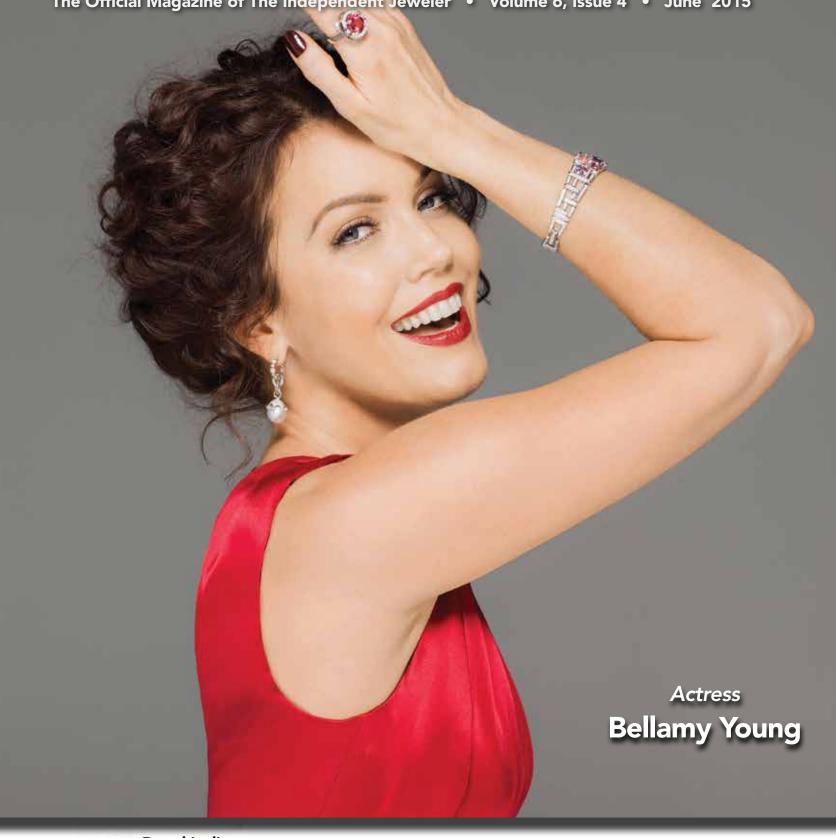
THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 6, Issue 4 • June 2015





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STOCK BALANCING

CO-OP ADVERTISISC PROGRAM

AHTAL OPTIONS

BUYOUT PROGRAMS

ONLINE ORDERING

SAMPLES PROGRAMS

SAMPLES FOR VIEW PAG

CHARANTEE (THE SIZING)

PHER ENGINEERING

JCK LASVEGAS
PLUMB CLUB - 450



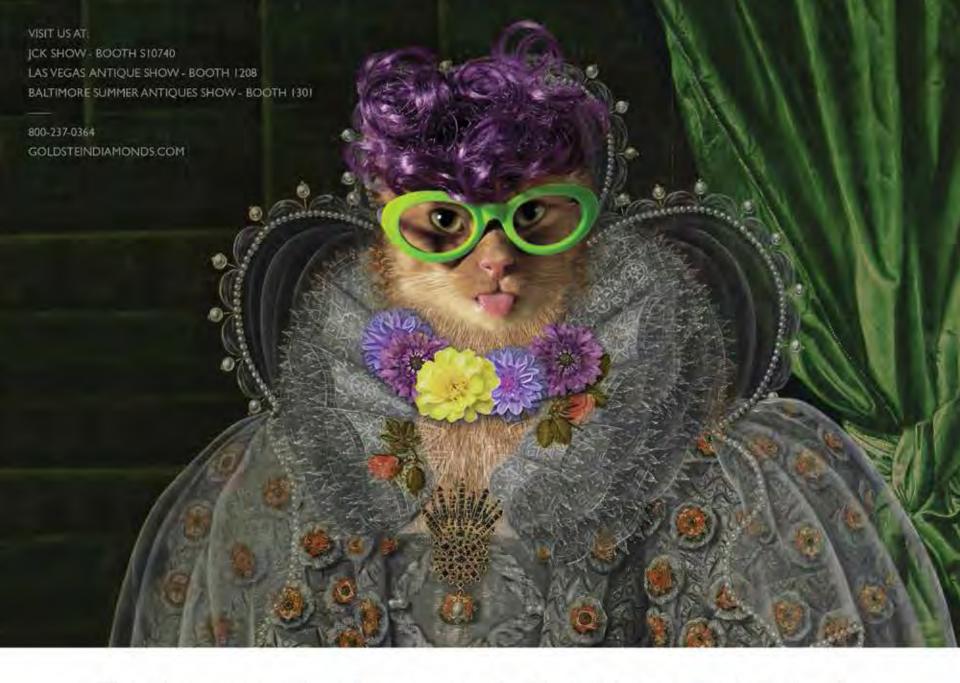
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IN-EHOWCASE DISPLAYS

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There's no comparison to our one-of-a-kind vintage and estate jewelry.

(No comparison shopping, either)



If you're tired of discounting, our one-of-kind vintage and estate jewelry can change everything.

From Victorian and Edwardian to Art Deco, we have a remarkable selection

of unique pieces at great prices. Memo available.





The Essence of Timeless Design
18 KARAT - PLATINUM - FINE GEMS

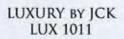


































TABLE OF CONTENTS

JUNE 2015

Business Planning, The Marketing Mix & Print Advertising By Frank Dallahan

10 Synchrony Financial Millennials and Boomers

Smart Ways to Save For College 12 Someday He or She Might Be Your Boss By John A. Politi, Jr

20 Be Extraodinary By Ann Arnold

Five Things To Consider Before 24 Working With A Store Designer! By Karen Estrada

Bored With Your Website? A Redesign Won't Necessarily 28 Improve Your Business! By Matthew A. Perosi

30 10 Ways To Move Those Unwanted Items By David Brown

32 Prevent Top Jewelry Crimes By David Sexton

38 The Style Page

Navigating the Online Marketing Channel 42 Part V - Platform Website Technology Continued By Larry Chasin

48 Silver Promotion Service

54 Look Book: Behind the Meaning By Jackie LeBental

56 New and Noteworthy

Center Stage

74 Advertiser's Index

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Produced and Styled by Tod Hallman for Ivy Eleven; Photographer Andrew Macpherson for Copious Management; Makeup Jenna Anton; Hair Aaron Light for Celestine Agency; Manicurist Tracey Sutter for Ivy Eleven; Dress: Halston – Red silk gown Earrings: Anna Becher, Anna Los & Sons - Platinum earrings featuring 12mm white south sea cultured pearls accented with diamonds. Ring: Linda Quinn, Linda Quinn Designs - 14kt white gold ring featuring a 6.11 ct. pink tourmaline accented with diamonds (1.24 ctw.). Bracelet: Maria Canale, Suna Bros. Inc. - Platinum and 20kt pink gold bracelet featuring multi-colored natural spinels (44.31 ctw.) accented with white diamonds (6.80 ctw.) and pink diamonds (1.00 ctw.).





Publishers:

Andrew Kohler 973-263-2498 ext 18 • andy@theretailjeweler.com Edward Coyne 908-637-8461 • edcoyne@theretailjeweler.com Frank Dallahan 267-229-2475 • frank@theretailjeweler.com

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BUSINESS PLANNING, THE MARKETING MIX & PRINT ADVERTISING

By Frank Dallahan

Having recently returned from the Chicago show, I thought it appropriate for my May editorial to relate a nice success story. My work at shows is focused on talking with exhibitors to find out what's going on in their businesses, to get some ideas for editorial material, and to develop relationships for possible advertising in The Retail Jeweler.

One of the more interesting conversations I had at the show was with Karen Duclos, of Frederic Duclos, a long time advertiser in The Retail Jeweler. When you inquire of an exhibitor how the show is going or how is business in general, you typically get a luke-warm response. "It's ok. Not great. About what I expected" are the responses. Karen, on the other hand, told me she had an excellent show. When asked why, she responded by telling me of her preparation work prior to the show. In addition to trade advertising efforts in The Retail Jeweler to build and reinforce brand awareness for Frederic Duclos, she made it a point to review the information provided by the show management identifying the retailers who were planning to attend the show.

Karen took the information and developed a sales program to get those retailers to visit her booth. The program consisted of contacting both existing and potential clients where Duclos did not have distribution. The next step was a written invitation sent to both groups inviting them to visit their booth. About a week later, she followed up with a phone call to the storeowner, again extending an invitation to visit Duclos at the show. The results were very good...new accounts new business and business written for existing accounts as well.

In contrast, other exhibitors complained about the show, the business, the economy, the president, Iran, and the weather. With respect to the jewelry business in general, show business in particular, it seems to me more exhibitors need to do a better job thinking about how they promote their businesses if they expect to do better business at the shows. With all of the talk about "branding" in the jewelry industry, you would think more manufacturers/exhibitors would be focused on the subject and do something. All too many just sit in their booths watching people walk by. A smile on your face and a simple good morning is all it takes to have a conversation begin.

The Internet, to be sure, has affected the way manufacturers and retailers promote their businesses. Now everything has to be mobile ready to attract the millennials whether the millennials are buying at retail or at wholesale. It is interesting how something new like Internet marketing becomes the only method some use to promote.

Since starting to write for the jewelry community, I have emphasized the concept of The Marketing Mix, the combination of all things a business (retailers and manufacturers) does to promote, to brand, and to build. This includes Print, Radio, TV, Directories, Outdoor, and Internet advertising. Also part of The Marketing Mix is Public Relations, Trade Shows, and Sales Promotion. Recently, The Harmon Group emailed a message

to their list of retailers and manufacturers a message about including print in their marketing budgets. The email began:

• "With the rise of digital media, many may have thought traditional print media has fallen to the wayside. However, print media has evolved and shown it still deserves a place in any effective marketing campaign."

Backing up this statement, is a recent article in the Wall Street Journal on the future of print advertising, it is expected to remain consistently significant over the next three years. While, over the next three years mobile is expected to grow significantly, and other digital is expected to decline significantly with all other forms holding even.

According to the Harmon email there are three good reasons to employ print in your Marketing Mix:



BRANDING: Consistent ads in print publications can help solidify your brand identity. Employ similar color themes, fonts, and language to make your brand easily identifiable to your audience.



TARGET MARKETING: Print publications can have highly targeted readership. Publishing ads in niche publications ensures that your message is delivered to a highly targeted audience, something that is more difficult to do in the digital media landscape.



STAND OUT: As more marketers focus campaigns solely in digital outlets, there is a void in print media. Since fewer firms utilize print media, it helps your message stand out when you do. It is important to remember that there are still consumers who primarily read print, and it is effective to reach them through print ad campaigns.

There is a good reason why Warren Buffet has acquired local newspaper chains. It is because these print media offer unique local information the major newspapers do not provide to and about local communities.

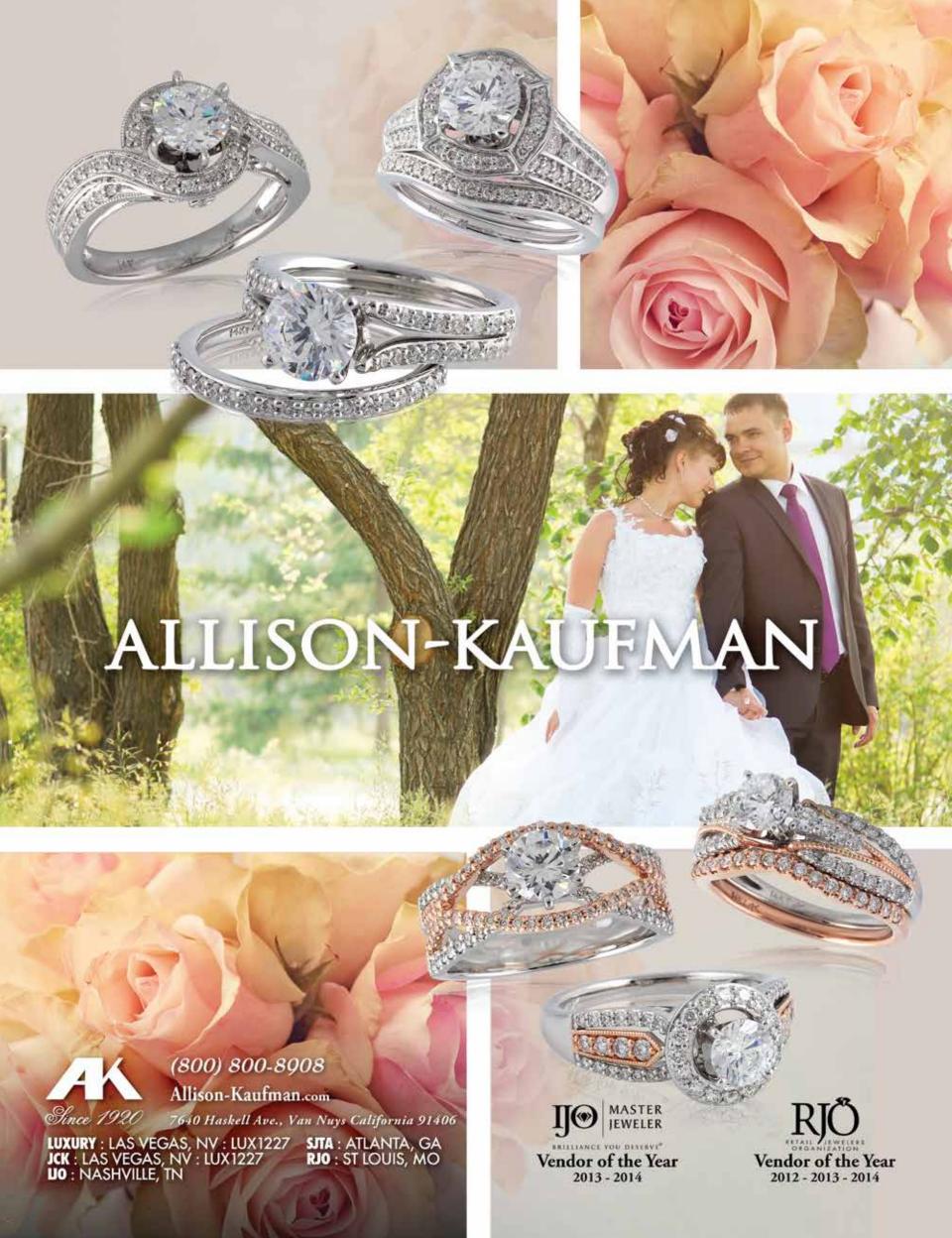
The industry's most important shows of the year will be in full swing as you read this article. Hopefully, you will have done your homework preparing for the shows whether you are a retailer who is going to the show to buy goods or whether you are an exhibitor looking to sell goods.

Karen Duclos' efforts in preparing for shows is a model for you to consider.



Frank Dallahan co-publisher of The Retail Jeweler

Email Frank@theRetailJeweler.com



These Findings on Millennials and Baby Boomers May Surprise You



For the past decade, millions of dollars have been invested in marketing to baby boomers. It's money well spent, considering that boomers have such a high disposable income. In fact, four out of five retailers attribute nearly 50% of their sales to boomers.

But by focusing so heavily on boomers, marketers have started to overlook a younger generation: millennials. Until recently, the generation born between 1976 and 1994 has been considered short on the spending power needed for marketers to target. Today, at 80 million strong, millennials are entering their peak consumption years.

If retailers want to capitalize on the changing landscape, they can't ignore the spending potential of millennials or alienate the loyal spending power of boomers. They'll need to create a single brand experience for both. To do that, they'll have to embrace the similarities and the differences between millennials and boomers.

Synchrony Financial's latest report, "Balancing Multi Generational Retail Strategies," takes a closer look at the shopping habits of millennials and boomers, offering marketing strategies on how to appeal to both generations at the same time.

Here are some of Synchrony's findings:

How millennials and baby boomers are similar

- Coupons: Baby boomers and millennials share a love for coupons, sales, and bargains.
- Online shopping: Both are comfortable with browsing, researching, and shopping online.
- Female shoppers on social media: In both demographics, women are far more likely than men to talk on social media about what they bought. 82% of female boomers and 83% of female millennials are sharing their retail experiences on platforms like Twitter, Facebook, and Instagram.



82% of female boomers 83% of female millennials

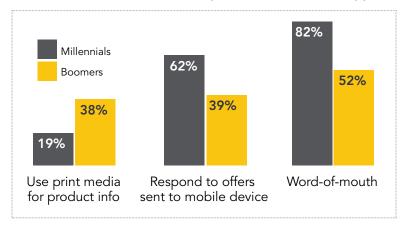
How millennials and boomers differ

 Digital devices: While both generations have digital devices, millennials use theirs to make shopping easier, doing research



on their smartphones and tablets before they buy. Boomers are also tech-savvy, but they're less likely to use their devices as a shopping tool.

- Word-of-mouth influence: 82% of millennials tend to favor word of mouth from friends, family, and social media when they're deciding what to buy — compared to only 52% of boomers, who are influenced most by retail websites, then by advertising and salespeople.
- In-store experience: When they're shopping in stores, boomers place high importance on customer service (helpful salespeople, for example) in judging the quality of their experience. Millennials also enjoy customer service, but they often turn to technology to improve their in-store shopping.



• Pricing: Boomers are less motivated by price than millennials, and they're loyal to the styles and brands they like. Millennials care a lot about how much things cost, especially in categories such as appliances, specialty retail, electronics, and department stores.

How can marketers appeal to both generations?

With baby boomers and millennials now equally attractive as demographics, marketers may want to rethink how they're attempting to engage with both. Here are some ways they can get started:

- Integrate social media into marketing campaigns for example, by focusing strategic efforts on Facebook and Twitter, and creating unique social sharing opportunities around news, trends, flash sales, and relevant offers.
- Make sure customers are aware of the digital shopping tools available, both in store and online. This could include retail and shopping apps, as well as digital coupons.
- Provide a consistent brand experience across all channels, whether it's in-store, on social media, or on mobile and desktop websites.

Editor's Note: Synchrony Financial provided this article.





SMART WAYS TO SAVE

FOR **COLLEGE**

By John A. Politi, Jr

Someday He or She Might Be YOUR BOSS



The most efficient manner to address these plans is different for every family. As a professional Financial Planner, I address many diverse financial objectives for my clients, but developing a special college-funding plan involves many moving parts – more than most other financial matters that are presented before me.

We address your time horizon or, years for your child to enter college, risk tolerance, income and savings, and of course your net worth. We discuss the type of college they want to attend, public or private. We discuss whether they're a candidate for either financial or merit-based financial aid. In some families, college expenses are viewed as a parent's obligation, and in others as a shared family responsibility. Needless to say the ever increasing cost of college tuition and fees, the ever changing tax laws, and the short time horizon for saving and/ or investing, always seem to wreak havoc on many families and specially for older couples nearing retirement. My good friend and business colleague Stephanie Mauro, CEO of College Planning 101 said, "With over \$1,000,000,000,000 (that's one trillion) of college debt out there, applying to college has become an anxiety-producing experience for parents and students alike."

In order that no money is left on the kitchen table, financial planning services include calculating your Effective Family Contribution (EFC). According to SallieMae, "It's the number that the federal government expects you to contribute toward the cost of college and it helps determine how much financial aid for which you may qualify. The number is based on the information in your submitted Free Application for Federal Student Aid (FAFSA)." Your EFC helps determine your financial need. Typically, the lower your EFC, the more financial aid you will receive. Your financial need can be found by subtracting your EFC from a school's Cost of Attendance (COA) which is typically: tuition, books, supplies, transportation, room, and board. COA - EFC = Your Financial Need based on this formula. Your school's financial aid office will prepare a financial aid package based on this formula. But we're getting ahead of ourselves remember, you first need to start saving!

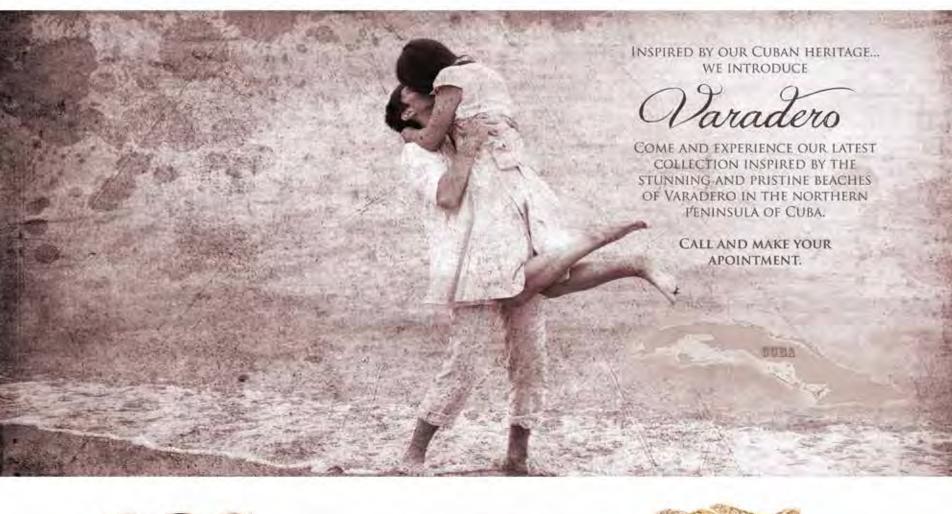


There is a wide range of college saving strategies for you to understand. Some of my clients are interested in a broad range of investment products, control over assets, account flexibility and some more interested in tax efficiencies. Mutual funds offer a full range of investment possibilities where you have complete control. One needs to realize though these funds are subject to Capital Gains Taxes, a real concern in a rising tax environment. Those parents more concerned with tax efficiency issues tend to favor custodial accounts such as the Uniform Gift to Minors' Act (UGMA) or, Uniform Transfer to Minor's Act (UTMA) where assets held in the child's name are taxed at the child's tax rate (as opposed to the parents' higher tax rate) on the first \$2000 of income before the kiddie tax kicks in.

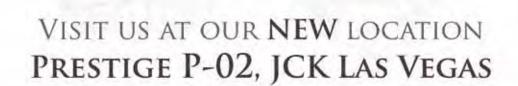
Now the "kiddie tax" is not really a specific tax at all, but according to The Motley Fool, "refers to the limitations that the IRS has placed on the ability of a child under the age of 14 to have unearned income taxed at the child's lower tax rate." They go on to state: The "kiddie tax" provisions work like this:

12 | The Jewelry Business Magazine Continued to Pg 14









JA, NEW YORK SJTA, ATLANTA | SELECT-CHICAGO | SELECT-DALLAS | SELECT-FOXWOODS



Someday He or She Might Be YOUR BOSS

- The first \$700 in unearned income (e.g., interest, dividends, capital gains, etc.) is not subject to tax, either at the child's rate or the parent's rate.
- Unearned income of more than \$700 and up to \$1,400 is taxed at the child's rate (generally 15%, but usually much lower than the parent's rate).



Unearned income of more than \$1,400 is taxed at an adjusted parent's rate (unless the child's rate is greater... not likely, but possible for some children in the entertainment industry). N.B.,

the "kiddie tax" rules do not apply if the child is under age 14 and neither parent is alive at the end of the taxable year, or the child is age 14 or older as of December 31st of the taxable year. I'm not necessarily a big fan of the UGMA or UTMA because both cede control of the invested funds to their children once they reach legal age. Also, any tax savings in the child's name could be offset by a reduction in any future financial aid package.

The IRS also offers the American Opportunity Tax Credit (AOTC) worth up to \$2500 per eligible child and the Lifetime Learning Credit. The AOTC is worth the most, and of course there are reductions and phase-outs depending on your income. If you ever enjoyed reading War and Peace, I recommend you spend the time reviewing IRS Publication 970 – Tax Benefits for Education. Finally, the government offers one other "qualified education expense" savings vehicle, the Coverdell Education Savings

Account (ESA). Those that can contribute to the Coverdell ESA, including the beneficiary, are those whose modified adjusted gross income (MAGI) is less than \$110,000 per annum, or \$220,00 in the case of a joint return. Unfortunately the total of all contributions to all Coverdell ESAs set up for the benefit of any one designated beneficiary cannot be more than \$2,000 each year – and only until they reach 18 years of age. There is quite a lot to learn regarding Education Tax Benefit Coordination - IRS rules do prevent you from obtaining more than one tax benefit for the same expenses on your federal income tax return – you can't be like George Costanza on that Seinfeld television series

episode, "no double dipping." I recommend that you discuss these options with either your CPA or Financial Planner.

I favor 529 Plans operated by a state or educational institution. According to the IRS, there are tax advantages and potentially other incentives to make it easier to save for college and other post-secondary training for a designated beneficiary such as a child or grandchild. The main advantage typically is the earnings are not subject to federal tax and generally not subject to state tax when used for the qualified education expenses of the designated beneficiary, such as tuition, fees, books, as well as room and board. Contributions to a 529 plan, however, are not deductible. Those of us that are not part of the 1%, or High Net Worth Individuals, would serve themselves well

by implementing the 529 Plan as the core of their college-funding plan. You should look at your State's 529 Plan first.

Some State's offer tax deductions for their residents, but it still pays to research investment managers, fees and expenses, and rules between plans. Sometimes combining 529 Plans with Coverdell ESA or investments placed in the child's name in a UTMA can help to maximize tax efficiency and flexibility of your investments and savings. Keep in mind these 529 Plan facts:

- Federal Income Tax: They're nondeductible contributions; withdrawn earnings are excluded from income to the extent of qualified higher education expenses
- Federal Gift Tax Treatment: Contributions treated as completed gifts; apply \$14,000 annual exclusion, or up to \$70,000 with a special gift tax exclusion that permits five years' worth of gifts in a single year
- Federal Estate Tax Treatment: Value removed from donor's gross estate; partial inclusion for death during a 5-year election period
- Maximum Investment: Established by the program; many in excess of \$300,000 per beneficiary
- Qualified Expenses: Tuition, fees, books, supplies, equipment, special needs; room and board for minimum half-time student



There is quite a lot to
learn regarding Education Tax
Benefit Coordination - IRS rules
do prevent you from obtaining
more than one tax benefit for the
same expenses on your federal
income tax return

14 | The Jewelry Business Magazine Continued to Pg 18

It's easy to get stirred up about stale inventory.

No one wants to spend money on product that doesn't sell – then take a hit when you have to mark it down.

The Edge software was developed for jewelers by jewelers. It combines purchasing, inventory and sales data in one tool that improves turns and cash flow by showing you exactly what to order – and when.

Even over coffee.

JUST ONE WAY WE MIND YOUR BUSINESS.

WISIT US AT BOOTH #B6052 AT JCK LAS VEGAS.

INCREASE CASH FLOW OVER LATTE AND BISCOTTI



VOTED #1

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

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













- Able to Change Beneficiary: Yes, to another member of the beneficiary's family
- Time/Age Restrictions: None unless imposed by the program
- Income Restrictions: None
- Federal Financial Aid: Counted as asset of parent if owner is parent or dependent student
- Investments: Menu of investment strategies as developed by the program
- Use for Non-Qualifying Expenses: Withdrawn earnings subject to federal tax and 10% penalty

529 plans aren't for everyone. While a 529's tax deferral gives your assets a chance to grow faster than they would in a comparable taxable account, keep in mind that buy and hold equities (individual stocks, ETF's, tax managed mutual funds, index funds) generally generate very little in the way of ordinary income during the accumulation years. What you're really interested is in the appreciation of your investment - capital gains that you will not pay taxes on as long as the funds are used according to the IRS Guidelines. Even for Grandparents, 529 Plans are a great estate-planning tool. In a rare estate planning win/win, grandparents' 529 contributions are immediately removed from their taxable estate, yet they retain full control over the assets, including the right to take the money back at any time.

No other investment vehicle affords this combination of control and estate reduction. The annual limitation for tax-free gifts to family members is \$14,000 per individual per year. However, special gift tax exclusion permits five years' worth of gifts to the beneficiary of a 529 plan, in a single year, without triggering the federal gift tax. That amounts to \$70,000 for individuals and \$140,000 for married couples. The beauty of this move for grandparents—or aunts, uncles, or even older siblings—is that while 529 contributions remove assets from an estate for tax purposes, the gifting family member retains control of the assets. A client may be reluctant to utilize their \$14,000 annual gift exclusion because of worries they may need the money back one day. That concern disappears with a 529 plan.

Although opening the 529 moves assets immediately out of one's estate, they retain control of the account. In fact, they can take the money back whether they really need it or if they just change their mind later. What's more, in a double bonus for student beneficiaries, assets held inside a grandparent-owned 529 account are not currently included in the calculation to

determine a student's eligibility for federal financial aid. It is only when a student takes a qualified distribution for college that the amount will need to be reported as student income on federal aid forms.

In summary it's a very good idea to complete the following:

- 1. TAKE A CRASH COURSE ON FINANCIAL AID
- 2. LEARN ABOUT THE ESTIMATED FAMILY CONTRIBUTION (EFC)
- 3. GET INTRODUCED TO THE FAFSA
- 4. UNDERSTAND THE RULES GOVERNING WITHDRAWALS FROM COLLEGE SAVINGS ACCOUNTS

As college costs and competition for admission continue to increase, demands you develop a college savings strategy that responds to college funding trends that effectively utilize a wide range of investment products. Above all start planning early. Providing a college education is a big dream with a big price tag and anything you can save will open doors for your children and is money they won't need to borrow later. They should appreciate that fact - especially when the shoe is on the other foot.

Author's Note:

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



John A. Politi, Jr

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

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

XEWIND & FIRE® EXPANDABLE BANGLES



The Art of Eco-Sustainable Jewelry®



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







Be Extraordinary



Many parents experience the angst of their child heading off to college. Between the worries of "How will they survive without me?" and "I can't believe I have a child old enough-or that I am old enough to have a child-going to college", there is the underlying hope they will transform from being your baby, into a successful and happy young adult.

I recently had the opportunity to join my daughter at her future college, High Point University, for a very special, invitation only, weekend. Besides the obvious honor of being invited to attend and the chance to meet some wonderful families, the highlight of the weekend was the opportunity to hear the president of the school, Dr. Nido Qubein speak. His philosophy and guiding principle that he teaches and preaches is the idea that we should all be "extraordinary". He weaves this philosophy into the way he runs his school, hires his professors and ultimately teaches all High Point university students.

As I sat and listened to this exceptional speaker I started to think, are we all leading extraordinary lives? If we applied these lessons to our businesses, how much better would we be for it?

So what does it mean to be extraordinary?

EXPECT THE EXCEPTIONAL AND SETTLE FOR NOTHING LESS.

This philosophy starts at the top, you must lead by example. If you expect your staff to treat your customers with respect and give great service, make sure you are doing the same to your staff. Go that extra mile.



NEVER USE THE WORDS "I CAN'T " OR "I'LL TRY".

Change your thinking. The words you choose dictate your mind-set. When a situation arises, say, "how can I make this happen." Obstacles occur all the time. The difference between those who succeed and those who don't is the successful ones don't look at a situation and say "that won't work", they say "how can that work?" It allows them to rethink the situation and offer solutions. Encourage your staff to overcome obstacles and think of new ways to do business. You maybe surprised at what they achieve.







REMEMBER TO HAVE FUN AND BE HAPPY.

Ultimately we all work hard every day, we have stresses we encounter that seem overwhelming at times and sometimes we just don't want to even get out of bed. But at the end of the day, we have to find some time to smile, to laugh and to have fun. If the people who work for you enjoy what they do, they will deal with the everyday issues more effectively and better. Think of ways to have fun at work. Whether it is after work "parties" every so often, rewarding your staff with a dinner or lunch, or just remembering to smile and say hi when you walk in the door in the morning, little things can go a long way.

You can Google the phrase "what does it mean to be extraordinary" and a ton of sites pop up. The underlying theme to each is: we can all be extraordinary, the potential is in all of us and is part of who we are. We must strive to exceed ordinary, which ultimately means being different than most. How have you made what you do and who you are different?



Ann Arnold is an expert in manufacturing and finance. She earned her CPA working for Deloitte, and was the VP and later CEO of Lieberfarb, a US based manufacturer of wedding and engagement rings. This 27 year veteran is currently the Chief Strategy Officer of BIG (Buyers Intelligence Group), which provides comprehensive, scalable, industry solutions that deliver dramatically improved performance to jewelry retailers and manufacturers. To learn more, email ann@bigjewelers.com. www. bigjewelers.com



Were you reluctant at all about getting into the family business? My father wanted to immerse me early on, but I wasn't ready. Then at 21, an amazing diamond caught my eye and my passion was born.

Then what happened? On the recommendation of a friend, I went to study at GIA in California. The jewellery business isn't easy to learn and even harder to master. GIA offers the most comprehensive training and education anywhere.

Is there a special piece of jewellery that has been important in your life? The necklace I designed of yellow diamonds and pearls for my wedding. My husband presented it to me on our wedding day.

What advice would you give someone starting out? Always remember that this business is very personal. My customers have become friends, I enjoy being a part of important moments in their lives. They rely on my knowledge and integrity, the same way I rely on GIA—the international standard. GIA reports provide security and confidence, not only for our customers but our company too.

GIA would like to gratefully acknowledge those using our resources to further worldwide expertise in gems. Read Cindy's full interview at WWW.GIA.EDU





Bellexétoile.

Discover Belle Étoile, award-winning designer jewelry brand. Visit us at JCK Las Vegas in Booth **B5317** to learn more about our exciting Fall programs to help drive traffic and increase sales in your store.

To request an appointment, call 877.838.6728.

You are the star. Let us be your entourage.



by Karen Estrad

THINGS TO CONSIDER

BEFORE WORKING WITH A STORE DESIGNER!



Retailers are facing more and more competition than ever before. Not only do they have to meet the ever-changing needs of their demanding customers, they also have to stand out from local and online competition.

A combination of factors contribute to a successful retail store. Brick and mortar stores must find ways to engage better with their customers. The planning and design of the store is a key factor in the overall success of the business. "With the right store plan, brands can directly communicate with their customers, merchandise will sell itself when there is a great store design and brands are presented well within the store plan. When the store plan is wrong, even the best brands product will sit on the shelf.

The way your store is arranged and your display fixtures are placed can make a big difference. Walls, flooring, primary and accent colors, fixtures, signage, wall striping must work together to tell a single story. A mixture of human psychology, retail security, and design trends gives retail designers and store planners the necessary background to revitalize the store. If you are in the process of opening a brand new store or perking up an existing one, make sure to do your own research, establish a visual design theme or concept.

Here are **5 THINGS** you should know before meeting with your store designer that will help you to get the best results.



KNOW YOUR BRAND

Your brand is the communication of a promise to your customers. It is a promise of the product quality, the level of services and overall shopping experience the customer will realize. A successful business imprints its brand so clearly in all of its offerings that it becomes part of them. A simple icon, the tone of voice or a design style will instantly associate with the store brand.

• Think about your ultimate business goal. What exactly do you want to communicate to your customers? What makes your product different and unique? Effective branding influences consumers and encourages sales. It plays a huge role in the retail consumer's journey. Its been proven that designdriven brands such as Apple outperform their competitors commercially by a wide margin.



KNOW KNOW YOUR PRODUCT

The service and presentation of your product is critical. Merchandise must be at the core of your store plan and design project. Therefore, specific equipment such as fixtures and lighting needs to be selected based on your product selection. Think of materials and colors that complement your product, signage, and other brand elements.

Keep in mind the true purpose of your fixtures is to house merchandise. You are not supposed to see them. Try not to fall in love while searching for options. Your product is the star, make it "shine." A store planner can also give you suggestions to entice impulsive buyers and recognize when is best to display a small selection of products versus packing shelves with merchandise.

24 | The Jewelry Business Magazine Continued to Pg 26



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CIRCA

Dear Luxury Retailer,

We invite you to join CIRCA's network of Retailer Partners, who participate in our Buying Event Program at their store locations, which generate extra Profits & Sales for our retail partners. We welcome the opportunity to speak with you about how you can enjoy these benefits for your company. Please contact us at our toll free number, 855,778,2827 and ask for either Richard Tilles - President of our Core Division or myself.

Sincerely,

Laurence R. Grunstein

CIRCA

Laurence R. Grunstein Chief Executive Officer

> TOLL FREE: 855.778.2859 CIRCAJEWELS.COM



KNOW YOUR CUSTOMERS

One of the biggest mistakes brands make when it comes to offer great shopping experiences is to second guess their customers. Do not make assumptions about your audience demographic. Utilize collected data about your customers to include everything from age, income, location, emotional triggers and lifestyle choices. This information will allow you and your store planner to develop display ideas that will tap into your customers' psyche.

Effective displays appeal to the shoppers and can also drive them to convert. Retailers are incorporating new lighting and technology trends to attract new generation shoppers; bold neon lights and holograms, are some examples of new ways to excite your customers. Also background music can reflect a mood, and special atmosphere, maybe even a sense of mystery. Which of these can you incorporate to make your store engage with your customers as soon as they walk in?!



KNOW YOUR BUDGET

Your budget should be clear and realistic from the beginning, Financial misunderstandings can lead you and your store planner to the wrong track and to unrealistic designs. This will cause delays and unfinished projects not to mention ill will.

Consider investing in smart and convertible fixtures, standard fixtures make it difficult to upgrade or even accommodate new products. Smart fixtures are more expensive up front, but they will save you money in the long run because of their great flexibility. If your store has built-in fixtures and you want to get rid of them, notify your store planner beforehand since these have to be taken down. Since you've done your research, once the final plan drawings are done, avoid making changes, this may cause even more changes in the electrical, lighting and millwork plans. When many changes are made additional design and installation fees may apply.

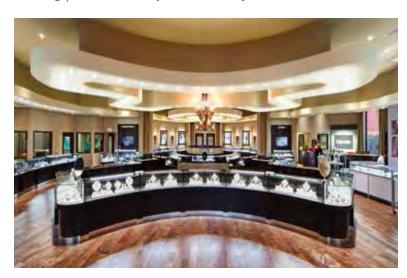




SPECIFIC REQUIREMENTS

Professional store planners know that every square foot of the retail sales floor has a job to do. Set specific goals. Ask yourself what's expanded or represented features will create more sales. No one knows better than you what needs to be improved inside your store. Think about areas that get crowded. Analyze your POS location. Are you satisfied with the customer flow?

Maybe you should reconsider the sales floor layout? These are some of the examples of questions you need to ask yourself. Every sales floor is different. Your store planner needs to have your specific requirements in mind to be able to address all the existing problems that your store may have.



Overall, retail designers and store planners are being paid to boost your sales. the best way to develop a design that meets your needs and expectations is to express your specific brand goals and desires. New generations of shoppers demand products that demonstrate their individuality.

Therefore brick and mortar retailers must deliver a shopping experience to challenge their customers perceptions. In the process of designing your store, communication is the key, and by having these aspects in mind you will be able to clearly express your ultimate retail design goal and let your store planner respond to you with amazing proposals.



Karen, director of luxury goods at Artco, has an extensive background in design and implementation of interiors for luxury goods retalers. Karen can be reached at karen@ artcogroup.com.





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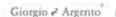




















Bored With Your Website? A Redesign Won't Necessarily Improve Your Business!

By Matthew A. Perosi

There are a lot of ugly jewelry websites out there. Some of them were set up five or more years ago with poorly chosen templates, do-it-yourself methods, and sloppy implementations of good concepts. The website design itself is not always the reason a site looks ugly; sometimes it's just poor photography, the wrong typeface, or mismatched color schemes.

Whatever the reason, these ugly websites are poor reflections of the beautiful products and services that jewelers provide. Over the last 12 months, I've watched as many retail jewelers have taken steps to upgrade their sites from those older, ugly designs, to highly polished looking sites using WordPress.com or Shopify.com templates. There are thousands of really nice looking template designs that you can purchase and install for much less than paying a website designer. WordPress and Shopify provide a lot of options for do-it-yourself methods.

In early April, I was asked to participate in a panel review of a newly launched, Shopify powered e-commerce website. The panel consisted of the jeweler's business consultant, their marketing agent, and me. The jeweler and website developer did not participate to prevent their opinions from influencing ours. We were to report back to them with our first impressions and our opinions on the implementations of the template design, usability issues, and anything found wrong with the website.

They used their previous website for eight years to attract customers to their store, but the intention of this new site was purely e-commerce, with little written about their brick-andmortar store on their About Us and Contact Us pages.

The design was very simple with a white background and a black serif typeface. The footer had inverse colors with a black background and a white san-serif typeface. The navigation used a simple drop down menu from the top. Other than the home page that had large photographs fading from one to the other, the website had no other fancy animation or fading effects. I classified it as a minimalist design that looked very open and clean, allowing you to focus on the product photography.

The jeweler took all the photos himself. They spent more than six months to complete that task. The color, focus, and lighting of most of the photography were good, however, the photos were too small to correctly present the fine detail of the jewelry—and they didn't have a zoom feature.

After a two hour telephone review, here are a few of the other problems we found:

- There was no way to choose a ring size.
- There was no way to indicate what color gemstones to select in a grandmothers pendant.

- The description for their charm bracelet sets said you could choose from 5 different charms, but gave no way to actually select them.
- The Add to Cart button didn't always work.

Sadly, the jeweler selected this specific Shopify template based on the design and not on the functionality. Our review summary included the following three main points:



The website would not help their local marketing because it focused too much on e-commerce.



It would generate a lot of tech support phone calls because it lacked the necessary size, color, and charm selection features.



People who didn't call would simply abandon their shopping carts in frustration.

In short, the website implementation would backfire on them. The eight year old website they were upgrading is considered ugly now, but not when it was created. It simply didn't age well and was outdated by current website aesthetics.

This new website was the jeweler's attempt at upgrading their online look without considering how it would impact their business. It has the potential to tie in nicely with their local billboard, but it would not work with their continuing social media and direct mail campaigns.

Before you take the leap to redesign your own website, you should first analyze if the approach you are taking will truly benefit your business, or if you are redesigning just because you feel you must. New technology advances are pushing every business to create innovative ways to build closer customer interactions, which sometimes includes e-commerce, but mostly not.

Don't simply redesign your website because you are bored with it, or because you met a convincing website company at one of the trade shows. Instead, take the time to evaluate how you operate your business and brainstorm those operations into viable, customer friendly, mobile enabled versions.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his 5-day per week newsletter, available through jwag.biz. Tap into the more than 1,100 free newsletters to guide you towards better usage of websites, social, andmobile. Matthew invites your feedback and questions at matt@jwag.biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.



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By David Brown

Dead stock, unloved inventory...call it what you will. However you look at it around 80% of the items you have in-store won't sell as quickly as you thought they would...and many of these items will not leave of their own free will without a little help from you.

Old and dead product is arguably the biggest drain on cash flow for most retailers and is one of the top three issues raised by clients whenever we are talking about the frustrations of business. There are a number of ways to deal with these items I have listed below. Most you will have heard before but a refresher course on your options is never a bad thing. The important part with old product is you take some form of action and don't just leave them to take care of themselves. The reality is if a product item hasn't sold within the first three months its chances of sitting around for a while have greatly increased. You don't have to get drastic at this point but a simple system of dealing with these products as they reached certain timeframes is always a good idea.

Here are **10** options to consider

1. Have a sale.

This one speaks for itself. Often the most drastic step and it's not something you want to use on a regular basis but does provide quick cash flow. Despite this there are as many store owners who refuse to have one as there are owners who overindulge. The occasional sale doesn't turn you into a cheap discount store. Don't be afraid to use it.



2. Incentivize the staff.

This one doesn't get used enough. Offering \$500 off a \$4000 ring doesn't always cut it with the customer but giving your staff a \$500 incentive to sell a \$4000 ring? Now that's a different proposition. Consider offering the discount to your staff instead and see how the results turn out.



3. Exchange it.

If you have a good relationship with your suppliers this can be an effective option, but note the above is in bold. This is about a two way street not taking advantage of your wholesaler for your advantage only. They want you turning over product and reordering too but you need to make sure you reorder items that do sell quickly.



4. Melt it.

This may depend on metal prices but can be a last resort.



5. Run a specials window.

A more low key option than a sale has merit and can keep cash turning over. Be careful that you don't finish up missing a higher margin sale because they choose the special instead - always remember some of your customers will pay full price and if you run permanent specials you will be conceding margin. You need to weigh up how you handle this.



6. Talk about it in staff meetings.

Again, a very effective way that can go hand on hand with incenting the staff. If you make a point of pulling out 4 slow moving rings each day and reminding your staff to show them you'll be surprised how the sudden focus on them can help turn them over. Include this as part of your daily sales team meetings.



7. Send to another store.

This is worth trying if you have a multi store option but even if you don't try a swap around with a colleague who owns another store. What might not sell for you may sell well for them. I know of two stores who, after going through their reports found \$7000 worth of product that was slow moving for one and fast moving for the other. That's an easy way to move \$7000 wholesale!



8. Modify it.

A remake is always an option but again ensure you remake it into a proven seller. Spending money to then finish up with a different ring but the same problem is not a recipe for success.



9. Give it away.

Consider offering it as a prize for a competition or raffle.



10. Package it with another item.

This can be an option for beads that don't move. Package them up as a deal with a bracelet and another bead could see them moving out. A great way to shift cheaper items out the door.



David Brown

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

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By David Sexton

4

1,381 jewelry crimes



\$77.8 million dollars in losses

Jewelry professionals are no strangers to the threat of crime and the need for always being alert. Over the course of 2014, there were 1,381 jewelry crimes, resulting in \$77.8 million dollars in losses, reported to the Jewelers Security Alliance (JSA).

JSA conducts an annual comparative analysis of reported jewelry crime providing suggestions on how jewelers can help avoid these crimes in the future. Jewelers Mutual Insurance Company teamed up with JSA to provide a recent webinar on their 2014 Jewelry Crime Report and their insightful recommendations on how to prevent these crimes in the future.

ROBBERIES

Crime categories and how they are defined are important to how they are recorded and tracked by JSA. For instance, robberies occur when the criminal is looking to take property by use of force or fear, while your store is open for business. These crimes can often include use of a weapon or physical force. In 2014, there were 279 reported robberies, accounting for \$34 million in losses and more than half of the total losses.

Among robberies, smash and grab crimes against jewelers increased almost 77 percent from 2013 to 2014. Smash and grab robberies occur when individuals smash a merchandise display case and grab as much merchandise as they can before fleeing. In 2014, mall stores were cited as being the most frequent crime scene for these reported losses. While it may seem like an unlikely place for these kinds of crime to occur, criminals choose mall stores because people can enter and exit at will, and there are no locked buzzer systems on

the jeweler's store doors. Malls also provide multiple entrances and exits, and are typically filled with crowds of people, so the criminal can more easily disappear. Also in some situations of casing, it is a lot more difficult to discern a suspicious car in the mall parking lot than to identify a questionable vehicle sitting in the parking lot of a standalone jewelry store.

Whether you are located in a mall location or a standalone store, apply the following recommendations to help prevent smash and grab crimes.

• Install burglary resistant laminated glass merchandise display showcases. These merchandise display showcases are designed to provide high impact resistance to physical attack. JSA has not seen robbers take retaliatory action when they unsuccessfully attempt to smash and grab jewelry merchandise displayed in these types of showcases.

32 | The Jewelry Business Magazine Continued to Pg 36



YOUR CUSTOMERS

OUR FINANCING

Synchrony Financial, formerly GE Capital Retail Finance, is bringing new meaning to the word partnership. We offer credit and financing solutions to our partners' customers, including small and independent retailers like Jewelers of America members. With over 80 years of retail heritage, we have the products, services and industry expertise to help our partners improve customer loyalty and increase average transaction sizes. Find out what Synchrony Financial can do for your luxury business at SynchronyBusiness.com/luxury or 1-855-433-3772.

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- When it makes sense for your business to do so, operate with a locked-door buzzer. With the operation of this system, you are always aware of who is entering and exiting your store.
- Maintain eye level cameras inside and outside your store. The
 configuration and placement of cameras in your surveillance
 system is critically important. Conduct test runs of your
 system by having staff walk in and out of your store to check
 the efficacy of your camera placement to capture the desired
 images. If you can't make out identifying features on your
 own recordings it will be difficult for law enforcement to use
 them in an investigation.
- Keep a logbook of suspicious incidents and save surveillance video of suspicious incidents. Save and store recordings for at least 30 days. If you notice suspicious activity, burn a copy of the recording, put a date on it, and put it aside. Having this video on hand could be very helpful to law enforcement should you become the victim of a crime.
- Share information. Videos and photos shared among jewelers, police and the JSA regarding crimes, casing, and suspicious incidents and individuals can have a tremendous impact upon and speed the process of bringing criminals to justice.

BURGLARIES

According to JSA, burglaries accounted for 244 of all of the crime incidents of 2014, resulting in \$18.7 million in losses. A burglary takes place after hours, when your store is closed and usually takes the form of breaking and entering.

The most common type of burglary reported against jewelers is the three minute burglary. In these crime scenarios, the burglar will break into the store through a window or a door, with no intention to enter a safe or vault. They grab whatever merchandise that is left out of the safe or vault overnight and exit in less than three minutes. While jewelry merchandise typically left out overnight may consist of lower value items, damage to your store with these kinds of burglaries can be costly in both resulting down time for the store and repairs to your premises.

While it was less common for criminals to target safes and vaults in burglary attacks, it is essential to have an adequate safe or vault with six-sided burglary resistant protection, including tool and torch resistant qualities.

Protection while your store is open is just as important as planning to protect your store when you are closed. Follow these guidelines to help prevent burglaries:

• Don't leave merchandise out at night in merchandise display showcases. If you do have merchandise that does not fit in

- your safe or vault, put it in a locked drawer or out of site from the street or windows. Do not cover showcases at night, as criminals may think there is something valuable underneath to steal
- Confirm appropriate alarm protection with your security company. Jewelers should confirm with their alarm service company that their alarm configuration on their protected premises will provide protection from unauthorized entry of roof, side walls and all other possible points of entry, and that they have operational line security. Request a yearly system inspection and test to ensure everything is working as it should.
- Respond to all alarm signals with police. Although it is recommended you respond to every alarm condition notification you receive from your alarm service company, you should never arrive alone at your protected premises. Rather, you should arrange with local law enforcement that you will meet them at your store and never arrive at your store before you confirm the police are already waiting there for you. Once police or the alarm representatives dispatched by your alarm company are on site, jewelers should insist on a thorough investigation of the source of the alarm signal. Criminals may have set off the alarm, so they can observe who responds and how they respond to the alarm.
- Do not position a safe on an outside or shared wall. Burglars may be able to access your safe from entering through the wall of a neighboring office without ever setting foot in your store.

THEFT

Unlike burglary, theft crimes occur when your store is open for business; unlike robbery, there is no use of force or fear. In 2014, JSA tracked 800 recorded theft incidents with a total of \$11.2 million in losses. Theft crimes include incidents such as grab and run, distraction thefts, sneak thefts, product switches and more.

Seen time and time again, there are certain characteristics and behaviors that may indicate that someone is about to commit a theft. Here are 10 red flags to watch out for:

- 1. Is the person talking on a cell phone?
- 2. Is the person wearing sunglasses?
- 3. Is the person wearing a hat pulled low or a hoodie?
- 4. Is the person wearing inappropriate clothing for the season?
- 5. Are three or more people entering together?
- 6. Is the person putting large or bulky items on the showcase or presentation pads, mirrors or other items on the showcase?
- 7. Is the person asking unusual questions, particularly about



security, hours or schedules, or looking with unusual interest at your cameras or security equipment?

- 8. Is the person asking to see the "most expensive" watch or jewelry item in the store?
- 9. Is the person making hand signals or other gestures or appear to be communicating with other people?
- 10. Is the person walking around the store with their hands in their pockets in order to avoid touching anything in the store that would leave fingerprints?

If your staff has identified a customer displaying any of these characteristics or behaviors and has deemed them a potential threat, they need to always alert other members of your staff immediately.

Prepare a keyword or phrase for your staff to use to make the rest of your team aware of these situations when they arise. By focusing extra staff attention towards the potential suspect, you could make them nervous to the point of leaving the store without any further action.

You can also encourage the following recommendations with your staff for preventing grab and run crimes:

- Show only one item at a time.
- When showing high end merchandise, have a second sales associate or a security person discreetly stand on the other side of the showcase.
- If you are suspicious or uncomfortable when a customer requests to see merchandise, tell the customer that you need a supervisor to open that showcase.
- In order to show high end merchandise, tell the customer that your insurance company requires you to request to see their identification.

OFF-PREMISES CRIMES

Off-premises crimes, or crimes committed outside of your store, can take place in a variety of locations and affect more than just your staff members. In 2014, 58 incidents were reported resulting in \$13.9 million in loss. Off-premises crimes are premeditated. These criminals do their homework. These crimes can take place anywhere on the road, at a trade show or even at the jeweler's home.

When traveling anywhere outside of your store, with or without jewelry, follow these recommendations for preventing offpremises crimes:

• Do not leave jewelry merchandise in an unattended vehicle.

Plan your trips from location to location without having to leave your vehicle.

- Check your surroundings while on the road. Sales persons should always use evasive driving techniques after every sales call, before returning to hotel, home or office.
- Be aware when you arrive at your destination. When you arrive at a location carrying jewelry, drive around the area first and look for suspicious groups of individuals who may be sitting in nearby vehicles. A degree of surveillance always precedes these crimes. Park in a safe area outside the line of sight established between the suspicious vehicle and your destination, to protect the identity of your vehicle, when you arrive. Never enter or exit by a rear or secluded entrance.
- Do not take your work home with you. Jewelers should not take jewelry merchandise to their homes.

It is also important to note, that you should not post or share when you will be traveling to an industry event, especially if you will be carrying jewelry with you.

JSA 2014 Jewelry Crime Report

	No of incidents	Losses
ROBBERIES	279	\$34.0 million
BURGLARIES	244	\$18.7 million
THEFT	800	\$11.2 million
OFF-PREMISES CRIMES	58	\$13.9 million

HOW YOU CAN HELP

If you're the victim of a crime, one of the greatest things you can provide law enforcement and other jewelers is information. By sharing information and encouraging open communication about jewelry crime activity, JSA has seen an increase in arrests and successful prosecutions.

An informed jeweler and associate team can be one of the best defenses to the crimes listed above.

Visit JewelersMutual.com/JMWebinars to view the full webinar on 2014 Crime Statics: Using the Numbers to Help Prevent Future Losses presented by John Kennedy, President of JSA, and Scott Guginsky, Vice President of JSA.



David Sexton

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



THE**STYLE**PAGE

Versace

Fire Island is soft and super-lightweight silicon. The straps are decorated in 3D with the Versus Versace lion and rock star studs. Available in black and bold colors with IP gold or steel details. Quartz movement, water resistant to 30m. MSRP: \$95.

Versus Versace Watches

917.940.5464.



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Andrea Candela 888.314.5998



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Goldstein Diamonds 800.237.0364



Timeless Designs

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800.657.9270



Frederic Sage

Bar necklaces of mother-of pearl and diamonds, starting MSRP of \$1,295.

Frederic Sage 516.482.1424

Frederic Sage Bar.tif



Royal India

18kt gold earrings, 3.47ctw diamonds, 15.50ctw opal, BS 14.54ctw sapphire. MSRP \$10,000.

Royal India USA, Inc. 212.616.7661



Mark Henry

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Mark Henry 212.986.5700



Merkava

Merkava Watches M1 Recon. Military inspired design chronograph is their first ever easyto-wear nylon watch. MSRP: \$399.99

Merkava Watch 516.504.3058



Intense Madagascar sapphire encircled with old European style diamonds, set in platinum mounting. 6.14ct w sapphires, 1.81ctw diamonds. MSRP: \$43,000.

James Breski & Company 800.346.3436





THESTYLEPAGE

Charles Garnier

5mm stackable sterling silver and freshwater pearl cuff with 18kt and rhodium finish and simulated diamond accents. MSRP: \$350.

Charles Garnier 213.892.0075

Asher Jewelry

Double finger ring of 14K gold with 0.33ctw of white diamonds. MSRP \$915.

Asher Jewelry 212.302.6233



Breuning USA

Sterling silver, rhodium and rose gold plated earring. MSRP: \$186. Breuning USA 866.972.2842

Esprit Creations

Artisan hand-crafted sterling silver ring in fine cut quality amethyst from the Empower Rings Collection. Available in different empowering unisex designs in a variety of colored genuine gemstones. MSRP: \$108

Esprit Creations

352.316.6130

Makur

The fusion of Argentium silver overlaid with black or white rhodium with rose gold, embellished with diamonds. MSRP: \$730.

Makur

212.730.8696

JaydenStar

Rhodium plated sterling silver necklace with an asymmetrical clear crystal adorned with black pavé crystals. MSRP: \$85.

JaydenStar 212.686.0400



Majestic Art

18kt two-tone spider ring hand-set invisible and micro pavé. 4.25ctw of G/H VS2 princess and round brilliant diamonds. For 1.00ct to 10.00ct of any shape center stone. MSRP: \$9,900 (center stone not included). Majestic Art

213.489.2325

Mark Schneider

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\$6,666 - \$9,907.

Mark Schneider Design 866.570.3112





Variety Gem

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1

The Loose Diamond Solution

We've pre-selected the best-selling round diamonds. With stones ranging from .50 ct. to 1.25 ct. in the most popular categories of quality and color, you are sure to have the diamonds your customers are looking for.

2

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3

The Diamond Pendant Solution

With the same consistent quality you have come to expect, we've chosen some of our most beautiful diamonds for our pendants! These diamonds are mounted in a time-tested, classic design from .50 ct to 1.25 ct (available in both SI2 and I1). Pendants are always in demand for their versatility; make sure you have plenty on hand!

4

The Diamond Tennis Bracelet Solution

Be sure to have this classic item on hand.
We've assembled well-matched, consistent
quality bracelets that allow you to tap into
a timeless category. We
know your customer's
needs vary, so we've
pre-selected sizes
ranging from 2 ct. tw to

10 ct. tw. Your customers are buying them; make sure they are buying from you!



In last month's article we explored the primary online marketing channels to engage existing customers even if the budget is too small to buy meaningful traffic. This article explores the online marketing channels to use when your budget in the range of \$750 - \$3000/month. The strategy for jewelers with a budget in this range is to build the lead funnel by targeting, marketing and remarketing to specific consumers demographics. The online marketing tools to put in place with this strategy include everything that was discussed last month, plus the following strategic components:



KEYWORD ANALYSIS.

Using Google AdWords to perform a keyword analysis is probably one of the most important things you can do to develop a sound online marketing strategy. A keyword analysis allows you to see which words and phrases are most commonly searched in Google and the associated advertising cost to display your ad. Some general rules have emerged for independent jewelers when it comes to choosing keywords for Search Engine Optimization (SEO), which include all of the combinations and permutations of keyword such as:

jewelry stores + city and/or state, e.g. jewelry store Minneapolis, MN jeweler + city and/or state, e.g. jeweler Summit, NJ jewelry item type + city and/or state, e.g. Engagement Rings Detroit brand name + city and/or state, e.g. Hearts on Fire Alabama services + city and/or state, e.g. Watch Repair Dayton, OH

A keyword analysis also targets all misspellings and abbreviations of the above phrases so there can be quite a few of them when the analysis is complete. The idea when choosing keywords is to select words and phrases, which are meaningful to your business and narrow enough to be within your budget. From a pure SEO perspective, it would not make sense for an independent jeweler to go after a generic phrase such as "engagement rings" or "diamonds," because there is no geographic restriction and online players with large budgets dominate those keywords.

However, it is worth noting that from a Pay Per Click (PPC) perspective, you can focus on some keywords without using geographic restrictions, because you can use physical location targeting to capture the implicit location of searcher. For example, if a person is searching for "jewelry stores' from Cleveland, OH then you'll probably want to show your paid ad to this person.

Once you understand the keywords important to your business, you have the ability to use them in your website content, Meta data, blog posts, social media posts, and paid ad campaigns.



SEARCH ENGINE OPTIMIZATION (SEO)

The most important thing you can do after you understand the keywords in relation to your marketing strategy is to build



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Navigating the Online Marketing Channel

Part V ONLINE MARKETING STRATEGY CONTINUED



them into the content on your website. This includes adding them to the header tags and Meta information on all of the key pages of your website, and to the About Us text, services pages, education pages, and brand landing pages. All of this keyword incorporation is know as 'on-site' SEO, and it can make a big difference in how the search engines organically rank your website. The best thing about being ranked by Google is that there is no cost to you when prospects click on your name listing in the organic search results page. But SEO takes time, often many months, before the organic rankings catch up, so understand that this marketing avenue is a more long-term play compared to a paid ad campaign using the same keywords.

The other important part of SEO is about creating quality backlinks to the pages of your website which contain your targeted keywords. Backlinks are simply links from content on a web page on someone else's website to your website. The more quality backlinks coming to your website (from trusted sources), the more Google and other search engines will consider your website to be an authority on the subject matter of the keywords, and the higher your ranking. Don't be fooled by all the e-mail solicitation offers you receive from overseas companies promising expert SEO, page 1 rankings and guaranteed results. Hiring someone overseas with no accountability or experience working with jewelers can often do more harm than good. My advice is to stick with a U.S. based SEO company that understands your business and your website CMS.



SEARCH ENGINE MARKETING (SEM) OR PAY PER CLICK (PPC)

This term typically refers to paid ads within search engines, such as Google, Yahoo and Bing. Based on the cost of the keyword, you pay every time a consumer clicks on the ad and comes to your website. The benefit to a Google AdWords campaign is that you can immediately jump to the top of the search results page for the keywords you want. So, depending on your market and the level of competition for organic keywords, an AdWord campaign can deliver immediate results without the months needed for organic rankings to take root. And even more important, by combining an SEO campaign with an AdWord campaign you can often create multiple listings for your store on the search results page, thereby further increasing the likelihood of getting the click. Pre-determined daily spend limits can be put in place and, when reached, the ads are removed, while the organic listings continue to provide keyword exposure.

SEO and SEM really go hand-in-hand and it is advisable to have one person or one firm be responsible for the work to make sure the strategy is coordinated and fine-tuned. As a general rule I often advise a new client to split a budget 50-50 between SEO and SEM, at least until the organic rankings take root. In very competitive markets such as Chicago or New York, it might make more sense to focus only on PPC if the budget is limited. In smaller markets, when promoting unique goods and services, a more heavily weighted SEO campaign will deliver better dividends over the long run.



THE SECRET OF REMARKETING.

It's no secret that it takes a lot of ad impressions in order to elicit a consumer response. In fact, there is much analytical science behind these metrics and the number seems to be getting higher (somewhere between 10-15 impressions) because of today's overly communicative world. Google technology makes establishing additional touch points to targeted consumers a very easy and powerful method for driving this conversion metric. Remarketing uses cookies to track interested website visitors and show them your relevant ads for days, weeks or months as they continue to browse the web. The idea is that the timing was off when they first visited your website, so you stand a better chance of catching them at the right time at some point down the road. Remarketing is typically not done to every visitor, but rather to visitors who have demonstrated an interest in something. Imagine a man visits your website, adds an item to the wishlist or shopping cart, and then leaves the website. Because the website places a cookie in his browser, a remarketing campaign can be launched to show him the exact ring he had placed in the wishlist days or weeks down the road whenever he does a Google search or surfs one of the two million Google Display Partner websites. The costs of a remarketing campaign are simply factored into the overall monthly budget and controlled by limiting the remarketing effort to a predefined time period and/or a predefined number of ad placements. As such, remarketing is a very powerful tool for delivering the right ad message to the right person at the right time - make sure it's part of your online marketing strategy.



FACEBOOK AND PINTEREST AND OTHER SOCIAL MEDIA CHANNELS

It is important to understand the difference between search traffic and social media traffic. Generally speaking, SEO and SEM ad campaigns target consumers who are specifically interested in shopping for jewelry in the very near term. These are the hot leads. Social media platforms, such as Facebook,

44 | The Jewelry Business Magazine Continued to Pg 46



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Navigating the Online Marketing Channel

Part V ONLINE MARKETING STRATEGY CONTINUED



Pinterest, Instagram and Twitter, allow you to target consumers with the idea of creating top-of-mind awareness so that when they are ready to purchase, you become the beneficiary. People who use social networks do so primarily because they want to be social, not so much because they want to shop. But this is the new frontier of online marketing because it's part of human nature to trust your friends, and there is nothing more powerful than the word of mouth advertising, which these platforms facilitate.

While social media marketing looks extremely promising over the longer term, the marketing challenge is that continued relevance in the social marketing scene demands new and fresh content. As such, social marketing requires another level of cost and commitment to nurture and grow a loyal online following. While it is very common for retailers to engage marketing contractors for SEO, SEM and social marketing services, successful social marketing requires that an in-store person be responsible for providing and managing the storerelevant content for the campaigns. It becomes much more effective to use an outside agency to manage a multi-platform advertising campaign when the content part of the equation is under the store's control.

As mentioned above, it is possible to add syndicated content into the mix for part of the social message, but there is no substitute for original, relevant content provided by an in-store marketing person. By investing the effort to create original content you will have the added benefit that the content can be tailored to the same keywords used in the paid campaigns thereby creating further synergies within the search and social environments. In the event that you cannot provide original content due to budget, time, or personnel reasons, you can still take advantage of the targeted advertising reach of social networks like Facebook and Pinterest by using the syndicated content and post boosting method described in my article last month.



OMNI-CHANNEL MARKETING

Establishing a strong on line presence allows you to communicate one-on-one with your customers regardless of their viewing device or where they see your message. Imagine a prospect receiving a direct mail piece from your store creating that first impression, then a month later the prospect's friend posts a Facebook message about an engagement ring he bought from your store, and then a week later the prospect is in his office and thinking of a jewelry gift but he can't remember your store's name, so he searches for jewelry stores in Cleveland and finds your website. The prospect spends time browsing rings

and he creates and account and adds a ring to his wishlist. For the next few weeks the prospect sees the ring in a remarketing campaign, and finally when your salesperson sends a personal message he responds to make an appointment where a purchase is then made in-store.

When all the online marketing pieces are in play like this, you have the ability to convey a carefully coordinated message to consumers. From any Internet accessible device, consumers can now engage with your business through your website, social media, mobile app, direct mail catalog or, most often, through a combination of the above channels and devices before coming into your store. Providing a uniform and consistent experience across all the marketing channels regardless of the online viewing device is known as omni-channel marketing, and is very important because consumers typically see a message in one channel and then move to other channels where the message needs to be consistent.

With all of this work to do, it should be no surprise that online marketing budgets can quickly run into the \$3,000 - \$5,000/ month range to maintain a strong web presence across search engines, social media, and your website.

For jewelers whose budgets lie in the middle ground between \$750 and \$3,000, it may be possible to do a little bit of everything. But the better approach is to focus on one or two of the channels at a time and make adjustments to the ad allocations as channels become more mature. There are many different ways to do this depending on: how much you can or want to do in-house, how much original content you can or want to create, the nature of your market and the type of store you are. In all cases you will need to review the analytics and conversion metrics and make adjustments as you move forward.

So while it's a brave new world out there, the future looks very bright for those who understand the different marketing channels and who undertake the mission to build their online brand presence and stay connected and relevant to their customers.



Larry Chasin

Larry Chasin provides Business Development services to Thinkspace Jeweler, makers of the Thinkspace Jeweler Website Platform and Vendor Data Cloud - www.thinkspacejeweler.com. Together they empower the industry's modern B2B2C cloud-powered system for connecting independent retail jewelers with their websites, vendors and businesses like never before. Larry invites your feedback at larry.chasin@gmail.com

AND THE BEST PERFORMANCE IN THE JEWELRY CATEGORY GOES TO...

SILVER

Silver jewelry's 2014 award winning performance featured*

- An increase in silver sales for 67% of jewelers.
- An average sales increase of 17%.
- Silver representing 34% of retailers' unit volume and 30% of dollars.
- 48% of jewelers saying silver experienced the best inventory turnover.
- 43% of jewelers saying silver delivered the Holiday Season's best maintainted margin, by far!



*RESULTS BASED ON THE NATIONAL JEWELER/ JEWELERS OF AMERICA ANNUAL SURVEY



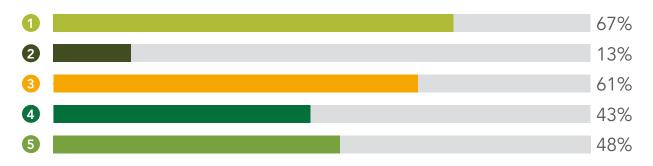


The Silver Institute's Silver Promotion Service with National Jeweler have conducted market measurement surveys for the past five years. The purpose of the studies is to gather relevant data on the sales and margin performance as well as key operating statistics for the performance of silver jewelry at the retail level for each year.

The Silver Promotion Service provides the results of these studies to the jewelry community to aid the industry in analysis of this product category, to help in the direction of new product development, to identify key price points, to provide retail jewelers with useful information on the Silver Jewelry Consumer and for the retail community in particular to focus on product development, assortment planning, inventory control and positioning within the store.

Additionally, the studies provide a useful demographic profile of silver purchasers for the retail community and a demographic profile useful for the manufacturers selling to the retailers.

Executive Summary



- 1 67% of retailers said silver sales increased in 2014
 - This performance continues a five-year record and trend of significant sales increases year over year.
- 2 13% experienced sales increases greater than 25% or more. 55% of retailers experienced sales increases of 11% to 24%
 - This experience is consistent with prior studies where a significant number of retailers grew their business in each of the prior years.
- 3 61% of retailers experienced sales increases for the holiday season in Silver Jewelry Again, the consistency from prior years to 2014 tells the same story.
- 43% of the retailers said silver provided the best maintained margins

 In prior years, silver always provided the best maintained margins.
- 5 48% said silver provided the best inventory turnover rate of any product line including diamonds
 - Again this year, the best margin contribution contributor was Silver jewelry. In prior years the number has been 42% or better.



Conclusions

- 1. Silver Jewelry is an important component of absolute sales, inventory turnover, and margin contribution offering jewelers a significant opportunity for growth and increased profitability.
- 2. Silver Jewelry
 attracts an important
 consumer segment
 to your store. 78%
 percent of the
 consumers who
 purchase silver
 jewelry were
 between 20 and
 50 years of age.

48 | The Jewelry Business Magazine >> Continued to Pg 50



silver extraordinaire®

JCK S-10513 DESIGN CENTER



Detailed Findings

Price Points of Sales		
Under \$100	53%	
\$100 - \$500	41%	
\$500 - \$1,000	5%	
Over \$1,000	1%	

Age Range of Silver Purchasers		
20 – 40	56%	
41 – 50	22%	
Under 20	17%	
Over 60	1%	

Style Trends				
Silver and Colored Gemstones	39%			
Plain Silver	21%			
Textured Finishes	20%			
Silver and Diamonds	15%			
Color Treated	5%			

Silver Share of Store Sales	
34% of unit volume	
30% of dollar volume	

Purchase Types		
Female Self Purchase	49%	
Gifts	30%	
Youth Market	19%	

Silver Jewelry is very important to their business
31% of jewelers said Silver jewelry was very important
24% of jewelers said Silver Jewelry was important

Conclusions



- 1. Silver Jewelry attracts an important consumer segment to your store. 78% percent of the consumers who purchase silver jewelry were between 20 and 50 years of age.
- 2. If generating traffic is important to you, silver purchasers' demographics, price points, and product types are effective factors to use in accomplishing this objective.
- 3. If female self-purchase is a strategic objective for your store, having a good selection of silver jewelry is critical.





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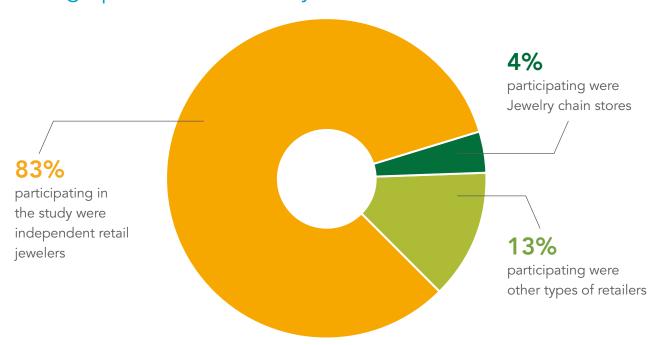
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Jeweler Demographics For The Study



29% of the participants were from the Northeast

21% of the participants were from the Midwest

28% of the participants were from the South

12 % of the participants were from the Western United States

10% were from Canada or other areas

68% of the retailers operate one physical store 20% of the retailers operate two or more stores 12% were online only retailers



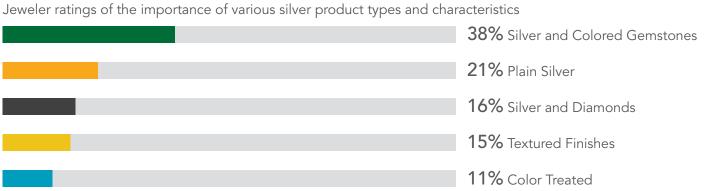
Average annual sales of the respondents was

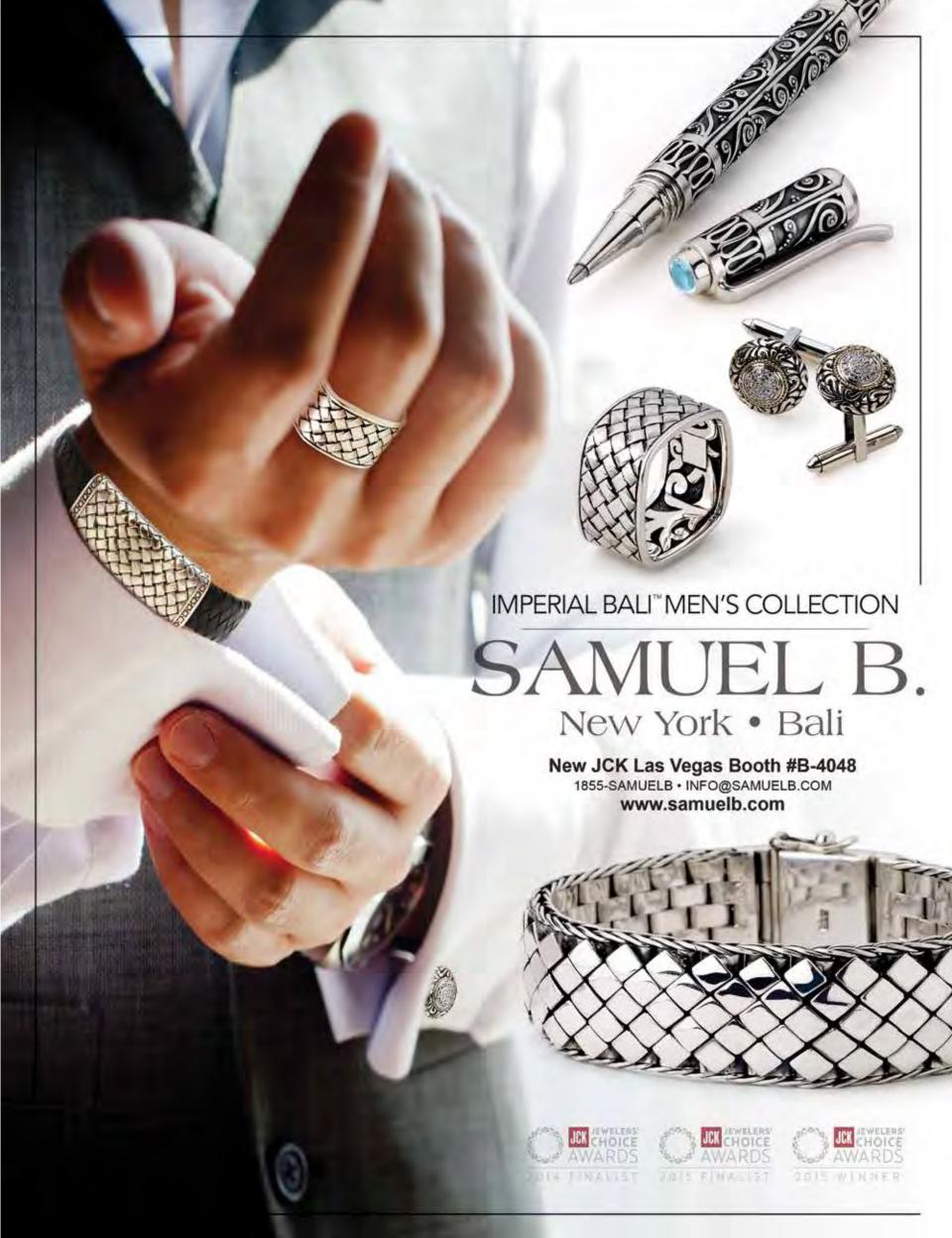
\$1.6 million

Jeweler Attitudes Toward Silver

Jewelers are optimistic the current Silver jewelry boom will continue







{Behind the Meaning}

Symbolism provides a personal connection to intimate life moments, special beliefs or something significant in our worlds. Whether it is a meaningful date, a symbolic place, a particular name, a unique experience or a personalized quote, designers have provided a wearable platform for these cherished moments.

The beauty of symbolic and personalized jewelry is that it represents significance to the wearer. Whether it makes a bold statement or subtle statement, it is a meaningful expression of individual style. It makes a beautiful piece of jewelry a treasure with added sentimental value that can be passed down from generation to generation 55.

Raechel Liszewski- Buyer London Jewelers

Grey Lee Designs

Regina Chapman, designer behind Grey Lee Designs is inspired by the essence of heirloom memories being past from generation to generation. I fell for her sterling silver Diva necklace because of its rustic finish and modern style. These personalized collections allow you to connect with the past, present and future.

MSRP \$249

www.greyleedesigns.com



Alison Lou

Happy, sad, in love? Express yourself with Alison Lou's single happy stud in 14K yellow gold and white diamonds. Life brings a plethora of personal emotions

and what a fun way to express yours with these whimsical and modern designs. I love the way Alison Lou has taken human feelings and created a way to showcase them in jewelry. MSRP \$300.

www.alisonlou.com





Jackie LeBental

Jackie LeBental an industry expert and owner of Barri Luxury Consulting, provides designer brands and retailers with personalized business solutions and extensive industry guidance. With over 10 years of sales management, growth driven results and passion for creative thinking she offers a fresh and honest approach to your business model. To contact Jackie for questions or a business analysis you can email her at Jackie@barri.onmicrosoft.com and follow her on Instagram at Barriluxco.

Monica Rich Kosann

Monica Rich Kosann- Monica Rich Kosann understands the meaning of capturing a symbolic image. She not only has a passion for detailed jewelry design but also a love for fine art portrait photography. This stunning highly crafted 18K yellow gold blue lapis locket with diamonds encapsulates the meaning of holding a visual memory close to your heart. MSRP \$20,350.



www.monicarichkosann.com

Evocateur Style

Precious places hold close to our hearts and artisan Barbara

Ross-Innamorati founder of Evocateur allows us to cherish them in this 22K gold leaf and Swarovski crystal Nantucket map cuff. These individually handcrafted works of art are available in various styles and is must have for your wrist. MSRP \$348



www.evocateurstyle.com

At Zaltas Gallery we go out of our way to find pieces that tell a story. We have found our most treasured jewelry is symbolic of people and occasions that mean the most. It may be something as simple as engraving the inside of a locket or wedding band or as significant as an engagement ring designed to represent the union of two. A redesigning of an heirloom piece transforms jewelry into a custom design that symbolizes jewels passed through generations. Charm bracelets, Trees of Life or personalized pendants are other ways of ensuring that your jewelry from Zaltas Gallery tells YOUR story

Owner Kathy Zaltas - Zaltas Gallery

Bianca Pratt

Since 2006 Bianca Pratt has been showcasing her design skills and creativity through her collection pieces. Drawing from her Brazilian heritage she created this 10K yellow gold Escapularia symbolic pendant with white gold interior. The Brazilian Escapularia symbol is believed to protect those that wear it. Who wouldn't want a chic and unique statement of protection! MSRP \$1,125.



www.biancajewelry.com

Kacey K

Initials can have a strong connection to multiple parts of our lives. Designer Kacey Karp from Kacey K creates collections for the fashionable and modern woman. This 14K green gold and pave diamond monogrammed coil ring is a great way to accessorize your personal taste while giving your hand a little bling. Available in black diamonds. MSRP \$1,200.



www.kaceyk.com

Debbie Brooks

Debbie Brooks the accessories guru wanted to create a piece of jewelry that reminds you of life's daily moments in an intimate way. This sterling silver inspirational collection offers various magnetic interchangeable tokens created with black enamel, hand silkscreened images, embellished with diamonds dust and Swarovski crystals encapsulated in an acrylic finish. These pendants are fun way to express your daily intentions. MSRP

www.debbiebrooks.com

\$88-168.

Vicente Agor

How innovative to be able to take a treasured image and create a one of a kind piece of jewelry! Fine jewelry designer Vicente Agor has captured the ability to have your pet or a personalized silhouette with you wherever you go. This 18K yellow gold hand cut silhouette pendant with diamond accent is a fashionable and chic way to keep that symbolic memory alive. Available in different metal finishes. MSRP \$1,490.



www.vicenteagor.com

My Own Finger Print

As a crime scene investigator Erika Di Palma, knows a thing or two about fingerprints. In 2011 she launched this innovative company which allows individuals to put their fingerprints on customized items. This stainless steel black dial 34mm timepiece with Japanese movement and date marker is a super fun way to make your mark and show it off! MSRP \$129.



www.myownfingerprint.com

Khai Khai

Haim Medine designer and founder of Khai Khai draws inspiration from his jewelry heritage. Since childhood, he has been surrounded by gemstones and jewelry design. In 2006 he decided to make his own mark with distinct and creative designs for the youthful and stylish woman. His zodiac ring in 18K yellow and black gold with moonstone and



diamonds honors the symbolic meaning of a personalized astrology sign.

MSRP \$2,500.

www.khaikhaijewelry.com

We love the designs of Monica Rich Kosann. Her lockets become the most personal treasures with the addition of your favorite images, and many can be further individualized with an initial or special inscription. Also, what could be more uniquely yours than a charm bracelet personalized with exceptional charms and tokens, each commemorating a special event? Available in both 18k gold and sterling silver, the Monica Rich Kosann collection has something for every taste \$\frac{1}{2}\$.

Judi Bufkin – Owner Judith Ann Jewels



Bergio International Signs Letter Of Intent to Acquire Majority Stake in Robert Fisher Co.

Bergio International, Inc. announced it has signed a Letter of Intent to acquire a majority stake in Robert Fisher Co., a long established and reputable fine jewelry designer and manufacturer. Fisher, established in 1903, currently sells fine jewelry to over 125 retailers throughout the United States. It is one of the nation's oldest jewelers. The Letter of Intent outlines upon execution of the final agreement; Bergio International will own 51% of Robert Fisher Co.'s total assets. Bergio International will also be entitled to the same percentage of RS Fisher's future revenue. Bergio International will not assume any of Fischer's contracts, liabilities or obligations. Both companies expect the complete transaction to close within nine months.

Bergio International will consolidate Fisher's manufacturing and logistics operations into its own facility in Fairfield, N.J. However, Fisher will continue to design and sell its jewelry collections as it has in the past as well as on the company's website, www.rsfisher.com.

"Acquiring a majority stake in Fisher, one of the oldest and most respected names in fine jewelry, is an exciting and positive development for Bergio International. This represents the implementation of our growth strategy to increase revenue through the acquisition and consolidation of established, successful jewelers. The merger of our companies' operations will increase Bergio's profitability through consolidation," stated Berge Abajian, CEO of Bergio International.

"RS Fisher's chains and other quality pieces will greatly enhance Bergio's existing collection and we believe can also increase our market share through its large distribution network of retail jewelers once we have finalized this agreement," added Mr. Abajian.

About Robert Fisher Co.

Since 1903, the Robert Fisher karat gold and platinum jewelry has been the choice of discerning jewelers who value intricate detail, flawless craftsmanship and impeccable finish. The company is known for its extensive brooch collection including animal pins fondly known throughout the industry as the "Fisher Menagerie." Included also within the brooch collection are diamond floral selections, pins with cultured pearls and a most popular ensemble of die-struck, hand folded earring & brooch sets replicating the ancient Japanese art of Origami. For more information, visit www.rsfisher.com.

About Bergio International, Inc.

Bergio International, Inc. is a leading jewelry designer and manufacturer that has become a reputable purveyor of rare and exquisite diamonds and precious stones from around the world. Bergio currently sells its jewelry to approximately 50 retailers across the United States and owns a manufacturing facility in New Jersey. The Company is increasing its footprint as a diversified global jewelry designer and manufacturer through acquisitions and consolidation in highly fragmented jewelry industry estimated to generate \$160 billion per year. For more information, visit www.bergio.com.

Versace Watches' New Dylos

Versace's new Dylos, a powerful Swiss-made watch featuring the distinctive icons of Versace for both men and women. The Dylos family is defined by its octagonal case, the bracelet links that create the classic Versace Greek key, and the Medusa who sits proud at 12 o'clock.

It is a watch that is making a strong fashion statement, appearing in both the men's and women's Versace spring/summer 2015 catwalk shows.

The 35mm Dylos Lady is engraved with the Greek key on the bezel, as well as the small studs on the indices. Available in six models, the Dylos Lady can also be fitted with a leather strap in the signature Versace colours of black, white or pink.

Dylos Chrono has an XL case (44mm), with an octagonal small seconds counter, chrono hour and minute counter, plus a big date at 6 o'clock. The tachometric scale on the bezel highlights the dynamic spirit of the Dylos Chrono, which is available in four versions, also with an IP black case and a leather strap featuring the famous Greek key. Both are water resistant to 50m. The featured Dylos Lady carries an MSRP of \$1595, the Dylos Chrono has an MSRP of \$2295.

You can see all the Versace watches at the JCK Show Watch Section booth B2701 or call 917- 940-5464.



56 | The Jewelry Business Magazine Continued to Pg 58



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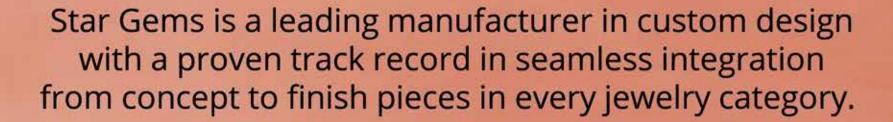
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REQUEST

Send request to sales@stargems.com and attach sketch or picture.
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CUSTOMER INPUT

Engage your customer in the review process to ensure the one-of-a-kind piece is precisely to their liking.
CHANGES FREE OF CHARGE.





2 SECURE QUOTE

CAD received within 2-3 business days after price quote confirmed.

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Your confirmed order will be processed and delivered in-store in 2-3 WEEKS.











JCK Las Vegas Show, booth #S12416 LJG Show * IJO Show Nashville * PRIME J GROUP Show * Select Jewelry Show 800-735-4367 * www.varietygem.com



Caterina Jewelry Introduces the CJ Silver Charm Collection

Caterina Jewelry launched a new CJ Silver Charm collection. Elegant, trend setting and timeless, these collections are designed for the modern woman who wants the allure and elegance of a charm bracelet without the high-end price tag.

"This line is all about affordable luxury," says Cathy Barouch, Co-Founder of Caterina Jewelry. "We were inspired by classic jewelry. Coins have been adorned throughout history as both a good luck charm and a timeless piece to wear. So we're bringing it back, except now as a charm. You can wear it as a stand alone piece or pair with other charms to make the look your own."

The CJ Silver Charm collection offers a concept that's unique to Caterina Jewelry. Barouch has included designs that incorporate the Pantone Color of the Year, marsala, and made the coins larger than typical charms to accommodate the growing trend towards bigger statement pieces.

"This collection is for women who don't want to compromise on beauty or style, and nor should they. We all deserve to feel beautiful, and now with this line, you can. Every piece will compliment any look, mood and occasion."

Because you can add more charms or simply leave it as is, items from this line can be either a stand-alone piece or a "starter kit". The chains are comprised of .925 silver and Swarovski elements, while the coin is 2.5cm x 3mm. Leather chains are also available. Prices range from \$100 to \$280. For more information visit www.caterinajewelry.com





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EVOLVE YOUR OUTLOOK

- JUMBO Jewelry Backed Loans
- PURCHASING single items up to entire store inventories

Created by a Retail Jeweler for Retail Jewelers

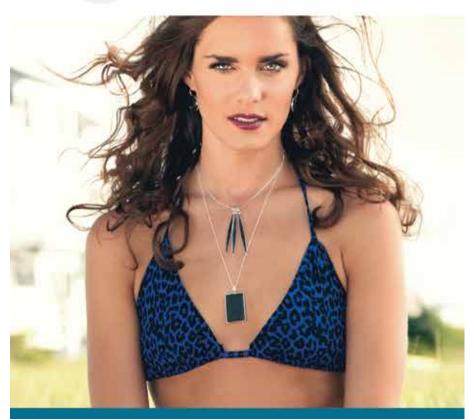


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CHARMS

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BRACELETS

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Turn your customer's memories into BIG sales

Popular Price Points. Sterling Silver MSRP from \$40

Ideal for high volume, high traffic sales

Choose from thousands of sands in our Sandbank™ or send us your own sand for a custom line of jewelry

> Creates repeat business. "Dune Jewelry is addictive!"

Each piece of Dune Jewelry is handmade in Boston, MA by our talented Sandartists™ using YOUR local sand

Creates customers for life by offering them a unique, emotionally significant and meaningful product

Donates partial proceeds to coastal preservation programs

CAPTURING MEMORIES FROM WHERE YOU'VE BEEN, WHERE YOU LOVE AND WHERE YOU'RE GOING.



DUNEJEWELRY.COM **0 1** 617. 364.1065

U.S. PATENT No. 705, 113 - 704, 589







Quality Gold Introduces New Wedding Band Program

Quality Gold, manufacturer of the one of the largest assortments of wedding bands on the market offers wedding band kit WBKIT1. Each piece is expertly made from start to finish in the Quality Gold facility in Ohio. With a very minimal cost, this display and sales kit will potentially pay for itself with the sale of 3 to 4 bands. The kit comes complete with 117 brass samples. All of the styles available are represented with examples of 5 custom finishes, 13 laser designs and 5 engraving options that are available for your customer to choose from in 14kt or 10kt. With men's and ladies' sizes included in the kit, and a staff friendly order pad, this display and sales kit will provide you what you need for all your custom wedding band orders. Call Quality Gold at 800-354-9833 for more information.



Junghans Introduces New Model

The dial of the Meister Handaufzug (hand-winding), presented in a blue sheen, ensures a special aesthetic effect. The cognaccoloured horseskin strap skilfully accentuates the hue of the dial.

The watch is equipped with the hand-winding movement calibre J815.1 in a stainless steel case Ø 37.7 mm with a height of 7.3 mm, the glass is a convex hard plexiglass with Sicralan

coating. The housing has a five-times screwed back with mineral crystal. The Meister Hand-aufzug is water-resistant up to 3 atm. With innovative products 'Made in Germany' and an international outlook, Junghans will continue in future to further develop the unique success story of the watch with the star. For more information call Junghans Watches USA at 877-589-8463





Pease & Curren Introduces the P&C Premium Stone Removal Process

Pease & Curren, a precious metals refiner for almost a century, introduces P&C Premium, a proprietary stone removal process that is unmatched in the precious metals industry. P&C Premium is an environmentally friendly stone removal process that delivers stones that are completely cyanide and residue free making them safer and easier for your employees to handle.

With P&C Premium, all stones are recovered, even the smallest melee. The proprietary process ensures that no stones are left behind. Stones are recovered from gold, silver, and platinum settings and are cleaned and sorted into clear, color, and miscellaneous categories. A process is applied to clear stones to help identify the cubic zirconia (CZs). The process etches the CZs, resulting in a cloudy appearance that allows them to be easily spotted. The stones are then separated and can be sorted in up to six sizes.

All precious metals are recovered and your return is based on actual recovery, not an estimate.

"Our customers always comment on the cleanliness of our stones" says Kim Michalik, President of Pease & Curren refiners. "They often say you can always tell which stones are from Pease & Curren. The stones we return to our customers are ready for resale – just open the package".



Pease & Curren Introduces the P&C Premium Stone Removal Process





THE CHARM OPENER By Caterina Jewelry



Tired of struggling to open your favorite charm jewelry?



The Charm Opener is a cute, user-friendly tool designed to easily open all brands of charm bracelets, necklaces and clip beads.

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Fire Polish Is Back & Here to Stay

Fire Polish announced they have signed an Exclusive Licensee Agreement with Cal Tech University allowing them to put diffraction gratings on the surface of a diamond. Fire Polish is the original creator of the Fire Polish Brand and has successfully sold and marketed this revolutionary diamond cutting technique to hundreds of jewelers and thousands of consumers.

Fire Polish is currently building its own state of the art factory in New York City. They anticipate a soft factory opening in the fourth quarter of 2015 and to be in full operation by January 2016. "By having the exclusive patent licenses and our own factory we be able to guarantee an uninterrupted supply of Fire Polish diamonds, for the first time" according to Robert Goldstein COO of Fire Polish. "Fire Polish has and will continue to change the way consumers look at and ultimately buy their diamonds and diamond jewelry. Fire Polish is a game changer" according to Glenn Markman President and CEO of Fire Polish. By cutting Nano Prisms (diffraction gratings) on the pavilion of any diamond Fire Polish is able to increase the dispersion (FIRE) and scintillation (SPARKLE) of the diamond without any change to the 4C's including the stones' carat weight. (Documented in Gem's & Gemology; Winter 2010)

The best part about The Fire Polish brand of diamond is the consumer can see the added SPARKLE and FIRE with just the naked eye. According to Markman, "our retail customers say they can see the difference from across the store without any of those awkward tools or viewing devices." That means everyone can see the Fire Polish difference exactly the same while in your store or when they take their diamond home.

"By having both the exclusive manufacturing license and the exclusive distribution rights we will have complete control of the Fire Polish Brand for the first time" states Markman.

Please visit Fire Polish at the Las Vegas Jewelry Show Booth L137. For More Information or Questions contact: Robert Goldstein at Robert@firepolishdiamonds.com. Cell: 516.521.1165. Glenn Markman G.G. at Glenn@firepolishdiamonds.com. Cell: 917.880.6700.

Douglas Diamond joins Ashi Diamonds as Midwest Representative

Ashi Diamonds announced the appointment of Douglas Diamond as their Sales Representative and Marketing Consultant for the Midwest Region comprising Michigan, Kentucky, Ohio,



and Indiana. Douglas's appointment is part of Ashi's Marketing and Expansion Strategy that will enable it to better service the Independent Jewelers in the United States. Douglas comes to ASHI with over 35 years of experience in the Jewelry industry. Douglas's Sales and Marketing experience making him a perfect addition to the Ashi's Sales Team. He will work with Independent Jewelers in developing their merchandising and marketing strategy to grow their business and build their brand.

Select Jewelry Shows Adds Chicago

Select by Centurion announced the launch of its latest Five Star show venue, The Four Seasons Hotel in downtown Chicago. Timed to coincide perfectly with the final holiday buying needs of mainstream better fine jewelry stores, this invitation only show will take place Sunday and Monday August 16-17, 2015.

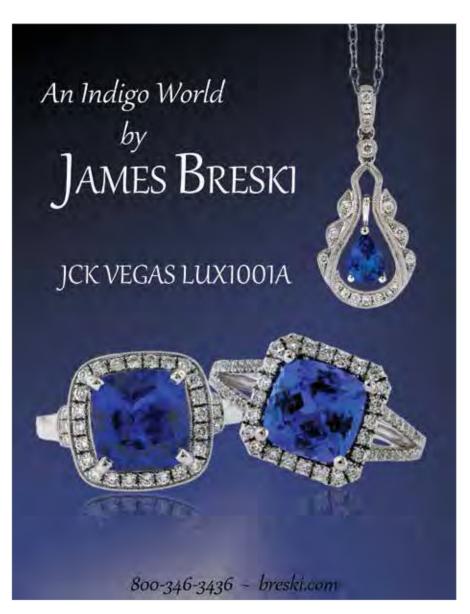
"We are excited to be coming to the really fun major city of Chicago in a venue that our retailer guests and exhibitors are all going to cherish," said Select by Centurion managers Joe Carullo, Bryan Cohen and Howard Hauben. "There is so much to do and see in Chicago, making a weekend with Select by Centurion Chicago a real treat," they added. "As one example, the Chicago Air & Water Show, which is great fun, takes place a short distance away while we are in town.

We highly recommend coming in for that on Saturday and then staying with us for Select by Centurion to make a perfect business and pleasure trip."

Select by Centurion Chicago will present a wonderful group of some 50 top designers and manufacturers. The exhibitor list is shown below. And visit selectjewelryshow, com frequently for updated show information or call the Select by Centurion registration hotline at 1-888-427-4697.

The open, tabletop style used at all Select by Centurion shows is easy and fun to work. They will also present targeted retailer educational seminars each morning over breakfast and a









amazing Sunday night cocktail party on August 16th in the Lake View Room of the Four Seasons, offering absolutely breathtaking views of the Windy City. That plus delicious gourmet lunches and you've got the perfect buying experience!



Select by Centurion Chicago will present a wonderful group of 50 top designers and manufacturers. And

For updated show information visit www.selectjewelryshow. com.

Midas Publishes New Catalog

Midas Chain, a premier jewelry manufacturer, released an allnew 2015-2016 catalog. For more than 30 years Midas has offered their clientele a wide array of unique gold and sterling silver styles, in addition to all the basics that every jeweler needs. With this new 400+ page catalog, they have added hundreds of styles to the existing product lines.

"This year's new catalog required a vast amount of product research and development. Our selection is extremely diverse, and our new designer collections will captivate the attention of jewelers nationwide," said May Samuel, VP Merchandising. "Our core business has always been as a manufacturer of gold and silver chain, but our new collections such as our officially licensed NFL products, will differentiate us from others," she added.

The merchandise in the upcoming catalog includes sensational new collections. Some of them include East2West, Hawley Street, Staple, Draw The Line, 4YR Spirit and many others. The new unique collections developed are extremely complimentary to the rest. The details and quality craftsmanship of these meet the highest level of standards, which have always been the hallmark of an original Midas product. Midas is known as a

reliable resource for high quality products, fast shipping, and outstanding customer service. Orders can ship the day they are placed and all merchandise goes though a rigorous quality inspection before leaving the facility. For your free catalog please contact their department at 877-643-2765 or email sales@midaschain.





Ariva Fine Jewelry Introduces Echo™.

Ariva Fine Jewelry, a division of Pranda Group, has launched an iconic new collection of sterling silver jewelry, Echo™. From bold silhouettes to petite dimensional designs with diamond accents,



high polish sculptural sterling silver defines the Echo Collection.

The new Echo™ Collection presents a strong contrast to the signature textured sterling silver of the Silk™ Collection. Under the creative direction of Debra Puzio, the Ariva brand is stretching its canvas to include four very distinct collections. Ariva Fine Jewelry continues to expand its core Silk™ Collection, which draws textural inspiration from the unique beauty of the Thai silk industry. The largest of the three collections, $Silk^{TM}$ styling uses accents of 18k gold, brilliant gemstones, and diamonds.

The Rittenhouse™ Collection, which premiered in January, features unique sterling silver and rose gold plated designs created with woven Milanese style mesh chain. The trademarked collections Silk, Rittenhouse, and Echo blend beautifully and can be worn together as complementary pieces.

Ariva's fourth collection, East™, a provenance brand which is a romantic, floral tribute to the femininity of Thailand, will premier at JCK Las Vegas. "I see this as a perfect choice for bridal or special occasion jewelry. Carefully articulated sterling silver flowers, butterflies and mythical birds embellished with diamonds and gemstones are some of the details you will find in this very special collection," explained Puzio, who has a personal love of the Thai culture. Each of Ariva's collections of sterling silver jewelry is created for the woman who prefers versatility and distinction in her style.

More Accurate Diamond & Gemstone I.D.

Gesswein offers the Ciel and Pistachio duo that forms a hi-tech innovative system for diamond identification. The Ciel is the ultimate tester that distinguishes between diamond, moissanite simulant. The Pistachio referential meter is designed to further expand the analog













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JA New York brings the industry together in the jewelry capital of the U.S. It is the perfect opportunity for you to see over 725 of the finest jewelry brands, designers & suppliers, representing the full spectrum of trends and product categories.

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readings on the Ciel via a wireless integrated system to indicate a variety of popular color gemstones. The Pistachio can also be used in conjunction with the Azure using the infrared system to provide analysis of color stones. Call Gesswein at 203-366-5400.

Select Jewelry Show Returns to Dallas and Foxwoods

The Select by Centurion show returns this year to the beautiful Ritz Carlton Hotel in Dallas and to New England at the beautiful Fox Tower at Foxwoods Resort Casino.

Select Shows are timed to coincide perfectly with the final holiday buying needs of mainstream better fine jewelry stores, these invitation only shows will take place on Sunday and Monday. The Dallas show is August 30-31, 2015 and the Foxwoods show is September 20-21, 2015.

"We can't wait to return to these two wonderful locations, said Select by Centurion managers Joe Carullo, Bryan Cohen and Howard Hauben. "Dallas is the leading business hub of the Southwest and has unlimited great restaurants and attractions for the attending jeweler. Foxwoods is a really fun place to come to, with many restaurants, entertainment, and

more." they added. "We highly recommend making a weekend out of it and coming in on Saturday and then staying with us for Select by Centurion to make a perfect business and pleasure trip."

Select by Centurion presentsa group of top designers and manufacturers. And visit selectjewelryshow,com frequently



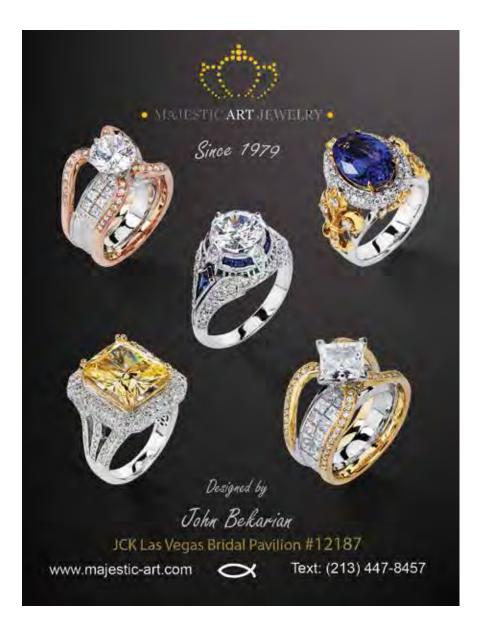


for updated show information or call the Select by Centurion Registration Hotline at 1-888-427-4697 or email info@ centurionjewelry.com.

The format is an open, tabletop style used at all Select by Centurion shows is easy and fun to work. They present targeted retailer educational seminars each morning over breakfast and a amazing Sunday Night Cocktail Party plus delicious gourmet lunches lets you mix business with pleasure.

Silver King Celebrates 40 Years

Second Generation Family-Owned Business Thrives on Traditional Values, Family Pride and a Spirit of Collaboration and Innovation - Silver King, the Western luxury brand, celebrates its 40 year anniversary in July 2015. An established family-owned and operated bisiness in Chatsworth, California, Silver King is an internationally known Western luxury brand





and manufacturer of hand-crafted solid silver and leather including buckles, jewelry and accessories. "We are very proud to be a private family-owned business in Chatsworth for 40 years," said Malila Davalos, Director of Marketing and Sales. Davalos acknowledges many reasons for the success and longevity of Silver King. She says that over the years their parents supported their ideas to grow the business and in developing new designs and innovating processes. In turn, the second generation has honored and continued the tradition of the Silver King brand their parents have built, which stands for quality and tradition both in product and in customer service.

Silver King's highly skilled artisans and inventive designers meld traditional practices with new modern processes to create Silver King's signature styling – a distinctive blend of traditional American western design with a contemporary edge and strong Mexican cultural influence. All Silver King products are made in the USA and sold at select fine retailers and boutiques around the world. For more information, call 818-700-1999.



Southern Gates Debues New Collection

The new collection includes more than twenty new sterling silver items inspired by the historic wrought iron gates throughout legendary gardens and courtyards.

The new spring collection from the Charleston, SC brand adds several jewelry items to their Courtyard Series. Featuring popular spring blooms like dogwoods and azaleas, along with a new butterfly pendant and earring set.

Southern Gates® Spring Collection mixes the brands traditional scroll designs with new filigree patterns. New styles include matching pendant and earring sets, engravable rings, and cuff bracelets. The collection also includes a new finished

necklace, influence by the bar necklace trend, with a Southern Gates® filigree twist. The release of the new spring collection is supported by a consumer advertising campaign that includes national and regional lifestyle magazines, online advertising, and social media outreach.

The Cargo Hold, Inc. is home to the best-selling Southern Gates® collection. This fine collection of sterling silver jewelry is inspired by historic ironwork from the 18th and 19th centuries. With more than 350 items, each unique design celebrates the legacy of wrought iron gates found throughout the South. For more informatiion call The Cargo Hold Inc. at 800-845-6964.



Jewelers of America Offers Onsite Certification Exams at Upcoming Tradeshows

JA, the national trade association for businesses serving the fine jewelry marketplace, will offer JA Sales and Management Professional Certification exams at four upcoming trade shows. The prestigious certifications – open to all jewelry professionals – can advance the careers of jewelry sales associates and managers, differentiate the retail store from competitors and enhance fine jewelry customers' trust in the jewelry professional.

"In today's competitive landscape, we are striving to make it easier for jewelers to get the valuable tools they need to gain consumer confidence and keep the jewelry industry vibrant and healthy," says JA President & CEO David J. Bonaparte. "I strongly encourage retailers to have their staff members become certified. The benefits from Jewelers of America Professional Certification will far exceed the minimal amount of time and small monetary commitment put into the exam." The Jewelers of America Professional Certification program establishes national standards with two-hour exams that

68 | The Jewelry Business Magazine Continued to Pg 71

We Are Recruiting, Training and **Employing America's Veterans**

Will You Join Us and Help?



Beryl Raff Helzberg Diamonds



Jon and Herb Bridge, USN (Ret.) Gene Poole, US Army (Ret.)



Hudson-Poole



Bill Jones Sissy's Log Cabin



Doug Hucker



Jeff Roberts Independent Jewelers



Ruth Batson American Gem Society

November is Jewelers for Veterans Month

November 2015 and every November hereafter is officially Jewelers for Veterans Month. Every jeweler in America needs to show their support for our returning vets and help provide these selfless men and women with a pathway to economic success.

Please support Jewelers for Veterans and help the nearly one million military vets who face unemployment when they return to our country.

For just \$250 per store you can be part of this national program. Participating retailers will receive a marketing program that ties in their store to the immense goodwill this jewelry industry initiative will generate.

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









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

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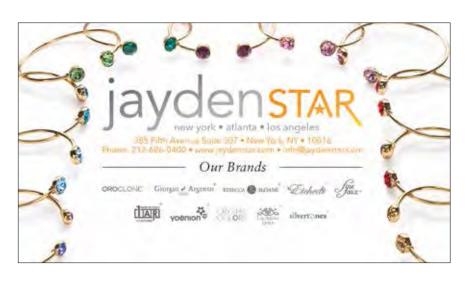


















evaluate the proficiency of jewelry professionals at two levels. There is no studying required for the exams in both jewelry sales and management – the certification attests to the existing expertise of the sales or management professional. Those who register in advance to any of the exams listed below save \$10 off the exam fee of \$35 for JA Members and \$55 for non-members. Register at www.jewelers.org/benefits/education/certification/jewelry-certification-exams.php.

Exams Offered Onsite

- JA Certified Sales Professional (CSP) First Level
- JA Certified Senior Sales Professional (CSSP) Second Level
- JA Certified Management Professional (CMP) First Level
- JA Certified Senior Management Professional (CSMP)
 Second Level

Upcoming Exam Sessions JCK Show

Mandalay Bay Hotel, Las Vegas, NV Thursday, May 28; 10:00AM - 12:00PM Thursday, May 28; 2:00 - 4:00PM Friday, May 29; 10:00AM - 12:00PM

JA New York

Jacob K. Javits Convention Center, New York, NY Sunday, July 26; 10:00AM - 12:00PM Sunday, July 26; 2:00 - 4:00PM

Those not able to attend the on-site certification exams can take the exams at any time and at a location convenient to them by registering for a proctored exam.

Jewelers of America led an industry task force, including representatives from all types of retail jewelry stores nationwide, to establish the Jewelers of America Professional Certification program in the late 1990s with the goal of raising the level of professionalism throughout the jewelry industry. Jewelry professionals who successfully complete the nationally recognized certification program receive acknowledgment from Jewelers of America that enhances their standing among colleagues and consumers.

The Jewelers of America Professional Certification program also offers certification for bench professionals in four levels of expertise. For more information on the Jewelers of America Professional Certification program, please visit www.jewelers. org/benefits/education/certification/ or contact Jewelers of America at 800-223-0673 extensions 8007.

Gumuchian's "B" Collection Sponsors Urban Beekeeper Symposium

Los Angeles nonprofit, Honeylove.org, hosted an urban beekeepersymposium and workshop sponsored by Gumuchian on Sunday, March 29th at the Grow Native nursery in Los Angeles, California. CEO of HoneyLove, Chelsea McFarland stated that the workshop taught attendees how to set up a "swarm box" on their property in order to help save the feral bee population. McFarland stated, "We taught people step-bystep how to set up a treatment-free, foundationless Langstroth hive from scratch and how to make starter strips with beeswax. The workshop was open to the public (of all ages), had great attendance, and inspired a new group of beekeepers!"

Myriam Gumuchian said that the company will continue its partnership with HoneyLove.org through 2015. "It was wonderful seeing exactly how the donations were used and even better knowing that we're a part of something so important and vital to our livelihood." Gumuchian.continued, "We also want to thank HoneyLove for naming a hive in our honor."

The "B" collection by Gumuchian will be available at salon 303 at the Couture show in Las Vegas. For more information about urban beekeeping, visit www. honeylove.org. Reach Gumucian at 212-588-7081 or email myriam@gumuchian.com.



Destino Joins The Circa Management Team

Circa®, the leading international buyer of pre-owned jewelry, gemstones and timepieces is adding an industry icon, Ralph Destino, Chairman-Emeritus of Cartier, Inc., to its management team. "I am pleased to announce we have engaged the services of industry leader and luxury goods expert Ralph Destino, who joins the Circa team as Senior International Director. Ralph's significant background in the luxury goods

field fits perfectly with the future vision for CIRCA®'s business model," stated Laurence Grunstein, CEO of Circa.

Destino, a widely respected and honored industry leader, will join Circa as the Senior International Director of Business Development where he will work with the current management



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to drive new business in all of Circa 's operating divisions in North America. Destino is most recognizably revered for his impressive 32 year career at Cartier, Inc. where he served as both President and Chairman of the Board. Among Destino's many accolades, he was responsible for the development of Cartier in Asia, where he held the position of President of Cartier (Far East) Ltd. He then became President of Cartier in North America before becoming Chairman. After retiring from Cartier, Destino became the Chairman of the Board for Gemological Institute of America (GIA). In addition, he currently sits as the Chairman of the Jewelers For Veterans Foundation. Destino has received countless awards in his career including a 2012 Lifetime Achievement Award given by the Jewelers of America.

"On behalf of the Circa team, we are both honored and thrilled to have retained Ralph's services. Ralph's rich experiences, deep knowledge of the industry and his vast association with luxury brands provides a unique skill set needed to expand Circa's business." says Richard Tilles, President of Circa.

White Pine Trading Sees Strong Growth in **Acquistions and Revenues**

Less than a year after its launch, White Pine Trading LLC's Fine Jewelry division has experienced better-than-expected growth, according to industry veteran Jeffrey Sadowsky, Vice President of Fine Jewelry Acquisitions, who heads the division.

"I'm pleased to announce that the Fine Jewelry division's acquisitions and revenues have easily exceeded our initial projections," said Mr. Sadowsky, who has more than 45 years of buying experience in the industry. "Since our May 2014 launch, we have purchased approximately \$20 million of fine jewelry and estate jewelry, as well as branded and antique pieces. Individual items purchased have ranged in price from \$500 to well over six figures."

To expand its suite of services, White Pine created the Fine Jewelry division in May 2014 as a vehicle to acquire inventory at below-market prices from jewelry manufacturers and wholesalers around the country. The division subsequently widened its acquisition activities to include estate and antique jewelry as well as in-store purchases from consumers, and is now considering retail going-out-of-business opportunities. The division's team of seven experienced field salespeople to top independent retailers then markets all goods across North America, giving them access to a wide range of marginboosting inventory.

The division's recognition in the industry was underscored by the reception it received at the recent Hong Kong show, which Mr. Sadowsky described as "a great success from both a purchasing and vendor relations standpoint."

White Pine recently enhanced the division's sales team with the addition of Midwest representative Scott Pogofsky. Based in Chicago, Mr. Pogofsky brings more than 30 years of industry experience, specializing in higher-end diamonds and jewelry.

"Scott is a veteran sales consultant who has worked with some of finest jewelers and retailers in the world," said Dominic A. Mainella, the division's National Sales Director and Acquisitions Advisor. "He is a valuable addition to our team."

Shah Luxury Group Announces Marketing and **Branding Initiatives For 2015**

Shah Luxury Group, previously known as Shah Diamonds, announced a wide array of new and exciting marketing and branding initiatives for 2015.

Shah Luxury Group has strategically executed the following initiatives:

- Shah Luxury Group website launch
- Participation in the Plumb Club exhibition at JCK Las Vegas
- Retained brand communications agency, Luxury Brand Group
- Appointment of Brian Howard as Vice President of Sales and Marketing
- Launched Carizza website
- Expansion of social media presence with the launch of official Carizza social media accounts including: Facebook, Twitter, Instagram, Pinterest and YouTube

The launch of the new Shah Luxury website, offering quick and easy access to the brand's collections, company information and retail partners, is part of Shah Luxury Group's ongoing

efforts to enhance the quality and availability product and information to their clients. The company also plans to premier new diamond designs from three of their collections latest during the Plumb Club Exhibition this year in JCK Las Vegas. Set to



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www.kitheath.com



unveil during the show are Carizza, Carizza Boutique, Lecirque and Promezza collections. Carizza is an elegant diamond bridal collection that features only the finest materials including 14K or 18K metals set in white, yellow, rose gold, black rhodium and platinum.

"This will be our first time exhibiting at the Plumb Club exhibition and we are honored to be among the unique association of leading manufacturers," said COO, Salil Shah.

Shah Luxury Group also announced their of Brian Howard as the new Vice President of Sales and Marketing for the company. With 17 years of experience in the industry, in addition to Howard's vast experience and knowledge of sales management and building brand recognition, he is able to communicate an overall vision and objective to both team members and retail partners. "Brian is a strategic and creative thinker and has the ability to significantly build brand awareness," said CFO, Neil Shah. For additional information on Shah Luxury Group, call 800-222-7424.

Simon G. Jewelry and Zeghani Appoint Terry Pasch Director of Sales

"Terry brings over 25 years of proven success in all aspects of sales, management and training within the jewelry industry having most recently worked for Scott Kay and Gabriel and we are confident Terry's expertise and experience will be a strong benefit to our brands", said CEO Zaven Ghanimian.

"I'm honored and excited to be part of the Simon G. and Zeghani leadership team", says Terry Pasch. "I was fortunate to meet Simon 22 years ago and have great respect for his commitment to industry leading design an quality. I look forward to bringing our innovative solutions to the market that I have spent most of my life serving."

As Director of Sales Terry will be responsible for further developing and executing market development, sales, and new business plans. He will supervise the US sales teams to identify market opportunities and fulfill market needs, ensure delivery of quality solutions, and meet short- and long-term business goals. Terry will maintain strong working relationships with current customers and prospects, and will be pivotal in team building and program management.

Terry has led a professional career with an impressive array of industry leaders. He previously worked as the President of Sales for Scott Kay in Teaneck, NJ, as Director of Sales

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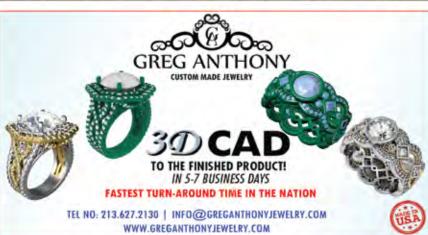


Continued to Pg 77

THE RETAIL JEWELER | 75

Market Place







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HELP WANTED

EVOCATEUR

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

Barbara@EvocateurStyle.com www.EvocateurStyle.com

Sales Reps

Midas Chain Inc. the premier lewelry manufacturer with over 30 years in business, is seeking experienced, motivated sales professionals to represent our product lines. The extensive Midas collection ncludes a high quality and diverse line of Gold, Silver and Crystal jewelry. Territories are available nationwide with excellent internal sales support and non-competitive lines are welcome. Please feel free to come visit us at JCK Vegas as well. Send resumes to:

hr@mldaschaln.com or fax 201-244-1151 Attn: Human Resources Dept

GRAY SONS

Chief Operations Manager

Hands on with employee team & clients wanted for famous & profitable pre-owned watch & estate jeweler in business for 35 yrs.

- · Must have a 4 year degree.
- Must have employment minimum of 3 years with the same company.
- •GIA Gemology degree a plus.
- · Able to motivate & organize a sales team & repair team.
- Experience buying from the public.
 Bilingual in English & Spanish a plus.
- Experience with supervising Jewelry repair & watch repair business.

 • Marketing/Internet/Ecommerce

Miami Beach, FL. Location

Send Resume to: Keith@grayandsons.com

Bellevetoile Sales Reps Wanted

Belle Étoile, award-winning designer brand, is looking for an independent sales rep for the TOLA region. Please send résumés to careers@belleetoilejewelry.com

The Samuel B Collection, award-winning silver jewelry company, is seaking a qualified, experienced independent sales representative with strong relationships with major retailors. If you are presently carrying non-competing lines and are interested in carrying the designer Samuel B.

brand, please send your resume to info@samuelb.com or fax to 516-466-1827. Many territories are available. If you have any questions, please feel free to contact us at 516-466-1826. www.samuelb.com

"GREAT OPPORTUNITY FOR EXTRA INCOME"

Well known fine jewelry manufacturing company is looking to hire dynamic sales rep with established accounts, to carry a compact award winning designer collection.

- · Several territories available
- · Non competing lines ok

SAL PRASCHNIK Inc.

Excellence in fine jeweiry manufacturing since 1968.

Beach Loving Reps Wanted Dune Jewelry, The Original Beach Sand Jewelry Co.™

is looking for dynamic reps who want to represent an exciting product line that's so unique, it practically sells itself. Several territories open. Must be self-motivated with a successful track record and solid customer base.

Contact holly@dunejewelry.com 617.962.4211

It's Time to Move Up

Sales pros appreciated

If you're serious about making money and need a company that really supports you, we should talk.

BA Gold is a nationally recognized leader in diamonds and fine jewelry. We provide the highest level of service and the finest quality 18K diamond and gemstone jewelry on the market today.

Call Rafael at 212-302-7777 www.bagold.com



Sales Professional Wanted

We are looking for seasoned road reps to sell our very popular line of hand bags and accessories. Minimum 5 years repping other established jewelry lines. Call 845-255-4015





Winner of the JCK Jewelers' Choice Awards and premier luxury jewelry designer is seeking qualified independant sales representatives with high-end jewelry trade experience. West Coast region.



for Gabriel and Co in New York, New York and as a Sales Representative for 21 years during which time he represented all divisions of Fredrick Goldman, Gabriel and Co, Wright and Lato and Kirchner Corporation. Terry also served four years as Operations Manager for Dayton Hudson, a 70,000 sq ft. department store in MN.

ICA Names Dirk Blommaert to Member Services

The ICA announced the appointment of Dirk Blommaert to the position of Member Services Manager. Blommaert's role is designed to help better communicate to members, and the wider precious colored gemstone industry, the many services that the ICA offers. It will provide ICA members with an effective channel to better utilize the many services and resources available to them.

Dirk Blommaert is charged with dealing with the following issues:

- Pavilions at trade shows
- Industry liaison
- Creating networking opportunities
- Marketing and sales products
- The ICA's International Congresses
- Organized tours to gem localities
- Advertising and marketing services
- Coordination of ICA Member Services



Based in Belgium, Dirk Blommaert joins ICA in a consultant capacity. He has had a long and successful career working with a number of international gem bodies including the Belgian High Diamond Council (HRD), now the AWDC, the BaselWorld Show, International Jewellery Dubai, the Hong Kong Trade Development Council and, more recently, the Panama Diamond Exchange.

ICA President Benjamin Hackman stated that he is delighted to have a person of Dirk's caliber on-board and is confident that ICA members will benefit greatly from the expertise he will bring to the organization and the services he will provide.

Brad Campbell Appointed VP Sales of Sarine North America

Sarine North America, Inc., a wholly-owned subsidiary of Sarine Technologies Ltd a worldwide leader in the development, manufacture and sale of precision technology products for the planning, processing, evaluation and measurement

of diamonds and gems, is pleased to announce the appointment of Mr. Brad Campbell as Vice President of Sales.

Mr. Campbell has over 35 years of executive level experience in the diamond jewelry industry, primarily in the U.S. Mr. Campbell spent much of his career at Morgan Jewelers, ultimately serving as VP of Merchandising and as President. He also served as a member of the buying committee for the Leading Jewelers Guild. More recently, Mr. Campbell has consulted and coached

many leading jewelry retailers, buying groups and manufacturers in the development of new retail solutions to grow their business in today's rapidly changing environment.



Campbell stated, "I firmly believe in Sarine's company vision to advance the industry with sales solutions that offer significant added value. I am, therefore, delighted to take part in

Sarine's new, exciting, and innovative activities in the polished diamond industry. At Sarine, my ultimate goal will be to serve the ever-changing needs of millennial consumers, in order to meet and exceed their expectations of our industry. I look forward to working together with diamond retailers and their suppliers to enhance the diamond buying experience."

Sarine Technologies has recently launched a new suite of solutions to enhance the online sales experience, connect to the in-store environment and support the diamond sourcing process. Sarine ProfileTM presents the diamond's unique story in a visual and understandable manner. It incorporates light performance, unique video imagery, Hearts & Arrows and Cut & Symmetry information, all derived from Sarine's industry leading systems – Sarine LightTM, Sarine LoupeTM and DiaMensionTM HD.

Next Geneation Plating Pen from Gesswein

The Wizard Pro Pen plater is none other like you have seen before. This pen plater is a must for anyone in small shops, needs to do tedious touch up jobs, and needs portability and accuracy... best of all it's rechargeable. Ergonomically designed with a sleek stainless body, the Wizard Pro Pen Plater contains an 8-Volt self-contained battery for easy recharging. Voltage is adjustable from 3-8 volts (in .1 increments) for precision plating. This can be viewed on the easy to read LCD display. Rechargeable up to 250 times, the pen plater works



fully charged (1 Hour). The pen plater can be used while in charge mode. Call Gesswein at 203-366-5400.





Corinne Jewelers Sponsors Junior Jewelers Contest

Carly Stopera, a fourth-grade student at North Dover Elementary School in Toms River, NJ won the junior Jewelers competition with her drawing depicting a dolphin leaping through sunlit waters. Carly designed the piece for her mother as a special Mother's Day gift. The design was them crafted by Corinne Jewelers for Carly.

The contest was open to fourth-grade students, encouraged participants to draw a piece of jewelry they would like to give to their mother or another special person in their lives on Mother's Day. The winner was chosen by the staff at Corinne Jewelers, and the winner's drawing was recreated as a custom piece of jewelry.

"This is a fantastic way to get kids excited about design. They create something on paper, and then they see it brought to life," said Ryan Blumenthal, owner of Corinne Jewelers. "The enthusiasm these kids showed when I announced the Junior Jeweler program was off the charts. Even while I was still talking to them, I could see they were already thinking about what they could make. I couldn't wait to see what they came up with."

Once a winner was selected, Corinne Jeweler's artisans began working on the piece, which was presented at an assembly at the school on May 4th. Blumenthal added he hopes to expand the program next year to include other area elementary schools.

"Our fourth-graders were absolutely thrilled to be given this

opportunity," said Colleen McGrath, Principal at North Dover Elementary School. "It's a great way for them to engage their imaginations, artistic skills, and problem-solving strategies. These types of programs - programs that connect students with area leaders – are so important to our community. They give the students a taste of what they might eventually enjoy as their profession, and the leaders a glimpse of the promising futures we see in our students."

Corinne Jewelers, The Diamond Source, has been in business for over 50 years and is recognized locally for its diverse selection of engagement and wedding rings, loose diamonds, modern timepieces, and jewelry from some of today's most sought after designers, as well as its knowledgeable staff and superior service.



Dear Ed,

I enjoyed your article recently on Traffic. I'm a current sales rep and former retailer in the trade for the last 34 years. I covered NY and New England for 20 years before relocating to the Southeast.

For the most part, in my travels I see little enthusiasm on behalf of the retail jeweler on traffic generation. Few of them are "out in the field" in their communities networking and just wait for the door to open to get traffic. Sad. Hopefully your article will spurn some action on their parts.

Should you need an "eye in the sky" so to speak, out here on the road do not hesitate to call on me.

I'm glad to see your publication growing. My friend Gerry

Manning turned me on to it a few years ago in its' infancy.

Steve Kretser Delray Beach, FL





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"We've always strived to distinguish ourselves from our competitors and we learned years ago that color is the answer. We also work with people who share our values and we can trust. Our AGTA suppliers fill the hill."

Mark Moeller, R.F. Moeller Jeweler - Saint Paul, Minnesota



