposed To Do By Tim Ell	
48	Do you have the right staff fit for your store? By David Brown	
50	Blogging Starts with a Good Story By Matthew A Perosi	
52	Mobile Apps Take Over The Bridal Jewelry Industry By Alex Hevia	
54	Silver Style Trends	
56	New and Noteworthy	
72	Center Stage	
78	Advertiser's Index	



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A Conversation with **Yancy Weinrich**, Group Vice President JCK



TRJ - Congratulations on your promotion to Group Vice President of the JCK Shows. As the new head of the industry's leading shows, what challenges have you experienced in taking over this role?

YW - Leading a strong brand portfolio is an exciting place to be today. I'm fortunate to have been an exhibitor of JCK,

and also being a part of a number of industry groups I have the opportunity to take a step back and look at what we are doing from a customer perspective and that allows me to ensure that what JCK is doing is providing value to our customers. I see it as opportunity. With the jewelry industry in and of itself seeing significant changes, I need to make sure that JCK is providing that essential connection that our customers need. We understand the importance that shows deliver for the business and we work throughout the year to make the connections for buyers and sellers whether it be at the show in Las Vegas, NY or Panama – and now with our JCK Marketplace we can help them make that connection online 24/7.

TRJ - What changes have you implemented for 2013 and what were the rationales for these changes?

YW - JCK continues to evolve to meet our customers' needs. We make sure we have the pulse on what's happening and we work throughout the year talking with customers through store visits, online surveys, and our advisory boards, to ensure we are meeting the jewelry industry's needs - both exhibitors and retailers. We know retailers come to Las Vegas to see the large selection of products and to see the newly launched products first-hand. There is a lot to see at the show so our real focus is helping retailers to plan and make the best use of their time while in Las Vegas.

With our online planning tool - My JCK Show Planner retailers can now preview the show floor and exhibitor list, create their own agendas of who they want to see - and now we are providing recommendations based on their product interests. It's like virtual match-making. We're doing more of this because we know that retailers who have used our My JCK Show Planner have been able to maximize their results.

JCK Mobile 2013 will be released in May, this is another essential tool I enourage all retailers to download (jckmobile.com) and use (PLUS it's FREE). This is really the Show Guide in your hand, and it will allow you to GPS your way from booth to booth. There is also a QR scanner in the App where you can scan the exhibitor's badges you met with and it will track who you saw at the show. After the show we'll send you an email with your personal list and a link for more of their products on JCK Marketplace. Show Specials are really important too. We're helping to facilitate buying at the show; our exhibitors are offering great specials you can only receive in Las Vegas. Be sure to look for those offers on My JCK Show Planner, JCK Mobile and at Registration.

For Experience at the show, we've added new lounges with great content throughout the day and happy hours take place there in the afternoons. Be sure to check out our Social Lounges is the hip new hangout place with a live Twitter Wall. We have daily fashion shows that our retailers really enjoy.

We've partnered with Saks Fifth Avenue to pair the latest runway fashions with jewelry from our exhibitors. And JCK Rocks the Beach will be amazing this year with headliner Maroon 5. We're created

programs, events and special hotel room blocks to support Prestige Promenade and LUXURY at ARIA this year and it's becoming the place to stay while in Las Vegas. We have daily direct connect shuttles to and from the show. In the evenings we'll have a late night lounge where the industry can get back together after dinner and continue

And it doesn't end when you leave the show. While retailers are at the show, they have the opportunity to scan QR codes of every exhibitor they meet with, and JCK provides that list of exhibitors to the buyers after the show to remind them of who they saw, as well as it drives them to the exhibitor showrooms on JCK Marketplace after the show.

TRJ - How do you look at Las Vegas becoming literally the "show" place for the US jewelry market with the other shows now entrenched in Las Vegas? (Couture? Antique and Estate Jewelry?)

YW - There is certainly a lot to see and do while in Las Vegas. Each of the events has found their niche in the market and together brings value to industry and a reason to come to Las Vegas. We work collaboratively so while retailers are in Las Vegas they are able to do the business they need to do.

TRJ - Obviously, with these other shows, a retailer's time is now sliced even thinner and thinner in terms of how much time to spend in Las Vegas and then how much time to devote to the various shows? Have you done anything to facilitate travel to the other shows for the attendees or do you just leave it to their judgment?

YW - We have partnered with Couture and the Antique and Estate Jewelry Shows to provide transportation between their events and

TRI - What are the expectations of the various JCK Shows for this year (JCK, Luxury, Swiss Watch)? Same numbers as last year? Increase? Decrease?

YW - JCK has seen double digit attendance growth in the last few years. The shows are all healthy and I am hearing that we're starting to see movement in the industry again. So we're expecting to see a good turn out this year and look forward to welcoming our first-time buyers and new International Delegations of buyers.

TRI - Will you give us an overview of the JCK Las Vegas Shows for 2013 from the 30,000-foot level? How many vendor exhibitors?

YW - We have over 2,600 exhibitors showcasing product this year and strong global representation of approximately 900 exhibitors.

TRJ - How many retailer stores attend the show? How many retail personnel attend the show?

YW - JCK retailers account for close to 8,500 store fronts from domestic and international representation. We've organized delegation of buyers from Russia, India, China, Mexico, Latin America, and Brazil this year too that we are excited to welcome to JCK

TRJ - Any final message for our retail jewelers?

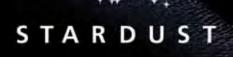
YW - JCK is the place to be, it's important, comprehensive, and let's not forget - it's fun! It's going to be exciting event, and there is tremendous opportunity for all jewelers (owners, buyers, managers, and sales associates) there. If you haven't made your plans yet, I encourage you to do so – a few days with your colleagues and friends is a great way to re-charge -- plus you'll come back with new ideas. We're looking forward to seeing you in Vegas.

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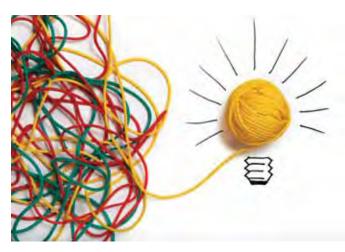
FROM ROYAL CHAIN'S SILVER COLLECTION





The Definition of Insanity

By Frank Dallahan



We all know the humor in the line the definition of insanity is doing the same thing over and over expecting a different result. Ever since joining the jewelry industry many years ago, the question of inventory overstocks has been a thorn in the sides of retailers and suppliers. Someone has taken the true wisdom of that definition and done something about it. Read on and come to your own ah-ha moment.

The question of non-performing inventory is a regular topic of discussion in The Retail Jeweler Magazine. For the most part, the question addressed by a variety of editorial contributors is specifically focused on the individual store and the storeowner's data management and sales systems, the store's policies and other approaches as to what to do with the non-performing stock.

No one, to my knowledge has ever addressed the question from a practical macro perspective until now. The following article by Abe Sherman, President of Buyers Intelligence Group, applies some very original thinking to the question and at the same time Sherman has considered the practical realities of moving merchandise from one location to another into account. He has developed a unique system that facilitates a market place approach to address the problem of merchandise that has not sold well enough or quickly enough in one location and moves it quickly and efficiently to another location that is actually looking for the same piece. The method bypasses the usual return the goods to the manufacturer routine and instead moves the merchandise to another retailer who is looking to order that particular piece.

Abe Sherman developed a unique system that facilitates a market place approach to address the problem of merchandise that has not sold well enough or quickly enough in one location and moves it **QUICKLY** and **EFFICIENTLY**

to another location that is actually looking for the same piece.



As Sherman points out in his rationale, manufacturers and suppliers who do agree to accept merchandise for return typically apply a 2 for 1 or a 3 for 1 compensating order to the transaction. Even then, manufacturers typically hate taking returns and do everything they can to avoid them. While understandable from the manufacturer's perspective, this method does nothing but exacerbate an already serious problem at the retail level.

There will be those who will nay-say the concept. But, Sherman has put a good deal of very practical thought into the idea and how it will be executed. One of the important tenets of the program is to assure that authorized dealers of specific branded products will only be able to trade with other authorized jewelers of the same brands. Manufacturers will not lose control over their distribution channel and they will not have to deal with the always sticky wicket of managing the question of returns.

While Sherman's article will be viewed by the cynical as a clever way to promote his new product under the guise of editorial, we at The Retail Jeweler ever mindful of our credo of providing independent retail jewelers with practical, useful ideas to help them improve their businesses present Sherman's idea in total for your thoughtful consideration. We think this concept is one of those ah-ha moments in business where one is tempted to think or actually say out loud, "how come no one else ever thought of this before?"

We appreciate Abe's confidence in The Retail Jeweler to be the first to announce this dramatic new idea to independent jewelers. We welcome your comments on the concept. Please write or better email to Frank@TheRetailJeweler.com, Andy@TheRetailJeweler.com, or EdCoyne@TheRetail Jeweler.com. Your comments, be they suggestions, critique, endorsement, or just plain questions about the logistics of the program are very welcome. Building a successful product today is a combination of disciplines, among which communication is critical. For a good idea to come to fruition, challenging questions are necessary.

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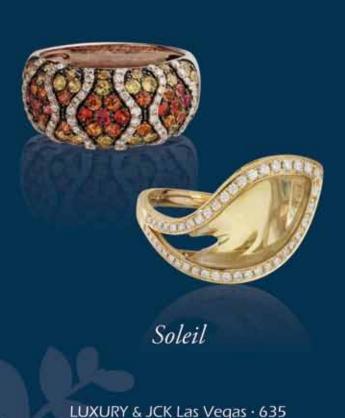
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A final point on full disclosure...Abe Sherman and I have known each other for many years. We first met when he was running his retail jewelry store in Flemington New Jersey. I had returned to Krementz & Co to lead the sales and marketing functions for the Krementz Overlay and Shiman Religious divisions. Sherman's store sold more Krementz Gold Overlay products than any other store in the country Krementz' Regional Sales Manager, Lynn Grimm invited me to visit the store, to meet Abe, and to see first hand what an excellent inventory control system Krementz and Sherman had developed. Interestingly enough, Sherman and Krementz had already worked out a solution to non-performing inventory where Krementz would accept for return merchandise that did not sell through. Richard Krementz believed very much in the notion that Krementz retailers should not be burdened with unsalable merchandise because Krementz had approximately 5,000 retailers selling Krementz Overlay. Any merchandise returned could be/would be re-circulated to one of the other accounts.

Any good trade publication exists and prospers when its editorial is independent from its advertising function. In the marketplace, this separation is referred to as "the separation of church and state." The Retail Jeweler has relationships with all of its advertisers. However, there is no guid pro guo when it comes to editorial for advertising. That said, we would run verbatim Abe's announcement article whether he advertised in the magazine or not because it is so unique and different from all of the methods used in the past to address this problem of unsalable inventory. The fact is that the staff of the Retail Jeweler is small and each of the partners necessarily wears different hats. None of us is so foolish that we would jeopardize the editorial independence of the publication for a few ads. Our principle obligation and objective remains to bring useful, actionable information to the independent jewelers of this country, Puerto Rico, and the US Virgin Islands to help you run more profitable operations. Abe Sherman's concept and program is a serious way to do just that. We applaud him for his insight, experience and his determination to do something useful to fix this problem.

Please turn to page 14 to begin Abe Sherman's article



Frank Dallahan

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

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A Multi-Billion Dollar Problem – Let's Fix This! Introducing the BrandShare NetworkTM

By Abe Sherman

The auto manufacturers have this one right... it doesn't matter which dealer sells their car, as long as someone sells their car! If you've ever sat in a car dealer's showroom looking for a specific car in a specific color with specific options, you aren't surprised to learn that the dealer whose showroom you happen to be in doesn't have what you are looking for. How do they get you the exact car you want? Do they order a new car to be built for you from Detroit, Germany or Japan? Do they tell you you'll have to wait 6 – 8 weeks until it comes in? ...Well, maybe, but only if they have to. The way they find you that car is by logging onto their manufacturer-provided dealer-network so they can find the exact vehicle you are looking for among all of the authorized dealers in their market area. We accept this as normal since it makes so much sense to us, as consumers looking to buy a specific car.

The auto manufacturer doesn't care who sells the car, they just want the inventory sitting in showrooms to clear out as efficiently as possible so they can keep their own production lines moving. Building exactly the right number of cars in the right colors with the right options is a constantly evolving process, informed by the buying public each time a car is purchased

off a lot or put into production as a special order. Produce too many of a particular model or color, and someone will likely be stuck with that inventory at the end of the year. Produce too few and risk missing out on tens of millions in potential profits within that model year. And the real rub is they have to go through this every model year - because in the auto



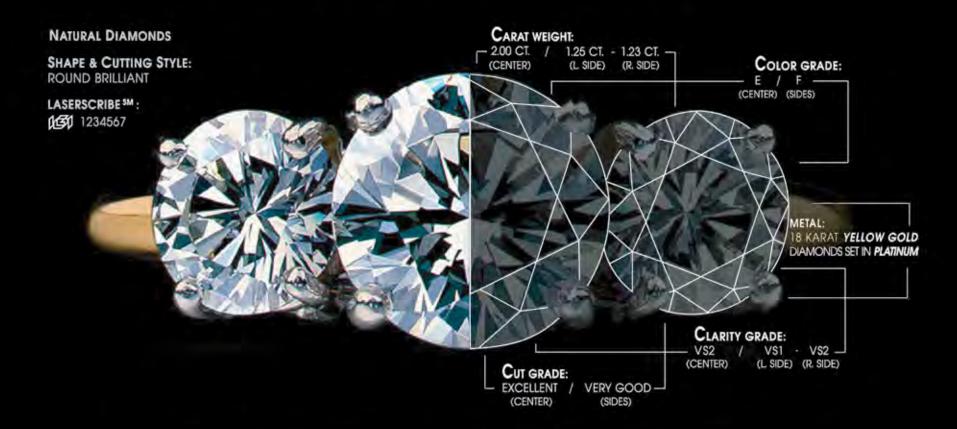
industry, each and every product has a life cycle. Last year's inventory is devalued immediately – in effect punishing the industry for poor production or inventory planning.

Our two industries think very differently about several important issues, however. In our beloved jewelry industry, for example, when a customer is looking for a specific item that we don't have in stock, we think nothing of ordering a new one, making the customer (and us) wait upwards of 6-8 weeks before we can deliver that item and collect the dough. Where the auto industry provides the systems to allow dealers to buy or swap cars among themselves, the jewelry industry doesn't provide that same transparency. In fact, the jewelry industry thinks very differently about who the ultimate consumer is. The car companies believe that the consumer is their customer and they use their dealer network to facilitate the sale and servicing of their brand. However, jewelry manufacturers believe (or at least they act as if) the retail jeweler is their end customer. There are some stark ironies created by the distinctions between these opposing philosophies.

The auto industry supports dealer-to-dealer swaps, year-end blowout sales and incentives to encourage the sales of aging inventories. The result is they are constantly supplying their network with new models resulting in the dealers being left with precious little aged inventory at the beginning of each model year – furthermore, that aged inventory is incentivized by the manufacturer to sell first. The jewelry industry takes the exact opposite approach. For starters, jewelry manufacturers do not provide systems for retailers to trade among themselves. In fact retailers are often forbidden by brands to ship "their" (the brand's) merchandise to other retailers, even those who are authorized dealers of that same brand.

Furthermore, jewelers are forbidden by the brand (or at the very least, strongly discouraged) from discounting the aged inventory, but, at the same time, the brand is often not willing to take that inventory back. I should point out here that I am not an advocate of manufacturers just taking back aged inventory

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(what are they supposed to do with it!) without a clear path of how to unload that inventory.

So, here we are – decades of inventory build-up, an industry without any transparency between manufacturer and retailer and we find ourselves in situations where, often, the relationships between brands and retailers are strained. Retailers want the manufacturers to help them out of non-performing inventory and manufacturers continue to up the ante (inventory requirements) in order for the retailer to remain an authorized dealer – or at least to remain an 'exclusive dealer' in their markets.

Ultimately, this is not a healthy environment for either party. While each side complains (albeit sometimes quietly and to anyone other than the manufacturer), the problem of non-performing inventory in our industry remains problematic. Well, we now have a solution that can do something to significantly improve this situation for both parties.

We are introducing the **BrandShare NetworkTM**, a standalone service built on the Balance to BuyTM database. The concept is simple: Adopt the solution provided by the auto industry.

BrandShare NetworkTM retailers will be able to buy, sell or trade with other like-branded retailers who carry those brands. This is a permission-based system, where all participants will decide which manufacturers they want to have listed under their name and which retailers they would like to deal with.



BrandShare Network™ retailers will be able to buy, sell or trade with other like-branded retailers who carry those brands. Only retailers who carry that brand are able to buy or sell with other dealers – hence the name, BrandShare Network $^{\text{TM}}$. We have built the network for like-branded retailers to trade among themselves.

BrandShare Network™ Benefits:

- Completely permission-based you decide who to deal with and what brands to show
- Search the BrandShare Network™ database 24/7 for inventory instock in other stores
- Buy items at lower costs than current replacement cost
- Receive the item in days, not weeks
- Sell your aged inventory to other like-branded jewelers
- No need to stock balance with the vendor at 3:1 or worse
- Maintain brand integrity by selling your aged inventory to other authorized dealers
- Improve your cash flow
- Improve your margin
- Find discontinued items sitting in other retailer's inventories
- Use BrandShare Network™ as your exit strategy when you part ways with a brand
- We collect no commission
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We will be accepting applications for the BrandShare Network™ in a few weeks. Our Plexus Performance Group™ members have already begun buying, selling and trading inventory within their Plexus groups; saving money while helping to move out aged inventory from other jewelers. Now we are reaching out to jewelers who carry a wide range of brands to expand the inventory pool and finally begin to fix the problem of non-performing inventory. Visit www.BrandShareNetwork.com or info@BrandShareNetwork.com for pricing and instructions on how to sign up. Of course, you can always feel free to email me directly, abe@bigjewelers.com.



Abe Sherman

CEO Buyers Intelligence Group™ info@bigjewelers.com





LIES, DAMN LIES, AND STATISTICS By John A. Politi

Everyday we're subjected to various interpretations by the usual Wall Street "talking heads" and television squawk box personalities regarding the economy and where it's headed. Leading indicators, lagging indicators, coincident indicators zigging, zagging, sagging and flagging - do we really need them to make our heads spin even faster. I'm not sure about anyone but myself, but in many instances (when out shopping) I seem to be receiving far less in terms of quality and quantity, but it's costing me a whole heck of a lot more. I've been reaching further down into my pocket too when paying at the checkout line. But, to listen to the government and our think tank economists tell us, "inflation has been conquered and is under control - it's at a sustainable level where it will inflict no harm" – Ha, Bah Humbug! We understand that these political and corporate pundits are sharing predictions with us reaching out six months hence, but what about the here and now - today please. What if the percentages for the CPI (inflation) that we're being force fed aren't really true. Are we just possibly being viewed as crash test dummies or tomorrow's

Because the pundits' predictions are often unreliable – purposefully so or not – it is important to develop your own understanding of the economy and the factors shaping it.

foie gras? What about the Unemployment Rate – am I sitting at Ming's and it's a choice from Column A, B, or C. Last time that I looked 5,000,000 jobs accounted for back in 2007 – vanished in a matter of months. These were white-collar jobs held by a well-educated and stable male population 50+ years old. While discussing this topic with some friends I was reminded that Ben Bernanke, Chairman-Federal Reserve Bank, made a prediction in 2007 that the United States was not headed into a recession. In addition, he shared that the stock and housing markets would be as strong as ever. That in itself should make you realize that today without a trusted advisor at your side, it's every man, woman and child for themselves – and unfortunately, the lifeboats are riddled with holes.

Because the pundits' predictions are often unreliable – purposefully so or not – it is important to develop your own understanding of the economy and the factors shaping it. Paying attention to economic indicators can give you an idea of where the economy is headed so you can plan your finances and even your career accordingly. This leaves it up to you to enlist a professional to help with the heavy lifting. Together with your own personal financial advisor you can develop a comprehensive goals-based financial life plan. Haven't we all been taught that history often repeats itself?

There are two types of indicators you need to be aware of:

Leading indicators often change prior to large economic adjustments and, as such, can be used to predict future trends. **Lagging indicators**, however, reflect the economy's historical performance and changes to these are only identifiable after an economic trend or pattern has already been established.

I believe in the **Efficient Market Hypothesis** – the definition of which as shared in Investopedia is, "An investment theory that states it is impossible to "beat the market" because stock market efficiency causes existing share prices to always incorporate and reflect all relevant information. According to the EMH, stocks always trade at their fair value on stock exchanges, making it impossible for investors to either purchase undervalued stocks or sell stocks for inflated prices. As such,

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At GE Capital, we provide you **unmatched expertise** and a wide selection of financing options which create affordable purchases for your customers. Our program is designed by professionals from the jewelry industry and includes online tools that can be leveraged to help attract customers and grow your business.

For example, Jay Klos, president of Grogan Jewelers, Inc., was recently awarded the #1 Retailer Award in Alabama. The partnership that Jay has with Lesley Kralis, sales manager at GE Capital, has allowed Jay to focus on attracting customers because he has access to GE Capital's online resources and point-of-sale materials.

At GE Capital you can be sure people like Lesley, with over 20 years of industry experience, and her team are ready to help you build your business every day. Stop just banking, And start building.



LIES, DAMN LIES, AND STATISTICS

it should be impossible to outperform the overall market through expert stock selection or market timing, and that the only way an investor can possibly obtain higher returns is by purchasing riskier investments." There are many arguments for and against the EMH, and that's what makes the world go round and round. I've been more interested of late in the Lagging Economic Indicators – specifically CPI (Inflation), and the Unemployment Rate.

Unemployment Rate

The unemployment rate measures the percentage of employable people in a country's workforce who are over the age of 16 and who have either lost their jobs or have unsuccessfully sought jobs in the last month and are still actively seeking work.

The formula for unemployment rate is:

Unemployment Rate

Number of Unemployed

Total Labor Force

It is important to distinguish between the percentage of people who are unemployed and those who are simply not working. Some people may be in school full-time, working in the home, disabled, or retired. These people are not considered part of the labor force and are therefore not included in the unemployment rate. Only those people actively looking for a job or waiting to return to a job are considered unemployed. The Bureau of Labor Statistics takes 41, yes 41 pages to tell us about two key numbers:

The monthly change in nonfarm payroll employment, and the unemployment rate. Recently those numbers stood at 7.8%. Little do many of us know that the BLS has specific criteria for someone to be considered unequivocally unemployed. A major worry for me is that although the unemployment rate appears to be improving, the participation rate is drifting downward, and has continued to do so for some time now. The participation rate only pays attention to those either working, or looking for work. Non-participants such as the underemployed or discouraged worker are not counted. Recent U-6 unemployment rates declined to approximately 14% - U-6 being the "real" unemployment rate. It measures everybody considered unemployed plus a lot of others who

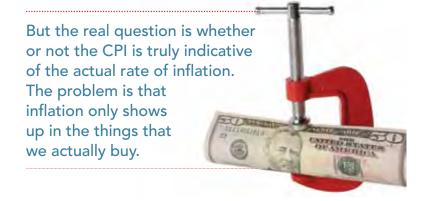


It is important to distinguish between the percentage of people who are unemployed and those who are simply not working.

are falling through the cracks. That points to upward of 16-18,000,000 unemployed individuals in our present workforce of just over 100,000,000.

Consumer Price Index (CPI, or Inflation)

The Bureau of Labor Statistics produces monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services. For "All Items" unadjusted over the past 12 months ending February 2013 this figure increased to 2.0%. But the real question is whether or not the CPI is truly indicative of the actual rate of inflation. The problem is that inflation only shows up in the things that we actually buy. Consider that your main costs are food, energy, education, and healthcare, and then inflation is a great deal higher than 2.0%. It all comes down to the Bureau of Labor Statistic's mix of items in the calculations and whether or not you buy into their concept of substitution i.e., steak vs. hamburger. The bottom line is that we can have the official inflation rate at a low level – even falling for certain items – while the amount that you spend out of pocket is rising!



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LIES, DAMN LIES, AND STATISTICS

At the end of the day this is very bad news for investors. Those investors who buy into the government's data that inflation is only 2.0%, when it might be 5-8%, may be making investment decisions that are almost guaranteed to erode the purchasing power of their money over time. This is especially true with low-yielding investments such as CDs, Treasuries, etc.

Once again we can blame our U.S. Congress that embraced the view that the CPI should reflect changes in the cost to maintain a constant standard of living. The end result is that the CPI has been moving toward the cost of living index (COLI). The overall result tends to result in a lower CPI. No doubt that these methodological changes and the switch from a COGI (the CPI is a Cost of Goods Index) to COLI as a purposeful manipulation that allows our government to report a lower CPI. The government's CPI for inflation is only 2.0% over the past 12 months. Listening to other well known and respected economists utilizing different methodologies tell us that inflation is between 5-8%. That's a huge difference!

Conclusion

First and foremost this column is not about our nation's politics, nor is it about my own ideologies. I'm afraid that we're reverting back to the mean – that terrible, nasty, bone-chilling mean of late December 2007 when things began to go pear-shaped. Like the Lotto, you must be in to win. Although, you now have available some of the most savvy, professional, and fiduciary-minded financial planners that have recently experienced first-hand a Great Recession. Either you prioritize your time now to adjust and re-set your portfolios for the long-term, or you're in for a below average retirement. With God's blessing, we'll all be around for decades longer than our predecessors—one race you'll never win without the aid of a personal financial planner

RECESSION

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is the race to the top. You've conquered almost everything to ensure a good life with your family and friends. It's time to seek input and suggestions from a trusted professional – in the end, it's all about you, and from a financial planner's perspective – that's what we do.



Surround yourself with an army of trusted professionals:

- Private Client Attorney
- Accountant
- Life Insurance Specialist
- Tax Attorney
- Personal Financial Advisor that works for a Registered Investment Advisor (RIA)
- And finally as I have always shared with my family, friends and clients - "Trust, but Verify."

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



John A. Politi, Jr

John Politi is a Financial Advisor with Main Street Financial Solutions, LLC, and Managing Director of their offices located in Harrison, NY. John's team provides comprehensive and customized, Fee-Based financial planning, consultation and investment advisory services for individuals, families and businesses. Since 2011, John has volunteered his time as the Executive Director of the New York City-based Jewelers for Veterans Foundation, a 501(c)(3) non-profit, dedicated

to connecting US Military Veterans with training, financial education & employment in the jewelry industry. John was recently named an Adjunct Professor and Director of the Action Learning Project, Hagan School of Business, Iona College. John holds an MBA in Financial Management, MBA-Advanced Certificate in Health Care Management, Series 65 (Investment Advisor Representative), and successfully completed the Financial Planning Certificate Program at the Lubin School of Business, Pace University. He is a Board Director for the Financial Planning Association-Greater Hudson Valley, NY, an active member of the American College of Health Care Executives, and the 24KT Club of New York. John welcomes your input and can be contacted at, jpoliti@ msfsolutions.com, or telephone (914) – 517-7574, fax (914) 517-7577.

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By Suzanne Courvisier-Mathis

The 2009 admission of David Letterman having relationships with several of his former staffers certainly highlights the issue of romance in the workplace. Although some may disagree, Letterman coming forward and admitting to his indiscretions, prior to this information hitting the press, is the best thing he could have done for himself, his reputation and his career.

In visiting jewelry stores over the years, we find that office romances are more prevalent than you might think. After all, we spend more time with colleagues than our family and friends.

The question then becomes: what policies do you have in place to deal with office relationships and sexual harassment?

The answer is that relatively few companies have formal policies in place governing workplace romance and/or sexual harassment. We believe this leaves you wide open to potential legal problems. According to a recent study conducted by the Society for Human Resource Management (SHRM), 72% of 617 companies surveyed did not have a written policy; 14% said they had an unwritten, yet well-understood norm in their

workplace, and 13% had no policy at all. If you are one of these companies without a formal policy, we highly recommend you reconsider and implement a well-written harassment and romance policy.

In an interview with Tory Johnson, ABC News Workplace Contributor & Home Work Anchor noted that 72% of workers who are having company romances go

public with them so many companies are adapting a "love contract." This is a contract that states their romance is consensual and relieves ownership and the company of any liability.

A "love" contact should be separate from your sexual harassment policy. Sexual harassment policies represent the law. A "love" contract is a legal document between the involved parties and their company.

Please make sure you have your legal counsel (preferably a labor lawyer) either write or approve all of your office relationship and sexual harassment policies. It's an investment well worth making to avoid possible legal snafus.

Although we feel that a "love" contact is important to have, we have seen very few of these company romances have happy

> endings. Someone almost always ends up getting hurt. Yet every day, we see employees, managers, and occasionally owners and principals taking this calculated career risk. Unfortunately, we also have seen these romances or liaisons de-rail many careers. In addition, it can become a very uncomfortable situation for not only the parties involved but other colleagues as well.

> As noted above, we sometimes see managers, owners, and principals become involved with one of their employees. This is dangerous territory and we highly recommend that you consider such behavior long and hard before entering into a relationship with one of your employees. Like with Letterman, it can create a very uncomfortable situation for you and the involved party,

> ESPECIALLY if you have a disgruntled employee

who gets wind of the relationship and tries to retaliate or "blackmail" you.

what you do best. It can and will cost you business.

It also can become very sticky if the relationship ends. You are just begging for this person to spread lies about you - not to mention the legal ramifications, which can be devastating and distracting from

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Please remember there is NO such thing as a "secret" in the workplace. It is inevitable that someone will find out, and it can get very ugly if you are exposed. If people do find out about your office relationship (and they will), the best thing you can do is to have a meeting with your employees as a group or individually to let them know what is going on. Some of you will maintain it is none of their business - which in theory is true. However, if you are taking the calculated risk of dating

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The Right Tools





one of your employees, there is a responsibility to tell the truth to your other employees if discovered. The worst things you can do are lie about the relationship, or try to hush the employees who know.

We recommend that like Letterman you admit to the relationship. Your employees will have a lot more respect for you if you TELL THE TRUTH rather than try hide it. We unfortunately have seen the result of lying or trying to hide relationships with a certain president and presidential candidate.

If you DO decide to get involved romantically with one of your employees, we strongly suggest that you have your attorney draw up an agreement much like a pre-nuptial. Please have this drafted and signed before things go too far. It is sometimes very difficult, if not impossible, to establish such an agreement after the fact. It is not worth it in the end, we promise you.

Here are three initiatives human resources experts believe that business owners and managers should implement to handle this delicate issue:

Have a formal written policy regarding workplace romances. Your policy should let your employees know that you expect them to behave discreetly and professionally at work (no public displays of affection), and



that any romantic relationships with their co-workers should be kept separate from work. Be very clear in detailing the consequences of violating this policy. It is also a good idea to have a policy that prohibits a supervisor or manager from dating any employee who reports directly to them.

Train supervisors and managers how to handle workplace romances. This is an area that is sorely lacking. Based on the SHRM study, only 12% of companies surveyed provide managers and supervisors with training on how to handle workplace romances.

It is important that your managers know how to discreetly address any issues that may arise from romantic or sexual

relationships at work, as well as how to "coach" a dating couple if their relationship is affecting productivity or the work environment. Managers also should know how to deal with any negative issues that may arise in the office concerning same-

sex workplace romances; how to handle office scandal concerning workplace relationships; what disciplinary actions will be taken if an office romance ends badly and the resulting behavior is disrupting the workplace; and what immediate action will be taken should an office romance turn into a sexual harassment case.

Your employees will have a lot more respect for you if you

THE TRUTH
rather than

try hide it



Have a formal written policy regarding sexual harassment. This policy should clearly define what constitutes sexual harassment (the law), detail how a sexual harassment claim will be handled, and spell out what will happen if the behavior continues. The policy also should be included in your employee manual and in all company policy documents. All policies concerning sexual harassment in the workplace should be signed by EVERYONE on staff to confirm that they understand the issue, the corporate policies and the consequences.

It is very difficult, if not impossible, to stop romance from happening. It is even more difficult to institute a policy of NO dating at work, because

it happens so frequently when people spend so much time together. Take this issue very seriously to protect yourself and your company. Institute policies such as a "love" contract that will discharge you from liability, should your employees decide to admit to having a consensual relationship. Also, have a sexual harassment policy (the law) in place. Lastly, should you decide to engage in a relationship with one of your employees, putting such policies in place can save you from an enormous distraction – and can protect you from potential legal repercussions.



Suzanne Courvisier-Mathis

Suzanne Courvisier-Mathis is president and founder of Diamond Staffing Solutions Inc., one of the jewelry industry's leading placement firms. Diamond Staffing Solutions is an official AGS sustaining member. Suzanne's column mail: suzanne@diamondstaffing.com.

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TRAVELING TO A TRADESHOW? Follow Security Measures to Stay Safe



By David Sexton

If you're attending an upcoming jewelry tradeshow to check out the latest designs and innovations, remember to take precautions against the jewelry thieves who may be joining you on your travels. Jewelry tradeshows are a magnet for attracting some of the most dangerous jewelry thieves in the industry. Jewelers Mutual Insurance Company has security tips to help keep you and your inventory safe when you travel and while you are at your next tradeshow.

The following best practices apply to both retail jewelers and manufacturers/suppliers headed to a trade show. Some apply more specifically to manufacturers/suppliers than to retailers. Being aware of your surroundings at all times is critical. The bad guys can't tell if you're a retailer or a manufacturer and frankly they don't care. Their focus is to get what you have.

Don't forget to stick to the basics. Always remain alert and aware, and don't let your guard down. Review these basic security guidelines to help keep you safe at shows: Expect, but don't fall for, distractions.

- Carry a fully charged cell phone, preloaded with local emergency phone numbers. Remain alert and be aware. Watch for people casing or following you. Thieves view any briefcase, bag, or container as bounty. They don't ask questions first. Wear your name badge only on the show floor, never outside the exhibit area. Never hold or attend informal jewelry shows in non-secured locations. This is extremely dangerous for both vendors and buyers.
- When leaving the show for the last time, surrender or destroy your badge.

Before traveling to and from your next tradeshow, take these necessary precautions:

- Review your coverage. Work with your experienced insurance agent to examine your current coverage. Most jewelers block insurance excludes coverage while at tradeshows. Therefore, increase your off-premises travel limit of coverage if your normal travel limit is insufficient.
- Plan your travel. Know where you will be traveling and how you will get there. Your planning should include an alternate route that you can take in the event you are unable to follow your original plan, as well as a destination of safety you may need to go if you suspect you are being followed.
- Proceed with caution. Whenever you travel with jewelry merchandise, always remember to keep the merchandise in your possession at all times. Make sure the vehicle you drive is appropriately serviced and maintained and that en route you keep the gas tank full. Be alert and watch for suspicious vehicles following you. If you sense somebody is following

you, call 911 on your cell phone, and proceed immediately to your destination of safety. Whenever you must use public transportation, choose taxis available by dispatch.

 Whenever you fly with merchandise, pre-arrange for a private airport security screening so that you can keep an eye on your merchandise at all times during the security screening process.

To stay safe while you are attending your next tradeshow, follow these safety precautions:

- Choose the right hotel. Thefts in hotel/motel parking lots remain the sites of many off-premises jewelry crimes. Mitigate the risk of these crimes by choosing a hotel/motel with an inside room entry and with a well-lit and traveled parking area. Make sure you enter through the main lobby and avoid staying in a room on the ground floor.
- Before you settle into your room, conduct an inspection to make sure the room is appropriately secure, and lock your door whenever you are in the room. Absolutely never open your door for unexpected visitors without positive identification, even if they claim to be hotel staff.
- Buy and sell with Security. Virtually all tradeshow transit losses can be prevented by using a reputable armored courier service experienced in transporting high-value merchandise, to and from the show. Whenever leaving your merchandise overnight at the show, utilize the vault or designated security area provided at the show. Avoid taking possession of jewelry at a show— rather have the vendor ship the purchase to your business. Lastly, always confirm your coverage in these situations with your insurance agent.

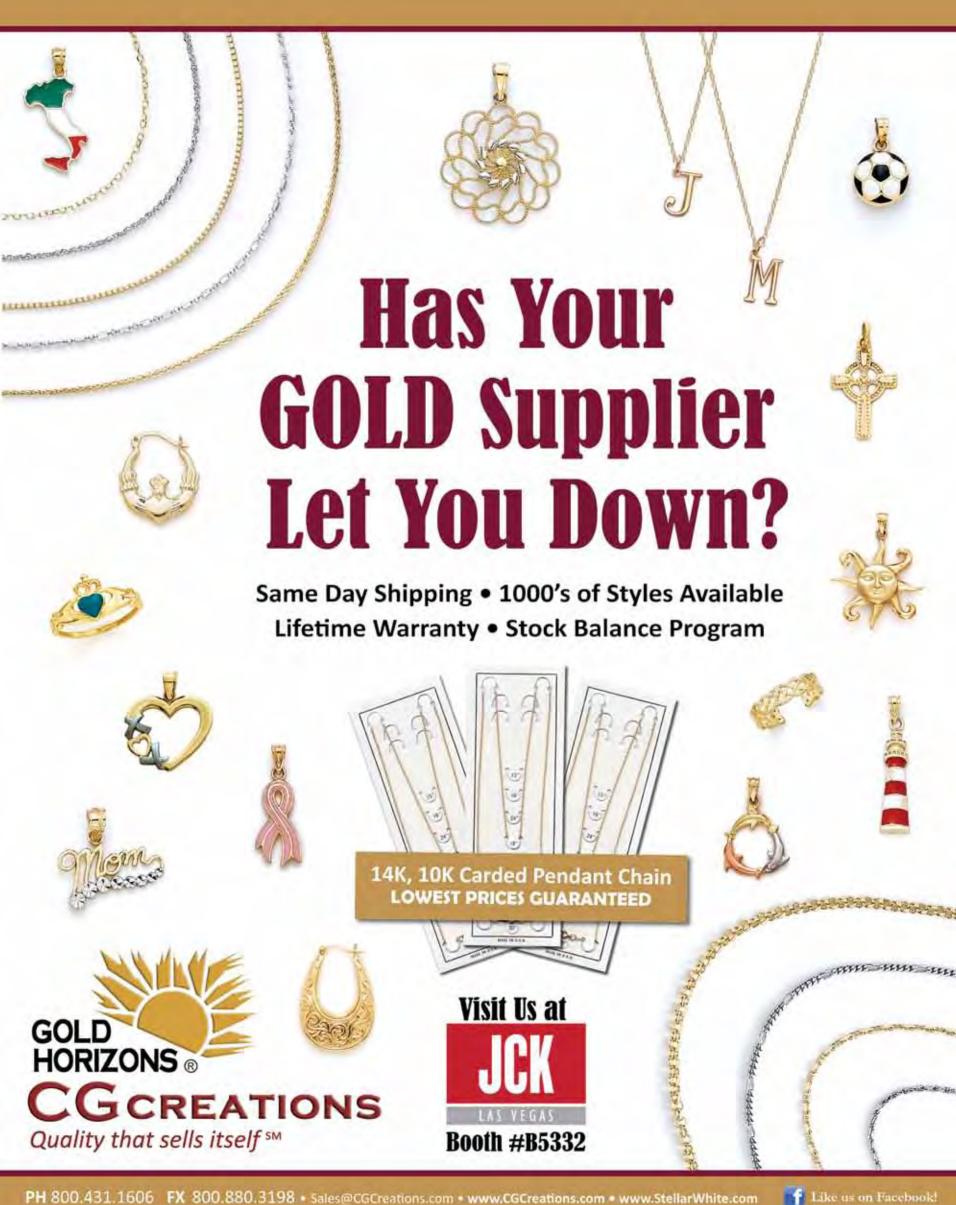
The best way to stay safe while traveling and attending a tradeshow is to make these security measures part of your normal tradeshow preparation. To learn more about traveling with jewelry, take Jewelers Mutual's free, online security course, Danger on the Road, at JMUniversity.com. Find even more security information to help keep you and your store safe and secure at JewelersMutual.com.

To learn more about Jewelers Mutual's coverage options or to find an experienced insurance agent in your area, contact Jewelers Mutual at 800-558-6411.



David Sexton

CPCU, Vice President of Loss Prevention at Jewelers Mutual Insurance Company



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SILVER JEWELRY

BUYING TRENDS – 20°

- 2012 SUMMARY



Introduction

The Silver Promotion Service and National Jeweler/Nielsen have conducted market measurement studies for the past four years to gather relevant data on the performance of silver jewelry in the US. The study includes relative performance of sales, margin contribution, price points, and comparisons with other product categories in jewelry stores.

Key 2012 Findings

19%	Silver Jewelry sales at retail increased on average by 19% over the prior year.
77 %	77% of the participating jewelers reported sales increases in 2012.
24%	Silver jewelry accounted for 24% of their dollar sales and 31% of units sold.
74 %	74% of the jewelers increased their silver inventory in 2012.
28%	The jewelers who increased their silver inventory increased it on average 28%.
51%	51% stated that silver jewelry has the best inventory turnover rate in 2012.
42%	Silver Jewelry's margin contribution was rated best by 42% of the jewelers; diamond jewelry was second at 24%, followed by gold at 20%.
49%	49% of jewelers surveyed said the best price point were \$100 to \$500.
62 %	62% of the retailers said the age group buying the most silver jewelry is 20 to 40 year olds.
47%	47% of retailers said the best-selling opportunity with silver is female self-purchase with gifting second at 31%.



SILVER JEWELRY



Consumer Profiles

The following consumer profiles may be used with when facilitating jewelry sales. They will help sales staff better serve clients through an improved understanding of their interests and motivations.



The Gift Giver

66 I don't really know what to buy my niece for her birthday. I usually ask sales staff for advice and I usually go with what they suggest.

Goal: To give the perfect gift.

- Tends to be male, purchasing for a female.
- Is a relatively experienced jewelry buyer, though he has little knowledge of metal qualities. Male shoppers are concerned mainly with aesthetics and not material or quality.
- These buyers are receptive to well-known brands and tend to be loyal to those brands. They prefer factory made products rather than custom work.
- Men also tend to not conduct online research, being more likely to browse and purchase from a brick-andmortar jewelry specialty store.



The Fashionista

There are certain brands I love and I keep up with what's new. I buy jewelry only from these brands.

Goal: Aspirational, to live a branded lifestyle

- Tends to be a brand-loyal female purchaser aged 25-34.
- Tends to browse items online or in-store before purchasing.
- Purchases relatively frequently.
- Actively seeks out what she wants when shopping.
- Consumers ages 20-30 prefer plain silver designs.
- Consumers ages 30- 40 prefer silver with stones.



rédéric Duclos. 866.898.3636 silver extraordinaire frederic duclos.com HUNTINGTON BEACH, CALIFORNIA

SILVER JEWELRY



Consumer Profiles Continued



66 No matter what, quality is important to me.

Goal: Investment pieces.

- A more experienced shopper who is educated about metals and stones.
- Prefers brick and mortar shopping.
- Loyal to independent jewelers; prefers custom made, unbranded products.
- Specific with their needs, will bring sketches or photos of what they want.
- Tends to be affluent females over 50 years old.
- Shoppers ages 40-50 tend to purchase jewelry with the highest frequency.



I like to update my look frequently and I like variety, without going broke.

Goal: To accessorize specific outfits

- Tends to be an infrequent purchaser, inexperienced about metals and stones, and under 35 years of age.
- Tends to buy jewelry from the fashion stores where she buys clothing.
- May also shop at chain jewelers.
- Purchases based primarily on aesthetics rather than quality.
- Does not consider purchasing custom pieces.
- Average purchase price is less than \$50.



SAVOR SILVER LAS VEGAS JEWELRY EXHIBITORS 2013

JCK/Luxury

Ariva Fine Jewelry/ Pranda NA- PC 440 Bastian Inverun- S10814 Charles Garnier Paris- Prestige Promenade 49 Claudia Lira- S10208 Cynthia Gale- S10512 Frederic Duclos- S10513 India Hicks Fine Jewelry-Luxury 931 Jorge Revilla- S10812 Kelim Jewelry Design- S10813 Metalsmiths Sterling- B5313 Raymond Hak Couture- S11006 Old World Chain- Prestige Promenade 52 Paz Collective- B2177 Phillip Gavriel- B5305 Rarest Rainbow- B5616 Raymond Hak Couture- S11006 Scott Kay- Surf AB SunJewels Int.-B5532 Thistle & Bee- S10916 Vahan- Luxury 127 William Schraft Design- S10615 Zina Sterling Silver- S11013

Couture

Alex Woo- New Wave 702

DeLatori- Montrachet Ballroom
Efva Attling- Salon 808
Gurhan- Salon 1301
Kara Ross NY- Salon 815
Konstantino- Salon 424
Lagos- VL 209
Links of London- Salon 819
Lisa Jenks- Designer Atelier 27
Slane- Salon 916
Somers- New Wave 723





THESTYLEPAGE

Thistle & Bee

Thistle & Bee Etoiles toggle link bracelet in sterling silver with faceted amethyst, citrine and topaz. MSRP \$725. Thistle & Bee 888.288.2801



Artistry Ltd

"Etched" pendant necklace in sterling silver, MSRP: \$185. Matching dangle earrings, MRSP: \$65. In stock for same day shipping. Artistry, Ltd. 888.674.3250





Mastoloni

Signature Collection ribbon wrap earrings featuring 11mm south sea pearls wrapped in a ribbon of brilliant cut white diamonds, .52 ctw., set in 18K white gold. MSRP \$5,900. Mastoloni 212.757.7278



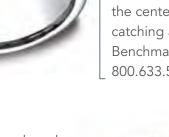
Benchmark

This 8mm Men's Comfort-Fit cobalt band features a distressed zippered pattern in the center that is both eyecatching and sophisticated. Benchmark 800.633.5950



Sara Blaine

This nature inspired necklace features a 19ct. Prasiolite on a 19" toggle chain set in sterling silver. MSRP: \$800 Sara Blaine 770.650.0999



Alisa

888.253.6600

New multi-row silver bangle bracelet with an eye-catching "wrap-around" strand of woven 18K yellow gold. Made in Italy. MSRP \$1,975. Alisa





Emilio Jewelry

Swirl ring micro pave set with 168 white round diamonds 2.71 ctw in 14K gold. MSRP \$3,000. Emilio Jewelry 212.730.0312



Rina Limor

Tanzanite gemstone flower earrings set in

18K gold feature faceted tanzanite gemstones complimenting free form cabochon tanzanite gemstones and accented with diamonds. MSRP \$8,000

Rina Limor 800.999.0583

Eleuterio Jewels

Art Deco Collection pays tribute to the pioneers of this 20s design movement. The piece was executed in white gold with black rhodium. MSRP \$4,200.

Eleuterio Jewels eleuterio@eleuteriojewels.com





THE**STYLE**PAGE



Mazza

Capri collection earrings. Aquamarine cabochon, diamond and white topaz set in 18K. MSRP \$3,150. The Mazza Company 800.654.3400

Makur

A Perfect Match-morganite and diamond three stone ring is set in 18K rose and white gold. MSRP \$4,180 Makur



212.730.8696



Alberto Parada

18K rose gold, sapphire and diamond earrings- MSRP \$4,450. Alberto Parada 301.908.1338



Skull Ring sterling silver with black rhodium and 22K gold plate. MSRP

Anthony Lent Jewelry 215.499.3582



Jye's

Change your mood with the stylish interchangeable center stone. Made in 18K white gold with G color, VS clarity brilliant cut round diamonds totaling 1.3ct. MSRP \$10,811. Jye's International Inc.

866.633.8880



Variety Gem

The Etaly Collection is beautifully crafted beaded mesh bracelet in silver 18K and diamonds. MSRP \$1090.00 Variety Gem Co 800.735.4367



Majestic Art

This unique Ottoman style handmade ring is manufactured in 14K yellow gold with a Silverium top set with 9.76ctw black rose cut diamond, 1.63ctw GHVS single cut pave set. Three dimensional hand engraved and oxidize finish. MSRP \$11,500.

Majestic Art 213.489.2325



Nouveau 1910

Sterling silver & 18K gold Murano glass pendant, color changes from light blue to light purple depending on the light. The finest Murano Glass pieces made in Venice exclusively by Nouveau 1910. MSRP start at \$450 Nouveau 1910 Rolling Stone Company 646.342.4715

Imperial Pearl

From the Exotics Collection – 18" of 14-16mm baroque shaped natural color freshwater pearls, with stunning natural color and metallic overtones, wrapped in sterling silver. MSRP \$545 Imperial Pearl 800.556.7738





DO THE THINGS YOU'RE NOT SUPPOSED TO DO

Spend the next five minutes reading this article and your advertising dollars will never be wasted again.

Every jeweler reading this needs to realize that we all need to be more like Clint Eastwood. Clint Eastwood knows how to get people's attention. He can say an ordinary sentence and make it stand out like no one else can. Every jeweler reading this article needs to be more like Clint, because all of us are in the business of getting people's attention when we are marketing our businesses.



By Tim Ell

The average person sees or hears over **3,000** ads per day.

You need to **SLAP** your customer.

S – tart

L – listening

A - nd

P – ay attention

The airwaves in our towns are filled with businesses in every shape and size trying to do the same thing. We are all trying to get the attention of the audience in order to sell them on our goods and services. But it's not easy, because every business on the air, online, on billboards and in the mailbox is trying to outdo you. They want the attention of the consumer and in order to get it they need to hit the customer harder than you do. It's that simple.

The average person sees or hears over 3,000 ads per day. Now, if at the end of each day you asked people how many of those ads they can recall how many do you think they could remember? Out of over 3,000 ads they may be able to count on one hand the ads they remember, the ads that stuck...the ads that worked. WHY? Every one of those 3,000 plus advertisers paid about the same amount of money per ad. They advertised on the same stations, the same channels and used the same words in the English language you can use. Some of those ads even ran in the same commercial breaks and time slots. So, why if all the ads cost about the same amount of money and ran in the same places and even ran at the same time - why did a select few work while the vast majority did not? It's simple. The ones that worked talked like CLINT EASTWOOD.

Clint knows that now it's not WHAT you say; it's HOW you say it. Clint can say five simple words and make them iconic. For instance, "Go ahead, make my day." Five simple, common words. But, after Clint said them, they changed the meaning

of those words forever. It wasn't what he said that was powerful. It was HOW he said them. Ever since Clint spoke those words, people in every city, in every state and every country across the world knows that when you say, "Go ahead, and make my day." Its means you're ready to kick some tail! It wasn't WHAT Clint said – it was HOW he said it that made it famous.



It's the exact same thing in advertising. You want to tell everyone who you are, where you are and what you are about. But when everyone is doing that same thing, at the end of the day most people won't remember a single thing you or anyone else tried to tell them. Because how you said it didn't get their attention.

Somewhere there must be a book on "How to make an Ad". And in that book it must outline the various steps on making an ad. That book probably says, first introduce yourself, second tell them why you are special, third tell them how long you have been special etc etc etc... I believe that book tells you all the things you are supposed to do in the order you are supposed to do them in order to write an ad for your business.

Throw that book away! Don't put it on a shelf and



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JCK Las Vegas, Design Center BOOTH #S10509



DO THE THINGS YOU'RE **NOT SUPPOSED TO DO**

save it for any reason. Throw it away or better yet, burn it! That way you will never again be tempted to read it and follow its directions. Starting today, you need to DO THE THINGS YOU ARE NOT SUPPOSE TO DO!

You see EVERYONE must have read that book, and so EVERYONE is making the same ads! And when everyone does it the same way, no one stands out. That is why only a handful of ads out of OVER THREE T-H-O-U-S-A-N-D every day are ever remembered! They all sound the same!

So, if you want your ads to stick, pop and dance in the minds of your audience, you need to SLAP your customer. When I started my jeweler's marketing company I coined the phrase SLAP ads. SLAP ads make the audience:

S – tart

L – listening

A - nd

P – ay attention



Now, I am going to tell you how to SLAP your customers. The first line of your ad needs to SLAP. Its job is NOT to introduce you!!! Its job is to SLAP the audience into listening to your message! The first line of your ad is the most important line in your ad! If your first sentence doesn't get the audience's attention, chances are they won't hear or remember anything you say after it either.

For instance, let's say you are running a radio ad marketing your new bridal line. Your ad is: 30 seconds long in a 4-minute "commercial break "throughout the day. You need this ad to work so you have thought of everything. You accurately chose the radio stations based on the demographic you are trying to target – males and females 20 to 35 years old [top 40 pop or modern country stations by the way] You chose the best times of the day and best days of the week to run your ad, and you run it with enough frequency and reach to be tremendously effective. Everything is PERFECT. Here is your ad:

"Hi, this is Susan from Westley's and Son's jewelers and clocks. We are proud to be Bakersville's AGS certified jewelers and to have served downtown Bakersville with integrity and honesty since 1910. We are Bakersville's third generation family owned jewelers. In addition to our great selection of our gold, platinum, and sterling silver

diamond and gemstone jewelry we now have 100 brand new semi-mounts on display, perfect for your upcoming engagement. Come to Westle's and Son's jewelers and clocks today and I promise it will be special. Westley's and Son's jewelers and clocks, downtown and in Kirksteel mall."

Now, after spending thousands of dollars running this ad, nobody came into her store asking to see the new bridal line. In fact nobody even seems to know anything about it! Susan thought this ad was PERFECT. It introduced her to the audience immediately and went right into why her and her store is so special and how long they have been so "special". It even snuck in a line that double sold the customer by telling them about their great selection of diamond and gemstone jewelry-right before she introduced the grand finale...their 100 new semi mounts! Perfection!



This ad was doomed to be ineffective from the very beginning. The harsh reality is that today, when making BUYING decisions, very few people care if it comes from a family owned business. They don't care what your name is. They don't care how long you have been in that location and most don't know the difference of AGS, GIA, HBO or E-I, E-I, OH. Today's customer will buy online unless you give them a reason to go thru the hassle of getting in their car, fighting traffic, searching for a bad parking spot, and walking thru the wind and rain just to come into your store. Telling them that it "will be special" just doesn't cut it.

That ad didn't SLAP anyone; it put them to sleep, just like 2995 other ads will that day. Clint Eastwood would have said it differently.

You see, in addition to owning ELLevated Ads, a jeweler's marketing company; I own a very successful freestanding Jewelry store. I know what SLAPPING an audience can do.

Increase Your Year Round Sales



OPAL

OCTOBER —

It's a **Real** 11 inch Rose that has been lacquered, trimmed in 24k gold and enhanced to reflect the color of each birthstone. Each Rose is handcrafted to last a lifetime.

"We've found that people will buy a
Birth Month rose to commemorate their
anniversary, a birthday or any special event
in their life."

Laura Sipe, J.C.
Sipe Jewelers.Indianapolis, Indiana



























12 Rose Birth Month Set: Only **\$442.**00 Wholesale

Minimum Initial Purchase (\$36.85 per Rose including custom gift box & authenticity card.) MSRP: **\$84.**95

> Re-orders: 3 Rose minimum-mix and match. Counter displays available

24k Rose Co.

Call 800-843-8131 sales@24KaratRose.com





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Rose Gold and Morganite

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DO THE THINGS YOU'RE NOT SUPPOSED TO DO

I know that the business that SLAPs them more - gets them in the door. So let me harness my inner-Eastwood and rewrite that ad for you. "Our new engagement ring selection is guaranteed to give her Goosebumps!

Do you want her new diamond ring to sparkle like it has batteries in it? Well, when she puts on one of Westley's and Son's newest diamond engagement ring designs, we guarantee our DIAMONDS will make her eyes POP.

So if you're planning to ask the big question...or have an anniversary coming up, grab your sunglasses - put on a comfortable pair of shoes and get to Westley's and Sons jewelers in Bakersville. Because our "truly Eye Popping Diamonds" will have you dancing the night away!

Westley's and Sons jewelers, downtown and in Kirksteel Mall – Don't just give her a ring...Give her Goosebumps!"

Clint Eastwood would be proud! As you can see, even with no introduction, the audience will clearly know who is talking to them. The opening SLAP doesn't sound like anything they will hear all day. It also gets their attention and curiosity – thus making them listen. I didn't bore them with cliché's, credentials or corny sales pitches, I wrote the ad in a way that excites and makes them envision that my rings give them more than anything they have ever seen online or in any other store. The ad slaps over and over with word combos that won't be used in any other ad they hear.

Remember, good ads = good results. GREAT Ads = GREAT Results. Writing great ads that SLAP is one of my passions. If you want to run great ads, remember, burn the book and do the things you are not supposed to do! If you need help – contact a professional, there are many great marketing companies out there. And remember, to elevate your business, EqqqqLLevate your ads!

The sample ad above is an ELLevated Ads original and is the intellectual property of ELLevated Ads. Any unauthorized use is prohibited. For more information on ELLevated Ads, please contact our office.



Tim Ell

President of ELLevated Ads, Jeweler Marketing Specialists. President of Zorells Jewelry



SHE DREAMS IN PLATINUM

For the bride-to-be who wants her special ring to also be one-of-a-kind, platinum is the answer. Through 3C: Choose/Change/Create™, you can offer platinum and endless options for center stones, accents, engraving and more - all backed by Stuller's quality assurance and speedy delivery. Call 800-877-7777, or visit stuller.com.

> Visit us at JCK Las Vegas, booths: PC-850, ET&S B6265 and B6379

CREATE

CREATE

One-of-a-kind jewelry with CounterSketch Studio or CAD.



stuller.com 800 877 7777







DO YOU HAVE THE RIGHT STAFF FIT FOR YOUR STORE?

Prevention is always better than cure, and suing the tools that can help you hire correctly in the first place can relive 80% of the problem.

By David Brown

In the March/April issue we spoke about how to train your staff to get the best out of them. But what happens if they aren't right for the job in the first place? When I talk to a jeweler about the frustrations facing them in business – the greatest reaction comes down to staff performance (although I have to admit inventory runs a close second!)

Getting the best from your staff is not always an easy task. Sometimes it just comes down to having the wrong person in the wrong position. This may not always be obvious – if a staff member is struggling to perform tasks they can sometimes be very good at disguising the problem. Rather than just admitting they are unable to cope they deal with the matter in a variety of ways that may seem to have nothing to do with the issue – arriving late to work, low productivity, arguing with fellow staff members – it can show up in a myriad of ways.

Prevention is always better than cure, and using the tools that can help you hire correctly in the first place can relive 80% of the problem. But what if you have them on board and have to deal with the consequences?

THERE ARE A NUMBER OF STEPS THAT CAN HELP YOU DEAL WITH A STAFFING ISSUE:

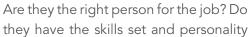
LOOK AT HOW YOU'RE PERFORMING YOUR JOB FIRST.

This isn't easy to do but the simplest problem to solve is the one you can control 100%. Have you been clear in the instructions required for the job? Has the staff member received the training



necessary to perform the task? Is there regular communication and feedback on their performance? By the law of averages, 50% of the issues surrounding staff performance will be caused by management not providing an appropriate structure to perform the job.

PROFILE YOUR STAFF.





attributes to meet the required standard? Profiling your staff involves assessing their compatibility to the job requirements and can be as important for existing staff as it is for hiring new recruits. An indepth profile not only shows up compatibility but provides a guide on how to manage them effectively to get the most out of their performance.

3 HAVE A TALK WITH THEM.

Honesty always works best. Ignoring issues doesn't fix anything. Often the process of having a conversation can go a long way to resolving the matter.



Performance can often improve when the staff member knows their issues are being heard and that there is someone ready to listen and offer assistance.

MANAGE THE IMPACT ON OTHER STAFF MEMBERS.

Depending on the situation, the staff member may be affecting others through their performance or attitude. It is important that other staff understand that this impact is



being acknowledged and that steps are being put in place to make things smoother. Most importantly, if the staff member concerned is being disruptive, other staff need to understand that this sort of behavior won't be tolerated. Staff respect management that are seen to set boundaries for performance and will take steps to enforce them when required.

HAVE A BACK UP PLAN.

You should always ensure there is back up for every job function. This makes sense regardless of staff performance as you can lose personnel at any stage due to resignations or illness. Make sure that all of your staff have a person who can do their job in their absence. Problems can develop where a staff member starts to feel they are indispensable to the business, and it becomes difficult to take strong action where there is no adequate replacement. Rotating your staff through different functions regularly can also provide job variety.

IF YOU MUST RELEASE THEM ... DON'T DELAY.

As Brian Tracy likes to say...if you have to eat a frog do it quickly! Obviously employment legislation must be considered, but a long drawn out situation is disruptive to the team and unfair on the staff member. Wherever possible give the person the chance to make the decision themselves rather than you having to make it for them. Most staff that are disruptive or don't

perform the job to the standard are unhappy and in many cases, a discussion about their wants and needs will have them realize that they need to move on for their own sakes so they can find a role that is more fulfilling.



For an indepth discussion on profiling and how it can be used to improve your staff recruiting and management process contact us via the number below.



David Brown

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



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BLOGGING Starts with a Good Story

By Matthew A. Perosi

There is a story to tell about everything; you just need to understand how to tell the story that's both interesting and creates sales. The in-person telling of captivating stories to customers is a common sales technique. The same storytelling sales technique is also available to you online; that's what we call it a website log, or blog for short.

Several years ago, prior to the creation of social media, people were more inclined to set up blogging accounts to tell stories about the simple events of their day. Back then instead of simply "liking" these stories, friends would often time leave insightful comments.

Today blogging has turned into a method of attracting customers to your website and to your brick and mortar store. To get started with blogging you first need to choose which blogging software or service you will use. Popular services for beginners include blogger.com and tumblr.com, more advanced users might prefer WordPress since it has more options. There are many different blogging systems from which to choose, and you will have to figure out which is best for you.

When it comes to choosing between blogging software that runs on your website (like WordPress) or software that doesn't (like blogger) I recommend the former type for a very specific reason. When someone visits a blog installed on your retail store's website, you have a chance to transact business. However, if they are reading a separate blog then you still need to get them to click another link before you even have a chance at making a sale.

Therefore, it's much better to have readers arriving at your business website where they can immediately interact with, and navigate through other areas of your website. In this scenario you blog becomes your primary method of inbound marketing.

"Inbound Marketing" is the opposite of traditional marketing in that, instead of paying for advertising that might be seen by prospective customers, it's those prospective customers who discover your blog writing in search results. Traditional advertising is only effective while you are paying for it, whereas the success rates of inbound marketing through blogging grow every time you publish a new story.

Regardless if you have an onsite or offsite blog, each individual blog post should include links within the story to lead readers to other related pages within your business site. Those related pages are where you will introduce your paid services or jewelry that you sell. Many blog readers will not aware consciously if their story reading will result in a purchase. It's up to your story telling and strategic linking that will lead readers to your selling pages on your website.

The actual text of the hyperlink is called "Anchor Text." Years ago, the most common anchor text words were "Click Here." During the early days of the Internet many people didn't understand that words written in blue and underlined were hyperlinks to other pages. You literally had to tell people where to click in order to get them to navigate around the web.

Although people are more internet savvy today, you still need to be very clear about where and why you want readers to click. You can get more clicks to those "selling pages" of your website if your topic and the anchor text are chosen carefully.

Here is an example:

Let's say you wrote a story about a recent custom made 3-stone engagement ring which had 2 blue sapphires and a center diamond. Now let's say that this custom made ring was a modification of a similar ring you have in your product catalog. As you describe that custom engagement ring in your blog you would hyperlink the words "engagement ring with blue sapphires" to the product detail page for that similar item.

Using that 5 word phrase as the anchor text tells the reader what they should expect to see if they click the link. This is a very user friendly method of linking from your blog to a product page on your website.

Notice how I'm suggesting a 5-word link, and you should always try to link 3 to 5 words in your blog. Along with the storytelling that attracts potential new customers, this multiword linking method will eventually associate a very large collection of keywords with your website, which is exactly the point of blogging.



Matthew A Perosi

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and

jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.

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JCK booth #B2504



MOBILE APPS

Take Over The Bridal Jewelry Industry



By Alex Hevia

Did you know that on average more than 102 million people access Facebook from a mobile device each month? Or, that more than 46 million apps are downloaded from the Apple App Store every day? These staggering research numbers show that people are flocking from the computer to the phone for their Internet surfing needs. People are not only browsing online today, but they are shopping as well. The jewelry industry is quickly adapting to this societal change.

A few pioneers in the jewelry industry have ventured into the mobile app frontier already with over 100 jewelry related apps run by jewelry stores or manufacturers. There are three main types of jewelry apps:

- Privately Owned Jewelry Store Apps (Blingfinder created by Jones & Sons Diamond & Bridal Fine Jewelry, Reeds Jewelers, and Hirsch London: Fine Jewelers and Engagement Rings)
- Manufacturer and Wholesaler Apps (Blue Nile, Tacori, Hearts on Fire)
- National Jewelry Store Apps (Tiffany's, Jared The Galleria of Jewelry, and Kay Jewelers)
- Custom Branding Apps (The Vow)

Why have these companies found it important to have a mobile presence? Harvey Canter, the CEO of Blue Nile, said "improvements to their customers' mobile experience will be a top priority in 2013. In the third quarter 2012, one-third of the site's visitors accessed BlueNile.com via a mobile device. He said he expects that number to increase to more than 50 percent this year." Blue Nile also reported that they sold a \$300,000 diamond engagement ring through their iPhone app back in 2011.

Many of these companies advertise their iPhone app before they show any jewelry on their website; pushing shoppers off the site and onto their application. This is because apps are optimized for the mobile device and allow the user to do much more than they could from a website on a mobile device.

The Knot Magazine has released research studies showing that most customers will shop for 3-6 months for an engagement ring. They will also shop at four different retail locations and look at 27 rings before making a purchase. Mobile applications help jewelers reach these customers when they are in the browsing stage and increase the chances of closing the deal. It is more important than ever for jewelers to have a mobile presence in today's market. To effectively brand the store as a bridal destination store, they must set themselves apart from the competition and be where the customers are spending

their time, which is on their phones.

If you're a jewelry retailer and your wondering how to jump in on this mobile phenomenon, here is a simply overview of how to get your store in the apple app store:

Make your own iPhone App- You can contact a developer to have your own store app made, but this can cost in the upwards of \$50,000, take years to develop, and cause endless headaches to finalize. You also have to deal with Apple restrictions and rules of what you can/ can't put into the app store. This can be quite a nightmare that most storeowners simply don't have the time or money to deal with.

Be On a Manufacturer's App- If you carry a line that already has an iPhone app, your store can be added to their list of featured retailers. This is great if a customer already knows they want a branded engagement ring and they would have to search in the app store specifically for that brand name. The downside is your store will be hidden among a long list of other brand retailers. The customer can easily see your competition and price shop you. The information shown about your store is limited and the app is not customized at all for your store.

Use a Custom Branding App- A mix between both types is a custom-branding app, which allows a streamlined app that allows for some customization for your store. The Vow App is an app featuring an unbranded line of engagement rings and is customized for your store. When a customer in your area downloads The Vow App, automatic GPS will show only your store inside the app. It also locks on the first store the customer sees when they download the app, giving the appearance that the app is specific to your store only. Customers can't ever see your competition or price shop you.

With mobile devices becoming a major force in computing and communication particularly among younger consumers jewelers should seriously consider mobile apps as part of their marketing mix.



Alex Hevia

Marketing & Sales Director for Cherie Dori Inc Born into the jewelry industry, Alex is the daughter of Kiefer Village Jewels owners David and Wendy Hevia. She also worked at The Gem Collection under Don and Dorothy Vodicka while pursuing her marketing degree at The Florida State University. Alex has also

worked in the public relations field in Australia. She can be reached at 954-622-9463 or alex@diadori.com

GOLDCRAFT WEST

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Located in Southern Oregon, Goldcraft West is a premier manufacturer of Alaskan gold nugget and gold quartz jewelry. Each style is handcrafted in the USA with an emphasis on uniqueness and exceptional quality.







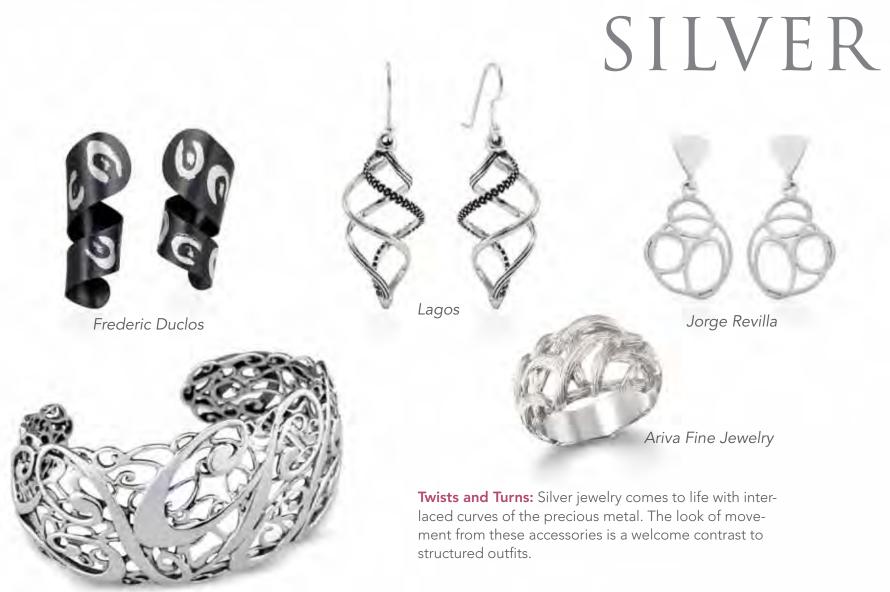
AFFORDABLE LUXURY

HPHT Diamonds unveils a modern concept: Fancy colored diamonds without the sticker shock! Let our pretty pinks, sunflower yellows, glowing greens and royal purples set your imagination ablaze.

SHOWING AT BOOTH B3259







Carolyn Pollack



and elaborate dangle earrings, the statement pendant



Metalsmiths Sterling



Alex Woo

in silver features more noticeable designs to shine on

TRENDS

any outfit's neckline.



Thistle & Bee





Cynthia Gale







LoveCraft's New Masonic Ring

If you are a jeweler selling Masonic rings you are bound to have had problems with inlay emblems coming loose or worse, falling out completely. Replacement and repair of Masonic stones are expensive and can waste valuable time. StarCraft Diamond's LoveCraft Brand has remedied this problem by creating a Masonic rings with the emblem built right into the design. red, blue and black stones are available in either 10k gold or sterling silver.

Visit www.lovecraftdiamonds.com for more info. or call 800-262-6208 for a complete catalog.



The Cultured Pearl Association at JCK

At the Cultured Pearl Association of America's World Pearl Pavillion you'll experience the sights and sounds of exotic pearling regions of the world. Passport not required. Located in the lobby at L23



THISTLE & BEE Announces The Launch of New Website

Fine sterling silver jewelry concern, Thistle & Bee, recently announced the launch of its new website (www.thistleandbee. net). Jodi McLoughlin, Director of Marketing & Design, noted, "The new website provides a fresh, contemporary lifestyle format. New features like a continuous scroll and enlarged visuals make our collections far more accessible and enhance the online customer experience."

Richard Castagna, President of Sterling Possessions/Thistle & Bee, continued, "New arrivals and best sellers are highlighted in this new presentation for ease of use by retailers. Gifts, for example, have taken on a whole new dimension, distinguishing items by price point, baby keepsakes and signature frames. Offering fine silver jewelry by price point makes it easier for retailers to build a collection appropriate for their customers."

Two of the most useful new features on the site allow for referencing previous orders and searching by word cues, collection name and product code. The new site facilitates email and social media 'sharing'. A retailer-dedicated ecommerce portal provides a complete shopping cart function.

Introduced in 1998, Thistle & Bee brings unique design and luxury craftsmanship to the sterling silver arena – capitalizing on years of design know-how and production expertise honed in the private label arena. Today, Thistle & Bee jewelry epitomizes classical elegance - creating clean, carefully crafted and classically elegant designs in sterling silver. The Thistle & Bee Collection includes an extensive selection of fine jewelry – including an assortment of men's cufflinks and accessories. Each piece represents the ultimate in product quality and design.





Booth #LUX1111



Within each new signature collection, Thistle & Bee offers bold statement pieces as well as clean, simple styles – providing versatility of design and an extensive range of choice for Retailers. The 2012 and 2013 Collections, including Hammered Braid and Gemstone, Trafalgar, Regency and New Classics – are bold, multi-dimensional and expand the Thistle & Bee design paradigm – appealing to the most discerning customers.

Thistle & Bee maintains a longstanding, fine reputation in the design and production of fine sterling silver. It has produced superior collections for some of the most exclusive retailers around the world. The firm's has capabilities in sterling silver, 18-karat gold, alternative metals, gemstones and enamels.

The Thistle & Bee Collection is manufactured in dedicated production facilities around the globe using the finest materials available. Thistle & Bee is available at fine retail stores in the United States, Europe, Canada and Japan.

Thistle & Bee is a Silver Partner with the Silver Institute's Silver

Promotion Service and has been recognized by Jewelers Choice Awards and editorial features in national magazines as a nationally advertised designer brand. Most recently, Thistle & Bee was featured in 2013 Golden Globe coverage and in the Traditional Home Classic Woman Awards 2012.

Thistle & Bee can be reached at their Showroom (888-288-2800), at customerservice@thistleandbee.net. or through their website - www.thistleandbee.net.

Goddard's Innovates a New Way to Safely Clean Watches and Jewelry

Northern Labs, Inc., manufacturer of Goddard's Fine Cleaners and Polishes, announced the launch of Goddard's Foam Jewelry Cleaner, a safe new way to quickly clean watches, costume and fine jewelry.

Goddard's was specially formulated for cleaning costume jewelry and watches. Its foaming formula is safe for glued in



A sterling makeover. (Just choose your hue.)

ROSE GOLD OR BLACK RUTHENIUM PLATED?

Classic sterling chain gets a modern makeover with dramatic plating that is diamond-cut for eye-catching shimmer and shine. Choose bold black ruthenium-plated or light and lovely rose gold-plated. Both offer a fresh take on a staple design element. Find your favorite styles and sizes at riogrande.com.

Rio Grande. Recommended by jewelers since 1944.

Rio Grande has been the trusted jewelry supplier for more than 65 years. All the latest products, all the know-how you need and customer service that shimmers and shines. More than 30,000 products on our website and in our catalogs—click or call today!

RIO GRANDE Since 1944





Celebrating



Years of Memories

1913-2013

100 years is a good start.

From a small group of jewelers looking to create better insurance for their businesses to the North American jewelry industry's trusted protector and advisor.

It has been an **outstanding** century for our members. And our next century looks... brilliant.

Learn more about the 100th anniversary of Jewelers Mutual Insurance Company at JewelersMutual.com/history.





GIVE THEM THE CUSTOM FIT WITHOUT THE CUSTOM RING.

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- Increasing your diamond wedding band sales is easy.
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settings, watch movements, soft stones and pearls. It can also be used on fine jewelry. To use Goddard's, lay jewelry on a paper towel or soft cloth, apply foam, wait one to two minutes, rinse and dry. The product retails between \$3.99 and \$4.99.

Joseph Goddard in Leicester, England first invented Goddard's polishes in the 1830's. Today, Goddard's products are developed, manufactured and distributed by Northern Labs, Inc., located in Manitowoc, Wisconsin. Goddard's exclusive polishes are used to maintain priceless treasures and antiques in renowned museums, state houses, hotels and private estates throughout the world.



For more information, call 920-686-4168 or visit www.goddards.com.

Silver Promotion Service Expands Savor Silver Program Participants

The Silver Promotion Service (SPS) announced that it intends to select additional silver jewelry designers and branded line manufacturers to become part of the Savor Silver program. The first three new participants are Frederic Duclos, Phillip Gavriel, and Carolyn Pollack. Each will join the program as members of the SPS's 'Designers of Distinction' category.

Michael Barlerin, SPS Director said, "We could not be happier about this announcement and the selection of these three organizations. Their silver jewelry is emblematic of what talented designers can do with this extraordinary precious metal. Silver jewelry such as theirs, and that of other 'Designers of Distinction' and our 'SilverMark Partners', is one of the primary reasons for the truly extraordinary surge in silver sales."

Balrerin went on to add, "The SPS website, www.savorsilver. com, is in the process of being updated to showcase those organizations that will be part of the Savor Silver program for the coming fiscal year. Additional enhancements to the site, including both consumer and trade-focused segments, are in development. The intent is to launch the re-designed website prior to the forthcoming Vegas shows."

The Silver Promotion Service was introduced in 2008 by the Silver Institute. The objective of the SPS is to develop and

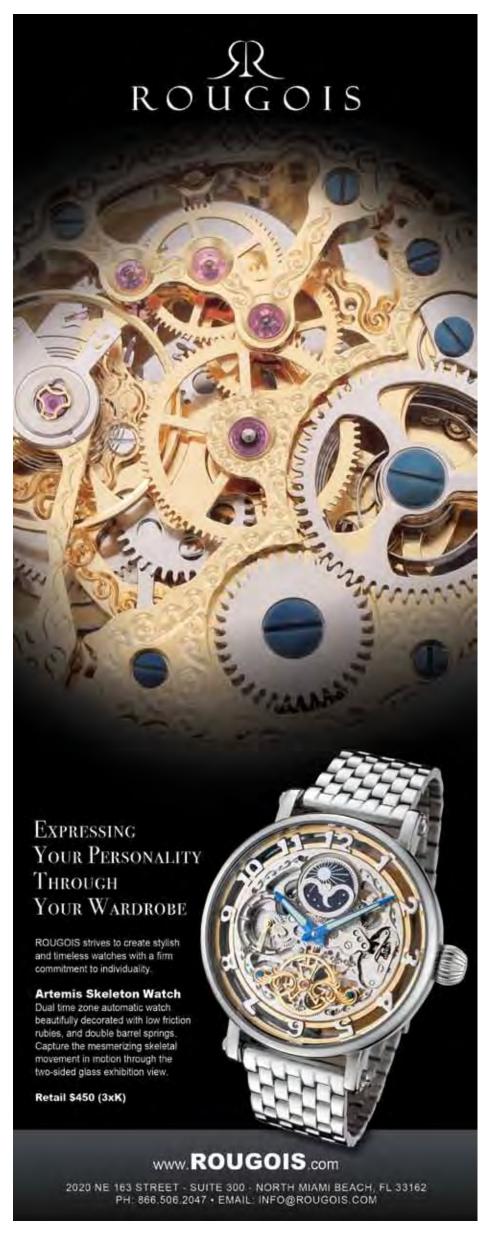








Visit us at JCK Show, Booth #S10540 800-735-4367 * www.varietygem.com





implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit www. savorsilver.com.

Secure, Flexible Diamond Bangle

Jewelry manufacturer Sidka Inc offers a collection of flexible diamond bangles. These bangles offer your customers the benefits of flexibility, strength and security. They are easy to put on and take off with one hand and ideal for that hard to fit wrist. Crafted of 14K white with an invisible core of a special stainless steel set with diamonds and precious color.

The bracelets pictured range from \$3,700 to \$9,190 manufacturers suggested retail price. For more information call 212-997-0999.



Dove's Star Power

Celebrities spotted wearing Dove's Jewelry. Twilight star Julia Jones wore Emerald Dreams during NYC Fashion Week. Neve Campbell wore Emerald Dreams drop earrings during Harvey Weinstein's Oscar party.

Mary Elizabeth Winstead, star of the new blockbuster A Good Day to Die Hard wore Doves Mocha Mosaic earrings to this year's Oscars.



Julia Jones



Neve Campbell



Mary Elizabeth Winstead

SIDEWAYS... Is the new RIGHT WAY!











sales@midaschain.com



A Unique Collection of Sterling Silver, Semi-Precious Stones, Mother-of-Pearl, Abalone, Mabe Pearl and Freshwater Pearl. MSRP starting at just \$150.



JCK Show Specials: 10% off \$3,000 show orders.

Free 60" 8mm white shell pearl endless necklace, retail value \$100.
Yours Free with show order.



Atlanta Show Offers GIA Colored Stone Grading Classes At Its August 2013 Edition

Responding to continued demand from its retail audience for lab training, the Atlanta Jewelry Show will once again offer two GIA Lab classes in conjunction with the August 3-5, 2013 Atlanta Jewelry Show.

Providing a mix of lecture and hands-on training in an actionoriented environment, the GIA Colored Stone Grading Labs will run from Wednesday, July 31 to Friday, August 2 and Saturday, August 3 to Monday, August 5, 2013 at the Cobb Galleria Centre. "We first offered the GIA Lab Classes during the August 2011 Atlanta Jewelry Show and the response was so favorable that we've been offering them ever since," explains Carol Young, executive director, SJTA, producers and managers of the Atlanta Jewelry Show. "Ordinarily, a jeweler would need to travel to a GIA campus to have access to a gemology lab class. By collaborating with GIA, we are able to offer an intensive training session to our attendees. Whether they are working to earn their GIA credentials or to sharpen their gemological skills, these Lab classes will help retailers gain confidence necessary for enhanced product knowledge, grading skills needed to buy inventory, and increase revenues and profits for their stores."

Required for GIA GG and Graduate Colored Stones Diplomas, the GIA Colored Stone Grading Lab will run from 9 am - 5 pm daily - Wednesday, July 31 to Friday, August 2 and Saturday, August 3 to Monday, August 5, 2013.

Through extensive hands-on practice using actual gemstones, attendees will develop skills in grading the color, clarity, and cut quality of a wide range of colored stones. They will learn the GIA Colored Stone Grading System and how to describe color in terms of hue, tone, and saturation. They will gain professional insight as they learn to judge gem quality factors and increase the consistency and accuracy of their colored stone grading skills.

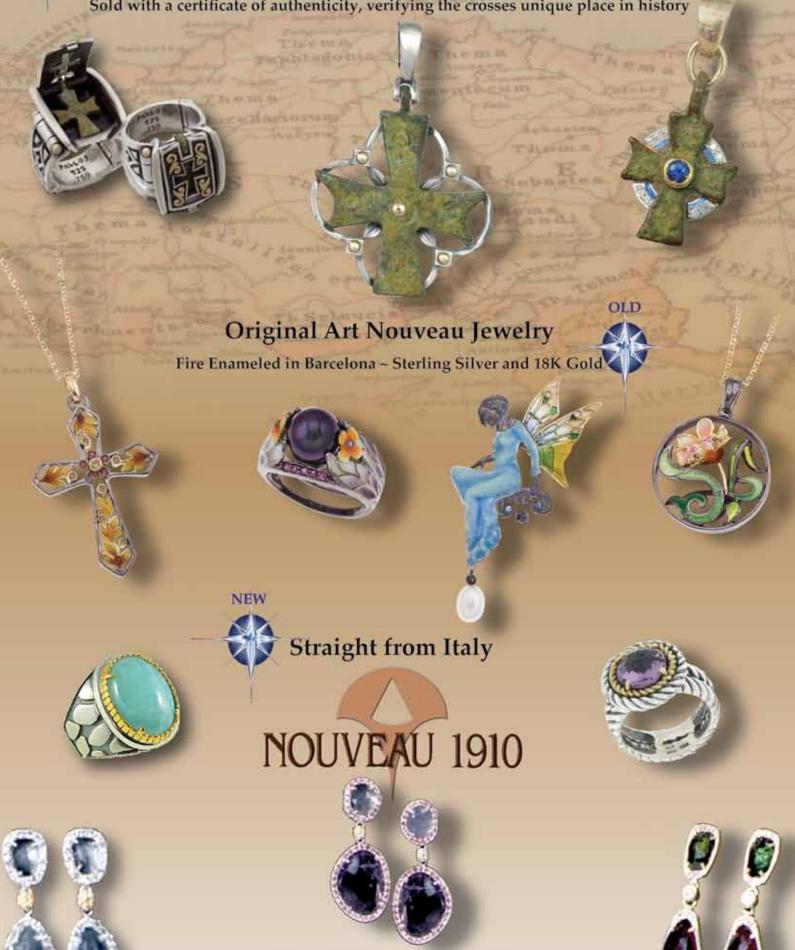
Attendees will also learn about the relationship between light and color and develop your color memory.

The registration price is \$1,458. Seating is limited so early registration is encouraged. For more information and to register, contact Judy Lince at SJTA at 800.241.0399 or jlince@ atlantajewelryshow.com.



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ATLANTA JEWELRY SHOW QUICK FACTS: WHEN: Saturday, August 3 - Monday, August 5, 2013 HOURS: 10 am - 6 pm Saturday and Sunday; 10 am - 3 pm Monday WHERE: Cobb Galleria Centre, Two Galleria Parkway, Atlanta, GA 30339 For more information please call: 1.800.241.0399 or 404.634.3434. Fax: 404.634.4663. Email:info@atlantajewelryshow.com

IGI Serves as IIJW 2013 "Powered By" Partner, **Showcases Graduates' Designs**

Alongside Industry Professionals

Acting as the "Powered By" partner at last week's India International Jewellery Week (IIJW) 2013, the International Gemological Institute (IGI) introduced four of its School of Gemology graduates at the event. The students - in partnership with established jewelry manufacturers - were given the opportunity to present their designs on the runway at Pragati Madian on April 12 in New Delhi.

With custom creations influenced by both contemporary patterns and classic designs, IGI's participants - all alumni of IGI's Jewellery Design Program - included Namita Naik (designed with Anaya Jewels), Sakshi Dhameliya (designed with Gehna Jewellers), Hetvi Jasani (designed with Ashi Jewellery Pvt. Ltd.) and Vidhi Chaudhary (designed with Khurana Jewellery House).

"As our curriculum intent is to foster high levels of expertise, we are thrilled that IGI graduates had this opportunity. The show was a great success and our participants' creations received tremendous response," said Tehmasp Printer, managing director of IGI. "IGI is focused on providing practical career experience and industry interaction for its students, and given its prominence in the trade, IIJW is an excellent forum for that. We look forward to continuing to promote and encourage this platform along with GJEPC."

The IGI School of Gemology provides courses to students from more than 90 countries and in a wide range of languages. In-depth, hands-on classes are offered on a variety of subjects, including rough and polished diamonds, colored stones and pearls, as well as jewelry design and retail sales training.



Tehmasp Printer, managing director of IGI India, alongside Bollywood actress and show-stopper, Auritra Ghos, and runway models who showcased IGI student designs.



IIJW – presented by the Gems and Jewellery Export Promotion Council of India (GJEPC) – is an esteemed industry event that serves as an international platform for leading designers, and has attendees ranging from leading diamond and gold jewelers, designers, manufacturers and more. The event showcases India's finest jewelry designs, innovation, craftsmanship and technology.

IGI – consisting of graduate gemologists and accredited gem and jewelry appraisers – provides a full range of services including objective and accurate grading, identification and appraisal reports of gemstones and fine jewelry, as well as offers gemological education.

Kelim Jewelry Design Introduces "Be the Light" Signature Pieces

In what is an obvious growing trend, another jewelry design firm has launched a new product line that is a classic Cause Marketing Effort. Kelim Jewelry Design, a unique designer of handcrafted, contemporary silver jewelry, introduced a new line of silver jewelry to support Urban-Light's Youth Center (ULYC) in Thailand. Urban-Light helps boys that have fallen victim to trafficking and exploitation in Chiang Mai, Thailand's red-light district. The ULYC provides refuge for these boys, including education, emergency care, healthcare and housing. Urban Light is a 501(c) 3 charitable organization.

The product line is named "Be the Light" and will include several silver matte-finished pieces, including a pendant, earrings, and a cuff bracelet with the Urban Light star—part of the organization's logo—and the tagline "Be the Light." The jewelry will be showcased and initially available for purchase at JCK Las Vegas.

Kelim Jewelry will have a booth (#S10813) where the Urban-Light pieces will be showcased. Kelim Jewelry Design USA will donate all proceeds of this collection to the Urban Light Foundation.





"The ULYC delivers much needed help to the boys embroiled in Thailand's red-light district culture," said Lori Gadola, Principal of Kelim Jewelry Design. "We are hoping that our new "Be the Light" line will provide much needed financial support to Urban-Light, build awareness for its mission, and inspire others to get involved with the organization."

The purpose of introducing the "Be the Light" line at JCK Las Vegas is to offer the pieces to a broad array of distributors and retailers that can offer the jewelry for retail sale. This would create a wider understanding of Urban-Light, its ULYC, and the boys the organization strives to rescue.

"We appreciate the opportunity to make more people aware of Urban-Light through Kelim's jewelry offering," said Alezandra Russell, founder and Centermom for Urban-Light. "The ULYC is completely dependent on charitable donations to keep it up and running and would benefit greatly from additional financial support. We're delighted that Kelim Jewelry Design

has developed a line that will bring more attention to boys in Thailand who are in dire need of our services."

Charles & Colvard Announces New Innovation Producing A Whiter & Brighter Moissanite Gemstone

Charles & Colvard, Ltd. is excited to announce a new, exclusive innovation in moissanite gemstone production. Cree, Inc. has developed a technological advancement in the organic growth of silicon carbide crystals that results in improved natural whiteness that no treatment, enhancement, or other whitening process is needed in order for Charles & Colvard to produce a dazzling gemstone that will be sold under its trademark, FOREVER BRILLIANT®.

As a result of this development, Charles & Colvard and Serenity Technologies, Inc. have agreed to terminate their agreement pursuant to which Serenity had previously provided Charles & Colvard with a whitening process for its gemstones. Charles & Colvard expects to continue to use Serenity, on a non-exclusive





basis, as a provider of fancy color treatment for some of its gemstones.

"Innovation remains a driving force for Charles & Colvard's long-term strategy. We continue to introduce new, exciting, and innovative products like our improved premier brand of Charles & Colvard Created Moissanite®, FOREVER BRILLIANT®, gemstones with optical properties that are remarkably whiter and brighter than ever before," stated Randy N. McCullough, Chief Executive Officer of Charles & Colvard, Ltd. "The results are amazing and I'm sure consumers will be astonished at this recent improvement of our FOREVER BRILLIANT® moissanite gemstone in 2013. The refraction and scintillation are off the charts, providing a brilliance that surpasses anything we've seen before in our moissanite gemstones."

Charles & Colvard Created Moissanite®

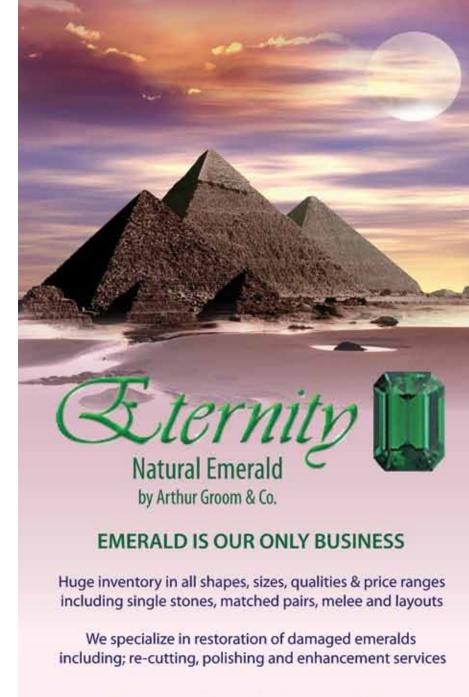
Made of silicon carbide (SiC) and exhibiting overall properties that are close to that of diamonds but with nearly 2.5 times the fire of diamond, Moissanite's superior brilliance, luster, and optical properties rival even the highest quality diamonds. Created moissanite gemstones possess the quality, value, and resilience of fine diamonds while offering much more affordable price points. Charles & Colvard also markets its exclusive trademarked brand of whiter moissanite gemstones – FOREVER BRILLIANT®.

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Charles & Colvard is committed to ensuring the quality and longevity of FOREVER BRILLIANT® gems. Each gemstone is accompanied by a Charles & Colvard certification and laser inscribed on the girdle for easy identification. FOREVER BRILLIANT® moissanite gemstones carry the same Limited Lifetime Warranty as all other Charles & Colvard Created Moissanite® gemstones for maintaining their optical property of brilliance. An enhancement or other treatment by any party other than Charles & Colvard to a Charles & Colvard Created Moissanite® gemstone voids the warranty.

Goldcraft West Acquires Nagalle Design

Goldcraft West announced the acquisition of Nagalle Designs. Both firms are located in Oregon. Richard Hansen, Owner of Goldcraft, said in response to the acquisition, "We are very excited to continue the Nagalle collection with its solid reputation for beautiful contemporary design." Hansen continued, "Many people will be happy to know that Nagalle is back to producing exquisite, one of a kind pieces made right here in the US."



Memorandum selection available

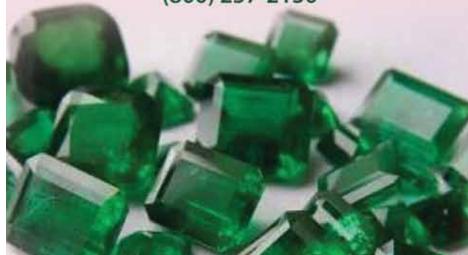
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The Nagalle collections are well known for their 14-karat an 18-karat gold jewelry with Opal and mother of pearl inlays. Their contemporary designs have earned them a significant following that appreciates superb workmanship and exceptional quality that has come to typify a Nagalle piece.

Each piece features only the finest gem grade precious Australian opal available today. Designers then hand match each piece to colored gemstones creating patterns and color combination that enhance the natural beauty of the opal. The product line consists of rings, earrings, bracelets and pendants.

Goldcraft West shares the same priorities as Nagalle including manufacturing and particularly a strong commitment to the perfect execution of fine design. Goldcraft is also proud of their USA manufacturing operations and their commitment to the fine jewelry industry.

Hansen went on to say, "We've repaired jewelry for the industry for decades, and jewelers trust our workmanship, especially on inlay pieces. Bringing Nagalle on as a division of our company is just another natural progression in our quest to manufacture beautiful, unique pieces right here in America."

Goldcraft West manufactures natural gold nugget, gold veined quartz and Elk ivory jewelry mined locally.

For more information visit their website at www.goldcraftwest. com or www.nagalle.com to view product for both companies. You may also speak with a representative by calling 800-944-0302



ISG Launches Registered Gemologist Appraiser for Professionals Program

The International School of Gemology has announced its expanded and improved ISG RGA for Professionals program.

This program brings its world-class jewelry insurance appraisal training to graduates of qualified gemological schools and institutes worldwide.

These include, but are not limited to:

Canadian Institute of Gemmology

Asian Institute of Gemological Sciences

Texas Institute of Jewelry Technology

Gemmological Association of Great Britain

Australian Gemmological Association

Canadian Gemmological Association American Gem Society

Gemological Institute of America

The ISG Appraisal Program for industry professionals is composed of four courses:

Introduction to Watches, Identification of Synthetic Gemstones, Jewelry Insurance Appraisal and Evaluating Damaged Jewelry. The Introduction to Watches and Identification of Synthetic Gemstones courses are intended an individual's gemology education up to the level required for the ISG Registered Gemologist Appraiser program.

The Jewelry Insurance Appraisal and Evaluating Damaged Jewelry courses are unique in the industry and are required of all RGA candidates. Both of these courses are based on our insurance industry certified Continuing Education courses that are taught to insurance agents and adjusters. These courses have been developed by licensed insurance professionals with many years experience in the handling of actual jewelry insurance claims. The courses are based on studies of actual insurance claims, with photographs and case study that can only be found in the ISG program. Courses are delivered via online or .PDF downloads of the course notes, and online Flash Presentation Lectures and Lessons. Candidates will be studying with professional, licensed Property and Casualty Insurance Adjusters with professional designations from the GIA, Gem-A, AGS, and ISG.

The RGA for Professionals program includes all of the following courses:

Required Courses:

Introduction to Watches: ISG105

Identification of Synthetic and Treated Gemstones: ISG104

Jewelry Insurance Appraisal: ISG107



Evaluating Damaged Jewelry: ISG108

Required Practicals:

Treated and Created Diamond Grading Practicals that will include Bellataire HPHT Processed Diamonds, Gemesis and Chatham Lab Created Diamonds, Yehuda Treated Diamonds, and Laser Drilled diamonds. The purpose of the Diamonds Practical is to insure your experience level dealing with these types of treated and created diamonds that are prevalent in the current market.

Treated and Created Colored Gemstone Practicals including a variety of hydrothermal, pulled, flame fusion and other lab created and treated gemstones. The purpose of the Created and Treated Gemstones Practical is to insure your experience level dealing with lab created and treated gemstones often found in the current market.

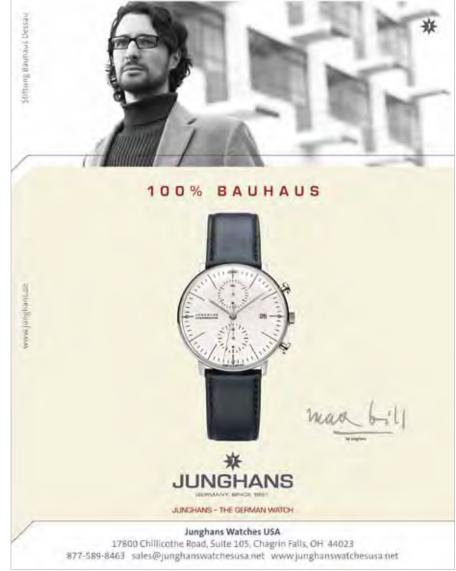
The total cost of the program is \$995 includes all courses, practicals and exam fees. No additional or hidden fees or costs.

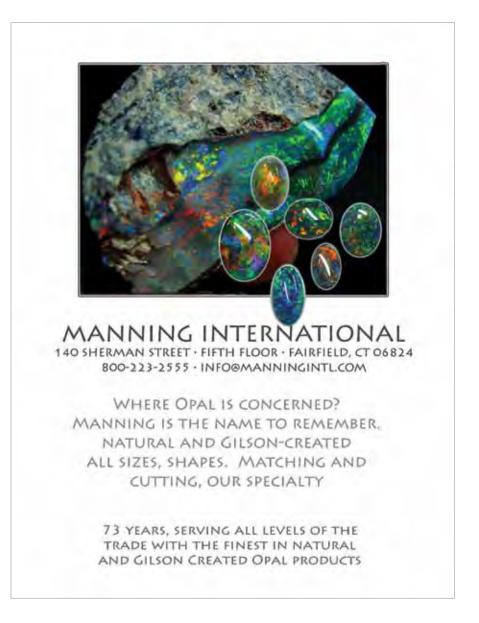
Certificates and Diplomas:

A Certificate of Completion after each course. The ISG Registered Gemologist Appraiser Diploma will be awarded upon completion of the RGA for Professionals Program.

A Final Exam will include jewelry items to be sent to you for appraisal. Your appraisal will be evaluated by insurance industry professionals with categories in accuracy of identification and evaluation, accuracy in valuation, format and structure of your appraisal and overall presentation of your appraisal document. International students will be required to place a refundable \$800 deposit with the ISG office when requesting practicals in both diamonds and colored gemstone exams. One deposit will cover all practicals

All Registered Gemologist Appraisers are required to take a recertification exam every two years. This exam covers all of the industry developments as posted on the ISG Community Home forums, the ISG newsletter, and other publications available to the RGA. These will include the latest updates in the world of insurance law, policy changes, and the latest developments in the gemology industry. You will take an online written exam. Cost is \$50 for the two year update which includes all materials and exams, and the annual membership in the www.GemstoneTreatmentReport.com website. This allows us to insure that we are providing the insurance industry with a listing of appraisers who always keep on top of the latest developments in the study of jewelry appraisal.





CENTER STAGE













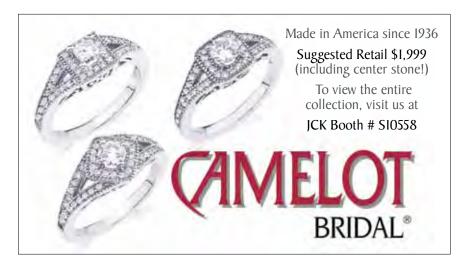




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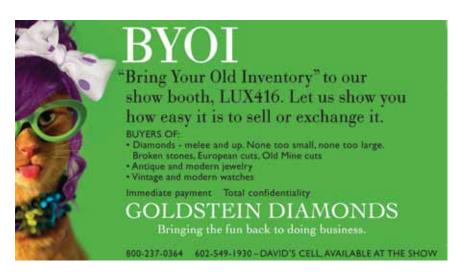












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The ISG Registered Gemologist Appraiser for Professionals programisopentoanygemologistholdingaqualifiedgemological diploma from anywhere in the world, subject to review.

For more information: Contact Robert James FGA, GG, President, International School of Gemology Texas Department of Insurance License #1300433. Robert James FGA GG President, International School of Gemology Texas Department of Insurance License #1300433

JEWELERS UNBLOCKEDTM LAUNCHES EMPLOYEE DISHONESTY PROGRAM

Jewelers unBLOCKed[™] and the Chubb Group of Insurance Companies, are offering an Employee Dishonesty Program for their current and prospective policy-holders.

The new crime policy provides employers with insurance coverage for theft and forgery by employees of money, securities, money orders and stock, including jewelry, precious stones, and precious metals. In addition, Jewelers unBLOCKedTM will offer policyholders strategic advice with regard to loss prevention.

"We recognized, employee dishonesty and theft are a major concern in the jewelry industry, but it does not always fall under negotiable instruments {cash or checks}," says president and CEO of Jewelers unBLOCKed TM, Patricia Low. "Theft will often occur in the form of inventory and stock such as jewelry, precious metals and gemstones. Our new product addresses that specific employer exposure. We continue to innovate and try to find ways to further protect the assets of our clients."

Many employers in the jewelry industry are concerned about employee theft of diamonds, precious metals, and precious and semi-precious stones. Such items have seen double-digit increases in value, which prompts many business owners to consider insuring their property against internal theft where they may not have done so in the past. The crime policy offered by Jewelers unBLOCKed™ can now, in many cases, offer an affordable solution to this problem.

Jewelers unBLOCKed, TM specializes in the unique risk exposures of the jewelry industry, including retailers, designers, wholesalers, special events and manufacturers along with private collectors. Jewelers unBLOCKedTM provides a worldwide client centric insurance program-coverage to the marketplace. For more information on Jewelers unBLOCKedTM, please visit www.jewelers-unblocked.com.



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