

# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 10, Issue 2 • March/April 2019



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COVER: This issue's cover model is wearing jewelry from designer Frederic Duclos's Wilma Collection. Sterling silver and yellow gold plated. MSRP for the featured pieces range from \$98 to \$305. For more information you can reach Frederic Duclos at 866-898-3636.

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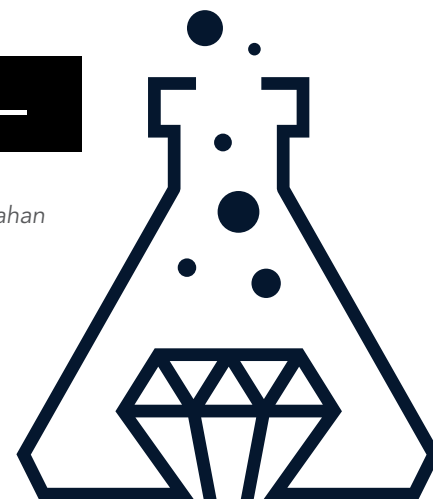


# Lab Created Versus Natural Diamonds –

## A DIFFERENT PERSPECTIVE

By Frank Dallahan

In mid-January, the International Diamond Manufacturers Association newsletter published a piece written by ABN AMRO bank about their expectations for the diamond market. The author posited the opinion that the diamond business was entering a growth and disruption phase. When I read the report, I was surprised by the bias toward lab created diamonds and its negative perspective on natural diamonds. As a major player in the diamond world, I would have expected a more balanced approach to the question of the impact of lab created diamonds on the natural diamond business.



According to the author, the growth phase was coming from lab created diamonds and the disruption phase would occur, negatively affecting the natural diamond segment. The report offered little proof or any substantiation to support the author's opinions. The very questionable basis of the author's contention was De Beers' entry into the lab-grown business in 2018 and that "lab-grown diamonds for jewelry were entering the growth phase."

In my view, De Beers' brilliant marketing move was made to clearly differentiate natural diamonds and lab created diamonds. DeBeers markets its Lightbox brand products as appropriate for "fashion jewelry," set the price of its lab created diamonds at \$800 per carat and thus put the entire lab created diamond market under a price ceiling.

Therefore, the assumption made by the author "that consumers and retail jewelers assume an equivalence between the two products" is news to me and I'm sure to many in the trade! Indeed, is there a research paper done by a reputable research organization that supports this contention? The report's conclusion is that "demand for natural diamonds will decline and there will be downward price pressure on natural diamonds" is a large stretch of the imagination. Really, what industry authority declared the equivalence between natural diamonds and lab created diamonds?

Does anyone really think De Beers would consciously introduce a competitive product to tear down the foothold it has built for natural diamonds during more than a century?

On the contrary, by positioning Lightbox as a different and lesser product from a quality and price point perspective, De Beers simultaneously enhanced the natural diamond product. By putting a price ceiling to the lab created diamonds in its Lightbox fashion jewelry it has also placed its competitors in the lab created diamond market at a serious competitive disadvantage. Therefore, it is difficult to make a case for the decline of natural diamonds at the expense of lab created diamonds, don't you think?

Next, the report presents the notion lab created diamonds' sustainability as a significant advantage over natural diamonds, because of the use of more sustainable energy sources. You might logically ask yourself, what might these more sustainable energy sources be?

Electric power is key in the manufacturing process of lab created diamonds. And what are the sources of electric power? Natural gas, oil, coal, and nuclear. Are these alleged sustainable sources of energy really the factors consumers will rely on when making a purchase decision? I sincerely doubt it. And, just wait until the green darling of today, Alexandria Ocasio-Cortez, gets a hold of this concept!

Regarding the long-term effects of synthetics entering the jewelry market, the diamond industry would be well served to draw from the deep well of experience of the colored gemstone industry, which has dealt with synthetic counterparts of all the major colored stones for more than a century.

In the USA, the natural gemstone importers and producers have paved the way in going to great lengths - for many decades - in their communications with the Federal Trade Commission to assure that the FTC positions synthetics as inferior to the natural product.

They demanded words like synthetic be applied to the created products. The result was the FTC has since required much the same terminology to be applied to lab created diamonds as it has applied to the colored stone business. Because of this clear differentiation, both natural and synthetic colored gemstones have co-existed peacefully. Indeed, the world did not come to an end with the launch and re-positioning of lab-created products.

My boss at the QVC Network, Joe Segal, took the position when the question of lab created colored stones was up for review by the FTC, that lab created color stones would effectively serve as an introductory product to the natural color gemstones. In effect, that is exactly what DeBeers has done by its decision to price position their lab created diamonds at \$800 per carat and position Lightbox as appropriate for fashion jewelry.

It is, therefore reasonable, in my view to conclude the same will happen with natural and lab created diamonds with the result being a much larger market for both products.



**Frank Dallahan**

co-publisher of The Retail Jeweler  
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## ATTRACTING A MORE YOUTHFUL CONSUMER

The demographic of the consumer of retail jewelry has matured. What was important to the Boomer isn't received similarly by a Millennial or their younger counterpart, Gen Z. These consumers barely knew life before google, if at all. Their experience with shopping is "buy with one click" rather than "meet with your personal shopper." Their habits are influenced by celebrity, encouraged by youtube, and in the rapid-fire content in a social media feed. How can your business keep up with these seemingly impossible-to-understand consumers of today?

# >50%

Greater than half of digital consumers follow brands in social media



Social Media is the Top product research channel for the youngest generations



Just 13% say a "Buy Button" encourages purchase behavior

If you strive to expand your audience by focusing on younger consumers, there's a disconnect between their research phase and the purchase phase. More opportunities to buy for paid social ads, paired with review and click-to-buy content will make an impact on sales. Of 24 year olds, 74% purchased a product online in the last month, but just 13% are influenced by a "buy button." So what now?



### Anne Drummond

Anne Drummond is the Senior Creative Director for Advance 360, a digital marketing firm based in New York. Advance 360 has a concentration in the jewelry industry, offering creative and data driven strategies for retail jewelers

and wholesalers. Reach Anne at [adrummond@advance360.com](mailto:adrummond@advance360.com) or check us out at <https://www.advance360.com/jewelry-industry>.

### Be Present.

It isn't enough to have a facebook page. You need to be present on that page, telling your story and interacting with friends. Tag a fellow neighborhood business, create a Facebook Event for your next sale, and post photos from that event in a gallery. Use Facebook and Instagram Stories to show what life is like "in the moment," and don't stress over perfection. Perfection is an unattainable goal, where conversation is not. Social media is an interaction with your customers in real time, not a commercial. Treat it conversationally.

### Pay For Exposure.

Advertising is the place where perfection lives. Using inventory shots, lifestyle photography or images sourced from trusted photographers, be sure you have a compelling headline and a direct statement about who you are. Use these materials to generate paid advertising in social media, magazines and other lifestyle locations. Posting on your wall or newsfeed reaches about 7% of your followers. Ensure they see your well-crafted content! Facebook even makes this easy for you, offering ways to target just the right audience for the ad unit. The person that purchases charms from you may not be the same person that buys the \$10,000 tennis bracelet. Find the right person for the ad content you've chosen, letting facebook do the heavy lifting and tell you who you can find.

### Care About What They Care About.

If your employees volunteer for community organizations, advertise with those organizations. Those that meet or learn of your staff's involvement will also see your ad, sponsorship dollars at work, or plain old elbow grease as you support nonprofits, the arts, or others in a hands-on way. Volunteer where younger audiences exist: in grass roots efforts rather than the Symphony fundraiser. Share photographs of your team volunteering at a soup kitchen, and encourage others to support them, too.

### Be Consistent.

You don't know how many times the 28 year old soon-to-be-bride walked by your window, saw your ad, noticed you on facebook, or volunteered next to your employee before sending her fiancée to her preferred location. You only know that you didn't let up, didn't let the opportunity pass by. She may have seen you twice and was impressed with what she saw. Or, she might have been waiting for her friend in a restaurant, checking her phone, where she saw an ad for your store, after volunteering alongside a member of your team, or seeing that you funded the local literacy initiative.

Now that you know about the disconnect between the research and the purchase phase for younger audiences, use it to your advantage, increasing the most inexpensive of your marketing efforts and dramatically improving the frequency at which you reach your target audience.





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# STEPS TO CONTROL YOUR INVENTORY

By David Brown

A quick review of your balance sheet will show you where your business investment is concentrated and I'm sure it will be no surprise to find that the biggest asset your store has is its inventory. Depending on the size of your store, it may be a couple hundred thousand dollars up to several million. Regardless of which end of the spectrum you sit, your inventory will be a significant part of your business and the number one balance sheet asset you need to manage.

**Effective inventory control involves having a system that minimizes the investment you need to make to gain the highest level of sales. It will also help you manage your stock-turn, the other most important factor in maximizing the return on your investment.**



**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](mailto:inquiries@edgeretailacademy.com) or Phone toll free (877) 5698657

Here are a few of our most important ideas to manage your inventory well and get the maximum return on your investment



## Forecast

Setting budgets is an important part of your inventory management. This should be your benchmark for what you need. Forecasts will always have a margin of error but can be an effective predictor for demand.



## Keep the old items moving

Your best inventory has an ability to manage itself. It's the items that are slow to sell that cause the greatest drain on funds and bottleneck in the system. Ignoring them is not the answer. You need a systemized approach to reviewing non-performing product and a plan to recoup your investment.



## Use your software tools

Your inventory system is your friend. With a touch of a button, it will help you identify and manage the good and bad performers within your inventory. Inventory is a constantly changing paradigm, however, today's fast seller can be next year's dead item. Regularly checking your reports will identify these items and present you with an opportunity to take action in a timely manner.



## Run an audit

When did you last run a spot check your inventory? Do a category specific inventory. Are the records accurate? Chances are if you are well out in this area you may have systemic issues that could be happening elsewhere. Periodic audits help with accuracy and help with shrinkage.



## Focus on the big-ticket items

To paraphrase George Orwell, all inventory items are equal, but some are more equal than others! Your big-ticket items represent the most significant part of your inventory and require the greatest level of management. A handful of your biggest rings can be 20-30% of your total store inventory in dollar value. These items may need closer management as even moving one old item out can have a significant impact on your bank balance.



## Watch for inventory creep

Is your inventory investment constantly increasing faster than your sales growth? Inventory should maintain a consistent ratio to sales. If you are encountering inventory creep, it's a good idea to adopt a dollar in – dollar out policy in terms of what you are spending



## Double check your orders

Make sure customer orders are picked up in a timely fashion. Custom orders shouldn't be sitting around on the inventory report for any length of time. They either need to be collected promptly or you need to double check your system of inventory treatment.



## Get inventory into the system and out on the floor promptly

Fast sellers start with fast turnaround. If an item sells every 20 days and it takes you 10 days from the last sale until the items is received, processed and put out on the floor then you are losing potential sales. Review your turnaround and look for bottlenecks that can be removed to speed things up.



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# LOOK BOOK

By Jackie LeBental

## {Feeling fancy!}

Move over round cuts stones, because fancy shaped gemstones are taking over designer fine jewelry. For decades round shape gemstones were the majority cut used in designer jewelry, but fancy shaped stones are being used in collections now more than ever. Instead of being the centerpiece of a design, round stones have become more of an accent giving fancy shape cuts the spotlight.

### 01

#### Shahla Karimi

Refined and modern with a flare of romanticism, designer Shahla Karimi creates sleek everyday fine jewelry. Her newest bridal collection a collaboration with Diamond Foundry, America's leading producer of lab grown diamonds is minimalistic with a deco feel. This classic shape lab grown marquise 1.69ct VS2 with I color clarity set in a v prong setting is available in 14K, 18K gold and platinum.



Retail \$6,900.  
info@shahlakarimi.com

### 02

#### Sara Weinstock

The queen of diamond jewelry Sara Weinstock has been designing fresh and desirable diamond jewelry for over a decade. Her glamorous and effortless style is repeated through out her beautiful collections. I love how she featured 5 fancy cut sparkling marquises on a simple 18K yellow gold chain, allowing the stones to steal the spotlight. Available in 18K rose and white gold.



Retail \$4,215.  
213.291.9888

### 03

#### Joon Han

If you have ever met designer Joon Han, you know she embraces you with the most engaging warmth and smile. Her genuine nature and passion for uniqueness, flows right into her true one of a kind creations. The incredible mix of fancy cut aquamarine, sapphire and diamond in these drop earrings set in 18K yellow gold, are my kind of fancy.



Retail \$7,750.  
joonhanjewelry@gmail.com

### 04

#### Lio and Linn

Japanese artisan Masumi Hayashi focuses on intimate details in her handcrafted collections. Each groove and design element reminds you there is something special about designing jewelry by hand. She shares a Brooklyn based studio with her design partner Ryu Lida, who focuses on their home accessories. How sweet are these one of a kind mis matched spinel geometric rose cut studs set in 14K yellow gold.



Retail \$780.  
info@lioandlinn.com

05

### Leslie Paige Jewelry

I am always drawn to designers who think outside the box. Designer Leslie Paige did just that when she developed her Bezel Collection. The brilliance of perching bezel set gemstones at the edge of a piece, gives the wearer and the beholder the ability to see the gemstone from multiple angles. 14K rose gold Double screw bangle with 14K rose gold working screws, oval rhodolite garnet and emerald cut green tourmaline.



Retail \$5,500.  
949.683.6459

06

### Ayva Jewelry

Jewelry holds keepsake memories for many people. Designer, Priyanka Kedia behind Ayva Jewelry, wanted to create a brand that personally connected woman to their jewelry. Her newest collection, NOVA, where gemstones spell out a word on the back of each piece, is meant to empower the wearer everyday. This mother of pearl in lay with fancy cut emerald, pink sapphire, lolite and citrine in 14K yellow gold, spells out EPIC on the back. Pretty Epic to me! Take the quiz on her website to learn your word.



Retail \$2,695.  
priyanka@ayvajewelry.com

07

### Leigh Maxwell

Luxury artisan Jennifer Maxwell, lead designer behind Leigh Maxwell, creates timeless heirloom fine jewelry in her lofty Cedar Rapids, IA studio. Holding true to her strong passion for using responsible gemstones, Jennifer and her skilled goldsmith Brigitta handcraft each collection in 18K yellow gold. This stunning emerald cut aquamarine designed in 3 open bands of 18K yellow gold, is a fancy cut gemstone dream ring.



Retail \$6,950.  
319.573.7451

08

### Ziba Zidehsarai

Drawing from her international and educational roots, Los Angeles based designer Ziba Zideharasi, wanted to create a jewelry line that makes women feel their most beautiful. Stylish yet still unique, each of her current collections represents refined luxury. This 3 station invisible set princess cut diamond necklace set in 18K white gold from the Palaso collection, should be a new jewelry staple. Available in 18K yellow and rose gold and can be ordered in various lengths.



Retail \$2,200.  
800.686.6145



#### 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.



# CLIENT DEVELOPMENT MAKES ME PUKE!

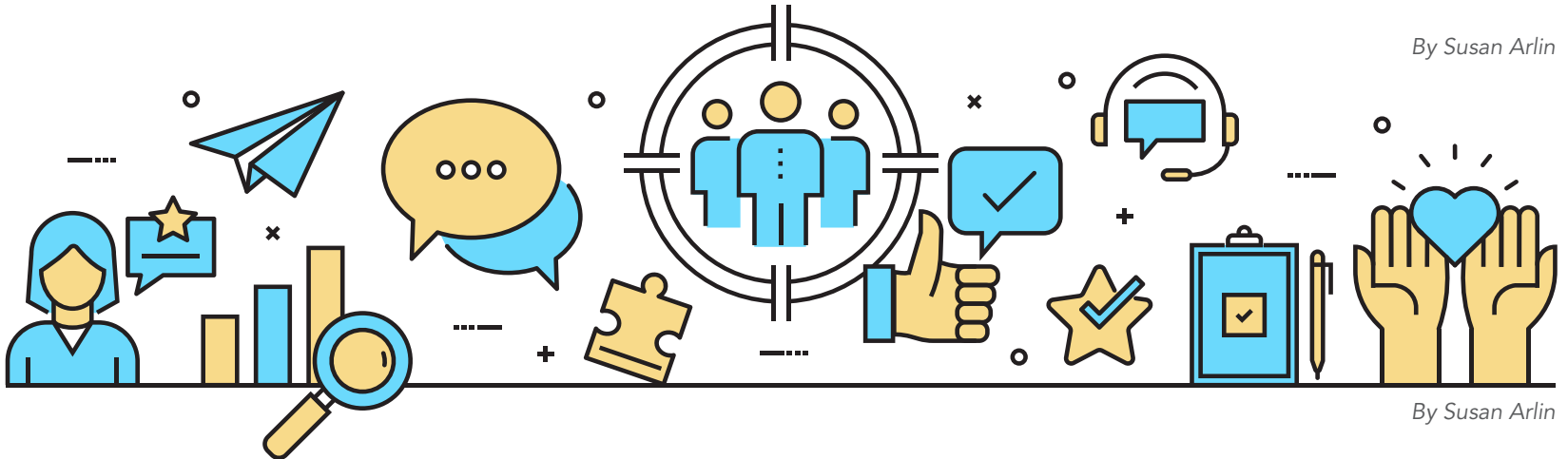
How many times have you heard that? Or worse, not **heard it**, but have **seen it** in action?

A staff member (or you?) procrastinates or never even makes the effort.

Or worse—makes the effort, speaking with a conciliatory or apologetic tone and language.

"I'm sorry to bother you Ms. Arlin but I wanted to let you know that we've gotten some new items in that might interest you." Blah. Blah. Blah. Puke.

By Susan Arlin



By Susan Arlin

Why is it that so many people in our business experience this stumbling block? The answer is simple: **FEAR**.

FEAR of rejection

FEAR of being perceived as pushy

FEAR of annoying the customer—after all, YOU wouldn't want someone contacting YOU, right?

FEAR of ....well, you fill in the blank. What is your fear that is stopping you from picking up the phone?

We've managed to circumvent some of the fear by utilizing email or texting. While there are sometimes when email or text is the right answer, more often it is used as an excuse—a way to say, 'I contacted my customer', without ever knowing if (OR HOW) the message was received. Boo. Hiss. Puke.

Some consider the obligatory thank you card as client development. "Ms. Arlin, Thank you for coming in last week. It was a pleasure to meet you. I hope your daughter loves the sapphire pendant you chose for her. I look forward to seeing you for the matching earrings in the future." Gag reflex—uh oh—unsuccessful! Puke.

And of course, the birthday, anniversary cards or calls, and notifications of upcoming events—they're client development too, right? In most stores, these are compliance-based notifications. They are routine, robotic, and lacking in emotion or connection. Half the time the calling associate doesn't even know who the customer is! Puke X 2.

All of the above examples are basic service requirements—not true client development. At least they are an attempt at contact. As 'professionals' in a luxury product industry, it is amazing how few actually embrace the concept of client development.

What is it and why should you care? Why can't you just do business the way you always have—waiting patiently for the customer to walk through your door, and let you do what you do best...SELL? What does it mean to be a professional?

It's time to reconsider what is needed to succeed—or even survive—in this business. Successful professionals in our industry understand that the landscape of our business is changing. Service based mentality, coupled with outstanding critical thinking skills to act as a problem solver, and fearlessness to follow up and maintain a relationship are paramount.

## Changing Landscape

What do we know about how our customer is changing? They are more knowledgeable, immediate, demanding, and savvy than ever before. They are using you as simply a final stop in their research. They are researching for knowledge, selection, price and options before they ever contact you—IF they contact you at all.



The reality is: They Don't Need You Anymore!

The customer can buy what you offer, and a whole lot more, anywhere else. Many 'professionals' in our industry are still operating from a foundation that centers on the product, rather than the person. Today's customers are more critical than ever. Why should they even bother coming into the store? Because, at the crux of everything, they want to feel a connection. They want to trust you. They want to be respected and liked. They want to be reassured that they are making the right decision and not being taken advantage of.



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*Norris Smiley, Owner of McKenzie & Smiley Jewelers in Clarksville, TN*



"Yet it does so much more. The data that's collected at point of sale is useful in a hundred different ways. There are so many reports, and so many useful tools."

Their system is top notch. I know of no other—and I've looked at some—that even come close to giving you the information at your fingertips that will help you improve and grow your business. I remember the day when I did not have Edge. Looking back, I can't hardly imagine it now."

**Watch the complete interview with Norris at [TheEdgeTalks.com/D](http://TheEdgeTalks.com/D)**



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 JCK - Las Vegas 6/1-6/4 (Edge Village 60062, Seminar 5/30) IJO - Pittsburg 7/20-7/23  
 RJO - Schaumburg 7/27-7/29 (Booth 308, Seminar 7/26) SJTA - Atlanta 8/10-8/12 (Booth 651)

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## CLIENT DEVELOPMENT MAKES ME PUKE!

It is estimated that by 2020, 85% of all transactions will not REQUIRE human interaction. Yet, we still DESIRE them. Think about this for a moment. This is where opportunity exists! People don't require human interaction to purchase jewelry anymore. But they still desire it. What are you doing to encourage this—to make their experience with you one that fulfills this desire? How are you carrying this through AFTER the sale or the interaction is over?

*'[Customers] expect everything faster. And better and cheaper. And are more likely to jump ship to get it. Getting and keeping them anchored means extracting insights from every experience. Every touchpoint.'*

Accenture

Despite this trend, and perhaps as a result of it, the rants from jewelers about their customers seem to overwhelm the industry's Facebook pages. Ranging from the customer's unreasonable demands, to their expectations of service during a busy season, to their demand for competitive pricing with the internet, the posts are never ending. The landscape is changing and our industry—the brick and mortar family-owned jewelry store businesses—are often not adapting.

*'Today's customers reward or punish companies based on a single experience—a single moment in time. This behavior was once a Millennial trademark, but it's now in play for older generations. It has become normal.'*

Forrester

Perhaps it's time to rethink your position. You are in the SERVICE industry, not the jewelry industry. You solve people's 'problems' with the one thing that celebrates everything that is right with the world—jewelry!

Take a lesson from a master at the art of client development—Manny Millman of Shelle' Jewelers in Northbrook Illinois, just north of Chicago. Every single day he picks up the phone and calls clients. Birthdays, anniversaries, new merchandise or just because he hasn't seen them in a while. And he has CONVERSATIONS. Simple, humorous, legitimate conversations with the customer as the focus. Listening to Manny talk with people is a reminder that people crave connection. They want to be included, and valued, and respected. Manny conveys this with every contact—checking the computer first before he calls to remind himself of their past purchases and past communications and making the call relevant. He is fearless, and he is passionate about his business. Fearless. Passionate. Two characteristics of the most successful professionals in our industry.

If you are finding that fear is getting in your way, consider rethinking the WHY behind what you are doing. True client development has the purpose of anticipating a need before your customer knows that they have one. This can be either a sales need, service, or relationship/connection need. If you don't have a desire to fulfill this for your customer, you run the risk of sounding fake, sales-y, impersonal and robotic. That is where most client development fails—when it is done for compliance reasons only, lacking passion or excitement.

### Three Steps to successful client development



#### 1. CONNECT.

Gather touchpoints through conversation.



#### 2. RECORD.

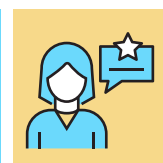
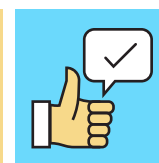
Organize those touchpoints in a way that works for YOU.



#### 3. ACT.

Use the information gathered in a relevant, purposeful, personal and meaningful way.

It's up to you. It starts with an understanding that the landscape is changing for our industry. It continues with a clear purpose to collect touchpoints from our customers—those important details that tell us who our customer is and what is important to them. And it is finalized with a commitment to anticipate their needs and provide customized genuine service to each one.



If the customer no longer needs you, what are you doing to make yourself indispensable to them?



Susan Arlin

Susan Arlin is a staff and leadership development specialist in the jewelry industry. With over 30 years of experience in the jewelry industry, and a Master's Degree in Organizational Behavior, her specialty lies in developing groups of individuals into high-performance teams. Her company, Brilliant Performance Group, LLC™ <https://www.brilliantgrp.com> is dedicated maximizing the return from your most important asset—your team. To contact Susan directly to discuss how your team can improve, email her at [susan@brilliantgrp.com](mailto:susan@brilliantgrp.com).



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## Alisa

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888-253-6600



## Martha Seeley

Constellation earrings in sterling silver with sapphires, tanzanites and diamonds. MSRP: \$875. In 14KY the MSRP: \$1,500.

978-287-4628



## Frederic Duclos

Beautifully crafted wrapped heart earrings in sterling silver and rose gold plated. MSRP: \$180.

866-898-3636



## K. Mita

Lagos earrings in 14K yellow and white gold with amazonite 37.2ct, blue sapphires 0.10ct, and green garnet 0.09c., MSRP: \$1,960

646-633-4573



## Jeffrey Bilgore

Spectacular 13.05ct oval Mozambique ruby flanked by two shield diamonds, with 56 additional round diamonds, set in platinum.

212-223-5140



## Benchmark

Inspired by the Dogwood tree, this 6mm cobalt band features a dimensional bark motif. MSRP: \$295 (size 10).

205-345-0555



## Belle Etoile

Sterling silver and enamel earrings from the Echleon Collection. MSRP: \$325.

877-838-7628



## Cordova

Diamond earrings in 18K white gold with 1.58ctw of diamonds. MSRP: \$4,800.

888-CORDOVA



By Bill Boyajian

# FAMILY BUSINESS SUCCESSION

## NO WAY AROUND IT

In real estate, there are three important criteria: location, location, location.  
In family businesses, there are three different criteria:  
**succession, succession, succession.**

One of my industry friends, Dan Pharr, CPA and business valuation expert, says it this way. "You are going to leave your business one way or the other: either you're standing up or lying down." The point, of course, is it is inevitable that you will leave your business. How you choose to leave it is entirely up to you.



### THE ULTIMATE

For most family business owners, determining the best exit strategy, transition opportunity, or succession plan is the ultimate business challenge. It is also the most important decision-making process owners must force themselves to entertain. I use the word "force" very specifically because trudging through the process of business transition and succession planning is a grind that most business owners would prefer not to take. Unfortunately, many avoid it, and the results often become decisions made by lawyers, accountants, and sometimes the government.



it hard to think about the inevitable. It's the same reason wills and estate plans don't get done when they should. No one likes to think about death or disability, or about making decisions about children or heirs, or about becoming marginalized or expendable when human nature tells us how important we are to the business. Let's face it, letting go of a powerful, prestigious, and fulfilling position for a seemingly uncertain future isn't particularly inviting. That is, unless you have something to look forward to, such as travel, hobbies, relief from the daily grind, and a flexible schedule that should be the envy of most any retirement-aged person.

### WHY MUST PLANS BE MADE?

There are two key reasons why planning is critical. First, there is the financial aspect. Logic tells us that plans must be made in order to minimize estate taxes and ensure an owner's post-retirement security. There are a number of business transition options available to owners but maximizing the financial return on investment is a high priority. When owners work as hard as they do over a lifetime, financial security is a must.



But many business owners find it easier to ignore what they should do in favor of living with ambiguity. In the process they make everyone around them nervous because the one who should be paving the way to the future is abstaining from his duty. Dodging the issue protects the owner from facing reality and making the tough decisions that are necessary for proper succession. It never works and owners are only kidding themselves. They certainly aren't kidding family members and employees who need to know what the future will hold.

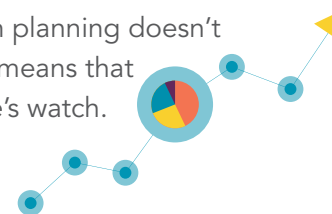
The second aspect about planning is the emotional side. As practical as it is to want to retire comfortably, emotions about leaving the business, who to leave it to, how that affects family relationships, and how it impacts the owner's emotional state are all vital considerations. In the latter instance, letting go of a business that an owner spent a lifetime building – and has a considerable amount of self-esteem tied to it – is often a very troubling emotional experience. And if closing down a business is the chosen alternative, the emotions surrounding such finality in a jewelry business that has existed for generations is even more painful.

### WHY DON'T OWNERS PLAN?

Well, it's not because they think they'll live forever. Most find

Unfortunately, avoiding succession planning doesn't mean it will never happen. It only means that it will happen under someone else's watch.

If you need help, call or write me for some free advice.



**Bill Boyajian**

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

Bill is the author of *Developing the Mind of a Leader – Your Path to Lead and Inspire People*. He is a sought-after business coach and speaker, and can be reached at [bill@billboyajianassociates.com](mailto:bill@billboyajianassociates.com).

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By Gloria Maccaroni

# Mother's Day Must Haves!

The National Retail Federation ranks **Mother's Day** as the **#2 holiday** for overall spending. Yes – Mother's day out ranks Valentine's day by billions!

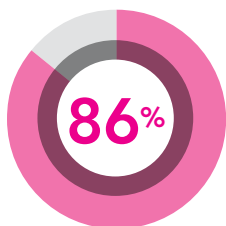
With the Christmas holidays a distant memory now, and Valentine's behind you, Mother's Day is your next great sales opportunity.

According to the NRF's annual survey, spending for Mother's Day 2018 was to reach a near record total of



**\$23.1 billion**

It was forecast that a total of



of Americans would spend an average \$180 on mom.

More than 7,500 consumers were surveyed about their Mother's Day plans by the Retail Federation, with nearly 9 out of 10 planning to buy something for Mom.

The annual survey indicated that



individuals ages 35-44 would be the biggest spenders at an average \$224

## Where do they shop?

- 35 percent of consumers will head to department stores
- 31 percent will shop online
- 29 percent plan to shop at specialty stores such as florists, jewelers or electronics stores

## What will they buy?

The most common purchases for Mother's Day, according to the survey include the following:

- Jewelry, 34%
- Flowers, 69%
- Clothing, 36%
- Gardening tools, 19%
- Special outings or brunch, 55%
- Gift cards, 45%
- Consumer electronics, 14%
- Books or music, 19%

## How to reach the Mother's Day shopper – Pre-sell:

- Once Valentines is over – start promoting Mother's Day in your advertising, in your windows and showcases and remember to involve your sales team.
- Begin suggesting Mother's Day gift ideas to every customer beginning 2 months in advance.
- Ask any moms shopping in your store for their "wish list".
- Use price point categories as a way to lure customers.
- Send a press release to your local paper – touting the personal care and unique customer experience and selection that ONLY your store offers.
- Create a "pretty" Mother's Day e-blast ad and send it to everyone on your contact list.
- Text, tweet and post your story.
- Publicize your publicity- whenever you do get publicity – get permission to reprint/post the article.

## Here's what she wants:

Taking the anticipated average to be spent on Mother's Day gifts in mind we have curated a collection of "Mother's Day Must Haves"- silver designs that are sure to please mom and the gift givers budget, along with some fun comments from mom's on their Mother's Day wish list.



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*The 2019 JIS March Show was originally scheduled to be held March 15-17, 2019. The dates have changed, and the Show will now take place Tuesday, April 16 – Thursday, April 18, 2018, making it the JIS April Show.*





# 

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Samuel B cuff MSRP \$555.  
samuelb.com



"Silver jewelry from Belle Étoile is the best gift for mom because it versatile, easy to wear, affordable and best of all fun!"  
Belle Étoile cuff  
MSRP \$495.  
belleetoilejewelry.com



"With a wide variety of price points and a huge selection of styles Rembrandt has a charm to tell every mom's story."  
- Rembrandt  
Rembrandt charms & bracelet  
MSRP \$294. rembrandtcharms.com



"Mom doesn't have to worry about wearing silver every day all day – silver is perfect for moms on the go." – Martha Seely  
Martha Seely stacking cuffs  
MSRP \$385 - \$1,199. marthaseely.com



"I offer timeless classics in sterling silver. Accessible price points and modern styling." - Phillip Gavriel  
Phillip Gavriel pavé diamond bracelet MSRP \$575.  
phillipgavriel.com



"Silver is a gift with fabulous style at an attainable price point." - John Atencio  
John Atencio Bangle  
MSRP \$750.  
johnatencio.com

Silver necklaces and pendants that are sure to please any mother.



"Mom needs jewelry that she can wear every day – that's the beauty of sterling silver." - PiYaRo  
PiYaRo pendant  
MSRP \$1,499.  
piyaro.com



"Celebrate what makes mom special with a gift of silver that she will always treasure."  
-Alex Woo  
Alex Woo Pendant  
MSRP \$388.  
alexwoo.com



"Silver's intrinsic value creates a legacy for each piece." - Kelim

Kelim Necklace  
MSRP \$130.  
kelimjewelry.com



Photo courtesy  
of Kir Jewelry



"Spoil mom with affordable options in silver and pearls by Kir."

Kir freshwater pearl necklace  
MSRP \$195-\$550. kircollection.com



"Silver-styles that are easy to wear and versatile is what makes Gabriel & Co silver the perfect gift for mom."

Gabriel & Co locket  
MSRP \$300.  
gabrielny.com



"Today's moms prefer more contemporary, modern design – that they can wear to dress up or dress down." – Joryel Vera

Joryel Vera Necklace  
MSRP \$185.  
joryelvera.com



"Silver allows me to make opulent designs in affordable styles that mom is likely to cherish for years to come." - Lika Behar

Lika Behar necklace with white sapphires  
MSRP \$390.  
likabehar.com



"Sterling allows me to design sophisticated jewelry at affordable retail prices." - Frederic Duclos

Frederic Duclos  
MSRP \$210.  
fredericduclos.com

## Mom's Day wish list\* :

- Fat burning cake.
- A robot that gathers all the toys in a toddler's room at night and hides them.
- The invention of a wine and goldfish cracker weight loss plan.
- A long, quiet ,uninterrupted nap... 20 minutes will do



**Mother's Day is May 12**

\*Parent's magazine



## Gloria Maccaroni

Gloria Maccaroni is Director of Brand Development for The Silver Institute /Promotion Service (SPS). SPS develops and implements programs designed to enhance the image of and stimulate demand for silver jewelry in major markets. For more information by writing to [info@savorsilver.com](mailto:info@savorsilver.com). Retailers are encouraged to visit [savorsilver.com](http://savorsilver.com) to find jewelry collections to grow their silver jewelry sales.



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# CONNECTIVITY AT A COST: INTERNET SOCIAL NETWORKING RISKS

By David Sexton



To quote our own Federal Bureau of Investigation, "Internet-based social networking sites have created a revolution in social connectivity."

There is no question that as we continue to openly embrace the benefit of this technological capability, we are beginning to more fully understand the real costs associated with this progress. Criminals, exploiting this capability for illegal purposes, have been extremely successful in deploying effective criminal attacks — known as cybercrimes — against unsuspecting consumers and businesses. The more we learn about cybercrime, the better we can be prepared to mitigate our potential exposure to losses incurred because of these crimes.



## WHAT IS THE TRUE COST OF CYBERCRIME?

Unfortunately, any measurement or analysis into the true total cost of cybercrime is difficult. There are several reasons experts frequently cite when they explain why they cannot get their arms around the size of this annual cost.

Keep in mind companies are not frequently required to publicly report data breaches when these breaches do not affect customers or compromise employee's personal information. The impact of breaches that companies do report are less apparent for those companies that are not publicly traded. Frankly, companies in some cases (usually smaller ones) may not even know they have been breached.

The Whitehouse Council of Economic Advisers has very recently estimated the U.S. economy loses between \$57 and \$109 billion a year due to malicious cybercrime, however, this report is essentially a compendium of their earlier studies. As you can

see, it's also a wide margin between the low and high ends of the range.

However, what is sufficient to say is, the economic impact cybercrime shows no sign of slowing down.



## HOW DOES CYBERCRIME TAKE PLACE?

Government experts cite two primary tactics used in the exploitation of online social networks, but keep in mind, it's not uncommon for both tactics to be combined:

Sophisticated computer hackers conversant in writing and manipulating code gain access and/or successfully install unwanted software on your computer or phone. So-called 'social' hackers, sometimes referred to as 'social engineers' who are masters at exploiting personal connections via social networks, manipulating individuals through social interactions either in person, via the phone, or even in writing. It has been wisely observed that a chain is only as strong as its weakest link.

Idiomatic expressions aside, when it comes to effective cyber security, human beings are indeed the weakest link and social engineers exploit this knowledge to trick people into helping them get through security walls. These criminals are very good at designing their actions to be perceived harmless and even legitimate. The potential damage done when an individual succumbs to an online scam or computer hack is shared by both the individual as well as the organization where the individual works. These risks could include, but are not limited to: brand hijacking, damaged business reputation, intellectual property theft, data theft, identity theft, impersonation, loss

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# CONNECTIVITY AT A COST: INTERNET SOCIAL NETWORKING RISKS

of employment, damaged career or personal reputation, damaged data or networks, malware and virus dissemination, and lost revenue or income.

While people love sharing information on social networking sites, it's no longer private once it has been posted. The more information you post, the more vulnerable you become to cybercrime. Criminals around the world troll social networking sites looking for exactly this kind of personal information to exploit.



## HOW CAN CYBERCRIME BE PREVENTED?

There are a wide variety of tactics these criminals successfully use to trick individuals into providing confidential information or granting access to sensitive information through social networking channels. The following are some of the tactics these criminals can use as well as some action(s) to help you mitigate these online social network risks.

**Baiting** – When someone provides a USB or other electronic storage device preloaded with malware in hopes you will use the device and enable them to hack your computer.

### Actions:

Do not use any electronic storage device unless you know its origin is safe and legitimate. Scan all electronic media before use. This can be accomplished by conducting a careful visual review of the document content to identify any potential inconsistencies or anomalies in the content.

**Click-jacking** – Concealing hyperlinks beneath legitimate clickable content which, when clicked, causes the user to unknowingly perform actions (i.e. download malware, sending your ID to a site. Many such scams have employed “Like” and “Share” buttons on social networking sites.

### Actions:

Disable scripting and i-frames in whatever internet browser you use. Explore other ways to set your browser options to maximize security.

**Doxing** – Publicly releasing personal information (i.e., picture, full name, address etc.) retrieved from social networking site profiles.

### Actions:

Be careful of what information you share about yourself, family and friends (online, in print or in person)

**Elicitation** – The clever use of conversation to extract from people who suspect they are being interrogated during the process.

### Actions:

Be aware of these tactics and the way that social engineers try to obtain personal information.

**Pharming** – Redirecting users from legitimate websites to fraudulent ones for the extraction of confidential data.

### Actions:

Be vigilant of website URLs that use variations in spelling domain names or use “.com” instead of “.gov” as an example. Type a website’s address rather than clicking on a link.

**Phishing** – A legitimate-looking email from an individual or organization that does not contain a link or file with malware. Whereas phishing attacks try to snag any random victim, Spear phishing attacks target a specific individual or organization at their intended victim.

### Actions:

Do not open email or email attachments or click on links sent from people you do not know. Should you receive a suspicious email from someone you know, ask them about it before opening it.

**Scams** – Fake deals that trick people into providing money, information or service in exchange for the deal.

### Actions:

Criminals often use popular events or news stories as incentives for people to open an infected email, visit infected websites, or donate money to bogus charities.

**Spoofing** – Deception by hiding or faking one’s identity. Email spoofing uses a sham email address or simulates an authentic email address. IP spoofing hides or masks a computer’s IP address.

### Actions:

Know your co-workers and clients and beware of those who impersonate an associate or service provider to gain company or personal information. Several organizations and websites can provide you additional details on how to protect your workplace from internet social networking threats such as LooksToGoodToBeTrue.com and OnGuardOnline.gov. You can also protect your business with a cyber liability insurance policy. It covers the loss of money incurred due to financial fraud and liability claims where there’s a duty to defend lawsuits or regulatory penalties are incurred. It’s an important piece in the risk management puzzle for small businesses like jewelers, as criminals are turning to social engineering tactics to steal and disrupt.

Get in touch with a loss prevention expert at Jewelers Mutual at LossPrevention@jminsure.com to discuss how to protect your business from cybercrime.



**David Sexton**

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



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Belle Étoile, French for "beautiful star", takes inspiration from the modern woman. At Belle Étoile, we create exquisite and luxuriously bold jewelry that delights the imagination, heart, and soul. Our goal is to provide every woman the opportunity to express herself to her fullest potential.

Recognized by the jewelry industry for its multiple award-winning designs and unparalleled customer service, Belle Étoile continuously strives to redefine fine fashion jewelry. Our design process is a journey. Each piece follows an unparalleled path, giving it that exceptional hand-finished craftsmanship that is so uniquely Belle Étoile. Working with rich sterling silver and unique materials, Belle Étoile artisans expertly create designs of the highest quality, empowering women everywhere to shine like the stars they are.



**Laverne Cox** (Orange is the New Black, TRANSform Me, and The Mindy Project) attended the 25th Annual SAG Awards Nominations Announcement at the Pacific Design Center in Marquise by Belle Étoile on December 12, 2018.



**Jennifer Lopez** (Selena, The Wedding Planner, and World of Dance) stunned the crowd in Fontaine by Belle Étoile while filming "World of Dance" on November 13, 2018.

**Kate Beckinsale** (The Last Days of Disco, Love & Friendship, Pearl Harbor, and Serendipity) attended Flaunt's 20th Anniversary In Association with Secteur 6 in Antoinette by Belle Étoile on December 1, 2018.



**Nicki Minaj** was spotted in Corsage by Belle Étoile in her collaboration with Little Mix's "Women Like Me" music video.

  
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Speaking of spring – the season – our new Spring Collection, shown here, is now available to freshen up your jewelry case. Celebrate winter's end and start your sales blooming – give us a call today!







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**P**hillip Gavriel continues to expand his ever growing brand with a fresh new Popcorn collection for 2019 bursting with colors and textures. The new pieces are a reflection of the brand's strong understanding of today's consumer and their life style. The new collection features cuff bracelets with pave gemstones, and Y necklaces accented with diamonds and pearls. Phillip Gavriel believes in the art of fine jewelry making, and that philosophy extends to his use of only precious metals such as silver and gold, and the exclusive use of genuine natural gemstones and diamonds. Many of the pieces in the collection are handmade in Italy, and Phillip supports artisans around the world through the brand.

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  - E. SILBG8188 Sterling Silver & 18K and Diamond X Bracelet \$695
  - F. SILBG8159 Sterling Silver & 18K Gold Bar Bracelet \$895
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- \*All prices suggested MSRP





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## Select Jewelry Show 2019 Dates & Locations

Select Shows launched 10 years ago to offer smaller, more personal events featuring 55-65 of the most popular lines and prestigious brands. Select Shows provide the retail jeweler with comfort and convenience while working with nationally recognized fine jewelry designers and manufacturers in important categories retail jewelers need to achieve sales success.

The shows run Sunday and Monday. Complimentary breakfast and lunch and a fabulous cocktail party are available to all attendees. Qualified retailers receive complimentary hotel accommodations.

For 2019 Select will be returning to the Ritz-Carlton in Dallas, Texas - September 8-9, 2019; the new location for the Washington DC show is the Ritz-Carlton Downtown, September 15-16, 2019; and Foxwoods Resort & Casino in Ledyard, Connecticut - September 22-23, 2019.

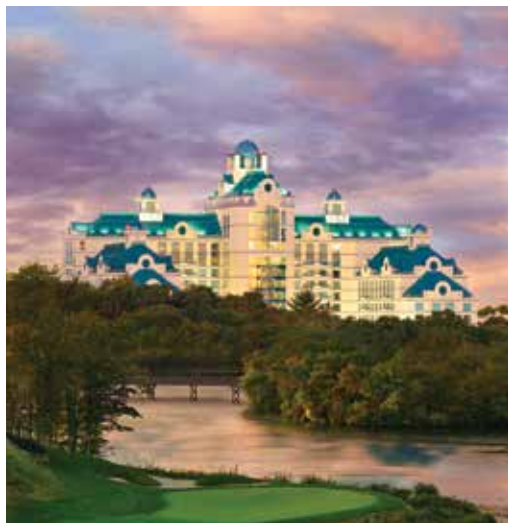
Be sure to put Select Jewelry Shows on your calendar and discover a new way to do business. For more information visit [www.SelectJewelryShows.com](http://www.SelectJewelryShows.com) or call 844-285-1103.



Ritz-Carlton Downtown, Washington DC



Ritz-Carlton, Dallas, TX



Foxwoods Resort and Casino, Ledyard, CT

## Belle Étoile and Ella Mai Make Music

English singer and songwriter Ella Mai stunned the crowd in Pavé by Belle Étoile at The Recording Academy and Clive Davis' 2019 Pre-Grammy Gala at The Beverly Hilton Hotel.



Belle Étoile\_Pavé Silver Thin Huggie Earrings\_MSRP \$175



Ella Mai

## Kin & Pebble Mens Fashions

The perfect male fashion accessory, the money clip, is now offered by Kin & Pebble with additional personalization options. Previously, this item was only offered with a fingerprint and/or text engraving. New custom options include: 3D photo engraving, handprint, footprint, handwriting, or pet print. The closed back style of this money clip allows for additional text engraving on the back. Each money clip is made of solid Italian sterling silver and engraved deeply for a lasting impression that can be seen and felt. The approximate dimensions for the money clip are: 1" x 1-3/4", making it a substantial piece of silver.

For more information please contact Kin & Pebble directly at 877-265-7994.





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# New and Noteworthy

## Selvyt® Duo Cloths

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Clothes measure 6" x 7.5" (15 x 19cm).

The Selvyt® Duo Cloth for silver is made up of two cloths. The impregnated pink inner cloth for Silver both cleans and inhibits tarnish. Flip it over to the non-woven outer cloth to clean and produce a fine polished surface.

The Selvyt® Duo Cloth for Gold is also made up of two cloths. The impregnated burgundy inner cloth cleans all types of precious metals. Flip it over to the non-woven outer cloth to clean and produce a fine polished surface.

### Key Features:

- Leaves no residue or smears
- Made up of two cloths

- Two-sided - one side is impregnated for cleaning the metal where the back side polishes to a mirror finish.

Made in the United Kingdom.

For More Information contact Gesswein at 203-366-5400



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### Fire & Ice Announces Alliance with A. Jaffe

Continues Brand Expansion into 2019 Fire & Ice Diamonds announces its strategic alliance with A.Jaffe, a bridal jewelry company established in 1892 best known for heritage, quality and craftsmanship. Based upon 21st century science, the patented Fire & Ice cut design renders a diamond that will face up bigger and more brilliant, even when compared to other excellent and ideal cut diamonds. Each Fire & Ice diamond .30ct and larger is available with a Proprietary Light Performance Diamond Quality document from the American Gem Society (AGS). The AGS ASET map that the Fire & Ice design consistently produces represents proof of the superior brilliance of its diamonds – each is “scientifically brilliant” as verified by the AGS Laboratory.

Fire & Ice, which was recently featured on Kathy Ireland and Fox News, selected A.Jaffe to be both its exclusive manufacturer of all Fire & Ice jewelry and a strategic partner. Bart Marks, President of Fire & Ice stated, “A.Jaffe is the only brand that meets the impeccable Fire & Ice standards in customer service and artisanal quality. In addition, the brand is AGS certified and its factory is RJC compliant, both of which are important for our sourcing practices.” Renowned jewelry designer Katherine Rosenberg will design for the Fire & Ice and A.Jaffe collections.

Alongside the Fire & Ice partnership, A.Jaffe will heavily invest in its own business growth for 2019 including new customization technology, a try-it-on feature, and partnerships with A.Jaffe Instagram influencers across the country. The brand will augment its world-class sales force - which will handle both A.Jaffe and Fire & Ice sales - to best serve more regions in the US, as the brands continue to open new retail doors. In the last quarter of 2018 alone A.Jaffe opened 10 new retail doors with prestigious jewelers nationwide. To learn more please visit [www.ajaffe.com](http://www.ajaffe.com) and [www.fireandicediamonds.com](http://www.fireandicediamonds.com).



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# New and Noteworthy

## Martha Seely Lyra Interchangeable Earring System

The foundation of the system is the Lyra huggie-style earring with its unique hinge and locking mechanism. Available with or without gemstones. It is easy to open. Simple to change out the accent drops. Then, just click into place. No wires to worry about. In 925 sterling or 14K yellow gold. It's simple and easy to use.

In addition to the original hoop designs and other accent elements, Seely has designed a new drop that is "a little edgy and a whole lot of elegant," said one customer -- due to the renewed popularity of baguettes.

For more information call 617-899-2162



## JIS Jewelry Show Changes Spring Dates

The JIS Jewelry Show announced a date change for its second Show of 2019. The JIS March Show, originally scheduled for Friday, March 15 - Sunday, March 17, is moving dates to take place Tuesday, April 16 - Thursday, April 18, 2019. The show, which historically has taken place in April, was originally moved to March due to venue scheduling restrictions from ongoing renovation work at the Miami Beach Convention Center. Fortunately, the projects that were present when the show was moved to March have been completed, and JIS is now able to shift dates back to the usual April Show pattern.

"The opportunity to move the dates of the show back to mid-April is a big win for attendees and exhibitors. The new dates are ideal for seasonal Mother's Day buying, will significantly lower travel expenses, and will increase the diversity of product available for purchase on the show floor," says Jordan Tuchband, Industry Vice President of JIS Shows.

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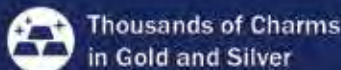
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### WHAT RETAILERS ARE SAYING:

"Being a Rembrandt retailer was a no brainer for me. We carried Rembrandt at my former employer, and this was one of the first accounts I set up when I opened my own store. Great way to attract customers and the charms are a gateway for larger sales!"

- Jamie Parkerson, J. Parkerson Jewelers





## New and Noteworthy

The JIS April Show is the most intimate event in the JIS portfolio and allows the jewelry industry an easy-to-shop buying event to restock after early-year sales and prepare for the summer selling season with the latest trends. Visit [jisshow.com](http://jisshow.com) or call 800-840-5612 for more information on attending or exhibiting today.



### Regina Ciarleglio Joins JA as Director of Membership

Ciarleglio will oversee the operations of the Membership Department, including membership development and retention. "We are thrilled to welcome Regina Ciarleglio to Jewelers of America. Regina has a breadth of industry knowledge and experiences and she will be a tremendous asset as we turn our focus to provide added membership value, prioritize members engagement and increase membership," said JA President & CEO David J. Bonaparte.

Regina Ciarleglio is an executive with more than 25 years of experience in the watch & jewelry industry. She began her career at Cartier and has since held positions at Swiss Army Brands, Gucci, GE Capital and most recently as Director of Retail Development at Worthy, Inc. She has served on the board of Jewelers Vigilance Committee and is currently on the board of the Women's Jewelry Association. She is currently attending GIA as a Graduate Gemologist candidate.

"As in industry professional I have always looked to Jewelers of America as the standard bearer for integrity in the jewelry industry. I am thrilled to be part of this great organization and work with the amazing team here," said Ciarleglio. Regina Ciarleglio replaces Matthew Tratner who departs Jewelers of America on January 25, 2019 to pursue new opportunities.



### Quality Gold Acquires DE-ANI, INC.

Quality Gold has acquired De-ani, the Monrovia, California manufacturer best known for their meticulously designed and unique karat gold and sterling silver pendants.

## Long Way To Go, Short Time To Get There

After leaving our first careers, we were looking for a way to expand Holly's jewelry business and work as a team for 20 years or so until retirement. We decided to purchase an existing jewelry store in Astoria,



Oregon, the oldest town west of the Rockies. We had no experience in retail and had not heard of IJO yet.

But with Holly's talent as a designer/goldsmith, and Kevin's engineering background, we forged ahead to create a tech forward jewelry store. It was going along very well for a few years until we started to have cashflow concerns. About that time another jeweler in the area invited us to check out IJO.

Once we learned more, we saw that IJO could reduce our product costs and fill in the gaps in our knowledge to help



us become better merchants. But what we didn't realize right away was that it was so very much more. We are now proudly part of a large family network of jewelers and vendors from across the US, Canada and Belgium, all helping each other... not only to survive but thrive!

We meet twice a year in interesting cities to learn from each other and check out the latest product and technology offerings from our vendors. And in between shows, we have the online Indy channel to post questions, answer questions, and discuss the latest trends. We learned how to brand, utilize online advertising, buy diamonds in Antwerp, and, last but certainly not least, proactively manage inventory. If only we had found IJO sooner!

**Holly & Kevin McHone,**  
Holly McHone Jewelers, Astoria, OR



To learn if you're eligible for membership in IJO, call Penny Palmer at 800-624-9252. [www.ijo.com](http://www.ijo.com)



# New and Noteworthy

When Michael Langhammer, CEO Quality Gold, was asked about this recent purchase he commented, "This acquisition is an important one for Quality Gold. It continues to accelerate our growth potential and product offerings." He went on to say, "I have tremendous respect for the business Richard and Robin have built. They have been responsive to developing a superior crafted and exceptional collection to accommodate their loyal customer's needs and desires. Quality Gold will continue expanding the line and the De-ani Collection will live on through Quality Gold."

Jason Langhammer, COO Quality Gold, stated, "This acquisition complements us well and is in line with the long-term strategic plan for Quality Gold. Every acquisition made by Quality Gold in the last 5 years further strengthens Quality Gold's vertical positioning."

When Richard and Robin Elmassian were asked about selling their business to Quality Gold, they said, "We found a partner in Quality Gold who is committed to investing in the expansion of the De-ani line and maintaining the superior craftsmanship that is the foundation of the De-ani Collection. Our customers

will continue to have access to the finest quality, most meticulously designed and remarkably unique pieces in the industry through Quality Gold. We are looking forward to working with the QG team to transition our operations and are confident our loyal customers will enjoy working with the excellent customer service team at Quality Gold."

All De-ani merchandise has started invoicing and shipping from Quality Gold in Fairfield, Ohio. In May, Quality Gold will publish a comprehensive Charm & Pendant catalog including the De-ani Collection. Throughout the next year, new De-ani



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styles will be added to product categories online at QGold.com and in printed QG catalogs. All items will be stocked in Fairfield, Ohio and will be available with no minimum order requirements.

### New Bridal Collection by a Non-Bridal Company

A collection of bridal jewelry by a company that doesn't sell bridal jewelry?

Royal Chain, a company primarily known for their gold and precious metal jewelry, will launch its first-ever Bridal Collection. The aptly named collection, "After the Ring", has nothing to do with what most industry professionals would consider Bridal. There are no semi-mounts or even a hint of a wedding band in this collection.

The 24-page catalog is an idea that Royal Chain Vice President of Marketing, Phillip Gabriel Maroof, devised to satisfy his desire to cater to the bridal market without deviating from the company's roots. It was also a way to help retailers, who say that once the ring is purchased, they lose all of the additional wedding-related sales to big box stores and online retailers.

The collection will be very focused and geared towards add-on sale items for after that initial ring purchase. It includes fresh, fun-to-flaunt trendsetting pieces that the bride may want to purchase for numerous events surrounding her big day, like the bachelorette party or bridal shower, as well as the all-important gifts for bridesmaids, mother of the bride or groom and groomsmen. Retail prices in the collection will start as low as \$29.



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Jewelers can use it in their stores as a guide for wedding parties searching to complete their wedding day needs.

The book will be available for pick-up at spring buying shows. It will also be mailed out to all Royal Chain customers. Retailers can preview the collection by visiting Royal Chain's website here: <https://www.royalchain.com/after-the-ring.html>. To request a copy or for more information, contact Royal Chain at: [marketing@royalchain.com](mailto:marketing@royalchain.com).

### Quatro SCS Compact Superflow Polisher

The Quatro SCS Standup Compact Superflow Polisher features a powerful suction unit with the addition of a tabletop containing (2) Quatro fully-enclosed Clearview Hoods and one 1/2HP double-spindle two-speed motor (tapered spindles included). Energy-efficient, LED lights in hoods use up to 75% less power than incandescent lights and keep your work area much cooler. The Quatro 2-Stage filtration system enables the user to capture all your precious metal dust, not just a portion of it and thus recovers more metal for refining. The SCS is the ideal system for Polishing, Grinding and Recovery. The first stage captures dust and metal debris in (3) high-capacity, sealable filter bags for maximum return on refining. Most particulate is gathered at this stage with the balance being filtered during the second stage being the HEPA filter. The HEPA filter is rated at being 99.97% efficient and requires no additional venting from the workspace. The SCS will handle all the dust and particles that competitive models cannot filter thus leaving a clean working environment. One-year manufacturer's warranty. Made in Canada.



#### Included Features:

- Superior Capture/Containment System using 2-Stage Filtration. Uses (3) Sealable Filter Bags for increased Capacity (854-2189) and also a HEPA Filter (8542079) for capturing very fine particulates.
- (2) LED illuminated Clearview Hoods with Integrated Clip-on Magnifier for increased visibility of the work being done.
- High-Power, Continuous Duty brushless motor for long-term performance.
- Cool Blue 1/2 HP 2-Speed Polishing Lathe/Motor with Tapered Spindles.
- Variable Speed Control
- Built in ASV (Auto Start Valve) System turning your SCS into an Automatic System. Able to Start/Stop your SCS from inside each hood. Use one Clearview Hood or both at the same time. Shut one Hood off to get full power from the other hood.
- Utilizes an intuitive control panel for running your SCS. Easy to use, the digital control panel and its intelligent controls will alert you when to change the filters and will shut off automatically when filter bags are full.
- Quatro SCS includes 1/2 HP two-speed polishing motor, 2 Clearview hoods with Magnifiers and ASV On/Off Valves, (3) Sealable Filter Bags and (1) HEPA filter (as small as 0.3 micron).

For More Information contact Gesswein at 203.366.5400 or Visit [www.gesswein.com](http://www.gesswein.com)

### Own Your Story Launches Fine Jewelry Line in the US

Established and coveted Turkish fine jewelry brand, Own Your Story announced its launch in specialty retailers across the US, Canada, UK and at [www.ownyourstory.us](http://www.ownyourstory.us), for Spring 2019. The intricate, luxury jewelry brand is built upon the aesthetic vision of a design team with many years of experience in creating accessory collections for top retailers with a keen sense for translating fashion-inspired trends into timeless jewelry.

Own Your Story now brings its three generations of high-level hand craftsmanship and unparalleled experience with gold and diamonds to these new markets for the first time ever. Boasting a mélange of desirable pieces, Own Your Story brings to life a sophisticated, strong and elegant appeal through 14K gold and gemstones, focused primarily on white, champagne, cognac and black diamonds. Describing a woman much the same way, the brand looks to the feminine form for inspiration and creates jewelry as unique and distinct as she.

## New and Noteworthy

The current collection is made up of seven groups, which offers a range of delicate pieces, in a variety of themes.

- The Cosmos is bursting with a celestial splendor which manifests itself through dazzling gold and diamonds.
- Linear focuses on elegant, clean lines and subtlety.
- Geometry is third with its juxtaposition styles, allowing the wearer to see things in a different way.
- Flow works with 14K gold and manipulates it into curved and softer, overlapping edges, giving off a more fluid approach to jewelry.
- Neo Pearl brings to the forefront one of nature's miracles, meshing modern, bold design with precious pearls.
- Nature contains elements of leaves, butterflies and Mother Earth's magic
- Day to Night is a transitional, day to play range with gold and dramatic diamonds readying you for whatever your day or evening may hold.

The brother and sister duo, Tina Farhat and Yomi Azar, present the family-owned business to the market with a fresh-feeling of authenticity to the fine jewelry world. The jewelry is designed with an affordable luxury price point in mind – bridging the markets of fine jewelry and a must-have accessory to compliment fashionable ready-to-wear. NYC-based Creative Director, Tina Farhat commented "There is no force more powerful than a woman who recognizes her own potential. A woman truly comes into her own when she realizes and celebrates her dazzling ability to lead, to inspire and to create the future. We design our jewelry to replicate that sense of coming into oneself – this is jewelry that is personal, that a woman wears as a reminder of her own value in this world."

"We're thrilled to introduce our family's passion for jewelry to the American market – it feels right to share my own story and encourage other women to do the same."

Own Your Story median prices range between \$500-\$2,500. The brand uses recycled gold where possible and all diamonds are conflict-free.



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### See the Difference!

Below, compare the cut quality of Eternity's "True Cut" emerald melee (left) to the average supplier (right)  
The precision of Eternity's "True Cut" lends itself to magnificent brilliance!

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Eternity Natural Emerald's "True Cut" round emerald melee.



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Average cut round emerald melee with a thick girdle & asymmetrical shape.



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## Stuller Debuts Newest Tools Catalog

Stuller released its newest catalog, Tools, Equipment, and Metals 2019-2020.

The 750+ page catalog has been redesigned to make it easier for the jewelers to find what they need by organizing the products and sections by process. "The jeweler needs to be able to shop quickly and efficiently," says Tammy Lail vice president of merchandising. "With the new navigation, this catalog is the perfect bench guide."

The new catalog layout includes:

- 19 sections, organized by bench jeweler process.
- A table of contents for each section.
- Color bars by process on each page to help quickly find products.

"In addition, we have tried, tested, and added tons of new product. At Stuller, we don't give out the 'tried and tested' stamp that easily," says Lail. "Our manufacturing experts work with a wide range of tools and equipment every day and we rely heavily on their advice when choosing which new products get added to our line."

Learn more visit [www.stuller.com/toolscatalog](http://www.stuller.com/toolscatalog).



## GIA Alum Craig Danforth to Join Jewelers Mutual Team

Craig Selimotic Danforth will join the leadership team of Jewelers Mutual Insurance Group on January 28, assuming the role of Vice President of Client Solutions. Danforth has 25+ years of sales, business development, marketing, training, and finance experience, most recently demonstrated as Director, Global Business and Development at GIA.

"Craig's experience in the industry makes him an ideal candidate for this role," said Mike Alexander, senior vice president of commercial lines. "We will work together to enhance our current offerings and develop new opportunities

to strengthen and grow the jewelry industry."

As part of the Jewelers Mutual team, Danforth will work closely with the leadership team to shape the foundation, priorities, and vision of our key initiatives. His experiences at upcoming industry events and tradeshow will offer Jewelers Mutual insights to further develop our core offerings and expand our emerging businesses.

Prior to his ten years at GIA, Danforth held management roles at Cartier, David Yurman, and Ermenegildo Zegna. Danforth completed his BA at Hamilton College, his MBA at ESSEC Business School in France, and has several diplomas from GIA including Graduate Diamonds, Graduate Pearls, and Accredited Jewelry Professional (AJP). He is on the Board of Directors for both the Women's Jewelry Association and Jewelers 24 Karat Club of Southern California, and also serves on the 24 Karat Club of Southeastern US's scholarship committee.

Jewelers Mutual Insurance Group is seeking skilled and experienced employees to fill a variety of roles within the company. For a full list of employment opportunities, visit [www.jewelersmutual.com/careers](http://www.jewelersmutual.com/careers).



Craig Danforth

## Jewelers Mutual Announces Donation To Jewelers for Children

Jewelers Mutual Insurance Group invited jewelers enrolled in the Jeweler's Cut® LINK program to help support children in need over the recent holiday season.

Jewelers Mutual pledged to make a donation for each item description submitted through LINK over the holiday season, with a goal to raise \$10,000.

Thanks to all the jewelers who participated, Jewelers Mutual raised \$9,186 which is 92% of the \$10,000 goal. The donation was delivered by Sheri Ihde, Director of Industry Relations for Jewelers Mutual and Jewelers for Children board member.

"I am honored to be a part of such a wonderful charity and was thrilled to be able to deliver this donation," said Ihde. "Thousands of children have benefited from this organization and I can't begin to thank the jewelry industry enough for their support," she added.

"This campaign was such a great way for Jewelers Mutual and our jeweler clients to give back and thrive together," said Mark Devereaux, Vice President of Sales at Jewelers Mutual. LINK is an exclusive program for jewelers that can help them grow their business.

By participating, jewelers were able to enhance their customer relationships while simultaneously contributing to an industry-supported charity.

To learn more or request to be part of LINK, contact the Jewelers Mutual program team at 800-336-5642, ext. 2118 or [jewelerprograms@jminsure.com](mailto:jewelerprograms@jminsure.com).



### Berkley Asset Protection Highlights Information for Making Websites ADA Compliant

Did you know that the Americans with Disabilities Act may apply to your website?

Recently, a New York City jeweler was included a class action lawsuit alleging the jeweler's website was in violation of the ADA for a sight-impaired user. Joe Dowd, president of Berkley Asset Protection, explained this jeweler isn't alone.

"There's been a surge in ADA lawsuits involving the websites of companies in the markets we serve – jewelry businesses and fine art galleries – as well as clothing and apparel stores, telecommunications companies, colleges, restaurants, hotels, consumer goods and e-commerce stores."

The ADA does not specifically address websites, however, some courts have ruled in favor of plaintiffs who sue based

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	<b>JIS Show</b> ..... 25 www.jisshow.com/April	

on website inaccessibility. And, many states have adopted their own accessibility laws. According to the Web Content Accessibility Guidelines (WCAG) 2.1, websites should be made accessible for individuals with blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and combinations of these.

Here are a few examples of features that can be employed in an effort to make a website more accessible:

Site content should be coded to permit a visually impaired person to use "screen-reading" software to convert text on a website to audio. Photos, images, videos and other non-text elements must have "alt" tags or text descriptions.

Interactive functions must be available via keyboard commands for those who can't use a mouse.

Make sure the website can be displayed using the color and text settings of each visitor's browser and operating system. For example, the visitor should be able to resize text up to 200% without losing content or functionality.

Content should be presented in a text-based format, such as HTML or RTF (Rich Text Format), in addition to PDFs.

If you use online forms and tables, make those elements accessible by labeling each control (buttons, check boxes, drop-down menus, text fields) with a descriptive HTML tag.

Businesses that sell goods or services through a website or provide information about hours, location, services and opportunities open to the public should ask their web designers about updating the site so individuals with disabilities can meaningfully engage with the content on the site.

Under Title III of the ADA, the plaintiff cannot collect damages, but is entitled to attorneys' fees (which is how these cases grow quickly), as well as costs and injunctive relief. A business's general liability insurance policy may have limited coverage to address the defense costs of a claim.

While the U.S. Department of Justice has not provided clear guidance about website compliance requirements, web designers can reference requirements for federal websites: [www.ada.gov/pcatoolkit/chap5toolkit.htm](http://www.ada.gov/pcatoolkit/chap5toolkit.htm).

### GIA Adds Alexandrite to Colored Stone Identification & Origin Reports

GIA now offers origin reporting for alexandrite, adding it to Colored Stone Identification & Origin Report services for ruby, sapphire, emerald, Paraíba tourmaline and red spinel. For more information about GIA colored stone reports and services,

including fees, visit [GIA.edu/gem-lab-service/colored-stone](http://GIA.edu/gem-lab-service/colored-stone).

"Offering an alexandrite Identification & Origin Report continues GIA's mission to bring our research-based laboratory services to our clients," said Shane McClure, global director of colored stone services. "This service ultimately benefits the gem and jewelry-buying public by providing reliable reports." The GIA Identification & Origin Report describes whether the stone is natural or laboratory-grown, identifies the type of gemstone, includes any detectable treatments and offers a research-based opinion on the geographic origin of the stone. The report also contains a detailed description of the gemstone including cut, shape, weight, measurement and color, with a photograph of the gemstone.

GIA also announced that their Retailer Support Program – a resource for retailers to help sales staff educate consumers about diamonds, colored stones and pearls, the 4Cs of diamond quality and GIA reports – will soon be offering additional colored stone materials. Retailers will have access

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to gemstone counter displays, a birthstone flipchart and brochures about sapphire and ruby. Following soon after will be a brochure on how to understand GIA colored stone reports. For information about the RSP visit [Retailer.gia.edu/EN-US/about-gia-rsp.htm](http://Retailer.gia.edu/EN-US/about-gia-rsp.htm).

### Distinguish XRF Plating Analyzer

Bowman, a US manufacturer of XRF quality control instruments, has debuted an important addition to their suite of benchtop XRF plating measurement systems. Bowman's G Series XRF is a robust system that precisely and quickly determines the thickness and composition of zinc and zinc alloys, as well as precious metals, on jewelry and other accessories.

Its two most distinctive features are "bottom-up" measurement using a motorized Z-axis with laser-based autofocus, and precision video imaging. An available manual XY stage with 1.5 X 1.5" travel facilitates easy positioning of items to be tested.

Like others in the Bowman XRF portfolio, G Series instruments simultaneously measure up to 5 coating layers, 10 elements in each layer; a total of 25 elements in all. Its wide element range (13-92) makes it suited for the testing of all transition metals: titanium, nickel, zinc, palladium, silver, platinum, gold – and others. The standard G Series configuration includes a single fixed collimator, solid-state PIN detector, and long-life micro-focus x-ray tube. As with all Bowman models, the components can be upgraded to include multiple collimators, a variable focal camera, or an SDD detector.

To quantify coating thickness from the detected photons, G Series systems run advanced Xralizer software. Xralizer combines intuitive controls with time-saving shortcuts, extensive search capability, and "one-click" reporting. The software also allows easy creation of new applications by the user. Equally important: G Series XRFs are full-access instruments from the day of install: there are no dongles or lock-outs to complicate, delay, or add cost.

Bowman's G Series desktop XRF was designed for use by fine and fashion jewelry manufacturers, distributors and retailers. It

is highly advantageous for users with limited space - or budget limitations. G Series XRFs are ideal both for plating thickness measurement, and for analyzing plating solutions.

Bowman is a leading manufacturer of precision XRF coating measurement systems, with a robust local service network that provides same-day response for every benchtop XRF requirement, worldwide. Equipment evaluation, selection, commissioning, maintenance and modernization is provided for users of all Bowman instruments, as well as other major XRF brands. Manufactured in the USA. For more information call 847-781-3523.

### DAZOR® Lumilus LED Lamps

Energy Efficient & 30% Brighter than Conventional Fluorescent Lighting

The Lumilus LED lamps from Dazor® is the future generation of energy efficient lighting. Exceptionally designed for years of continuous and reliable use. Precision made components house the latest LED technology while utilizing optimal dimming control. The Lumilus LED Light series from Dazor® delivers the brilliant, white light of 288 LED bulbs, fully diffused (built in) to eliminate shadows and hot spot issues of traditional LED light sources while giving you pure white light with the highest lumen efficiency available. This equates to 30% brighter than a comparable 3-bulb fluorescent lamp and 50% brighter than a 2-bulb fluorescent. Comes in two styles and colors; Clamp Base with 41" Arm Reach and Weighted Desk Base with 31" Arm Reach. Colors available are Black and White. Made in USA.

#### Key Features:

- Produces pure white light with the highest lumen efficiency available
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For More Information contact Gesswein at 203-366-5400



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## CAREER OPPORTUNITIES

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**Variety Gem Co. Inc. - Great Neck NY.**  
A bridal and fashion goods manufacturer is currently interviewing sales reps for New England, east coast, southern states and Texas. Please come and talk to us at the JCK booth B57007 or please call us at (800) 735-4367 or email [moshe@varietygem.com](mailto:moshe@varietygem.com)

**Belle Étoile** Sales Reps Wanted  
Belle Étoile, award-winning designer brand, is looking for independent sales reps for multiple territories. Please email résumés to Bryce at [careers@belleetoilejewelry.com](mailto:careers@belleetoilejewelry.com).

## SAVE THE DATE



2019 Competition Deadlines: Submit Entries  
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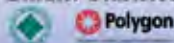
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Midas Chain Inc., the premier jewelry manufacturer with over 30 years in business, is seeking experienced, motivated sales professionals to represent our product lines. The extensive Midas collection includes a high quality and diverse line of Gold, Silver and Crystal jewelry. All territories are available with excellent internal sales support and non-competitive lines are welcome. Please email resumes to [hr@midaschain.com](mailto:hr@midaschain.com) or fax 201-244-1151 Attn: Human Resources Dept

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Issues (2019)	Closing Date	Delivery Date**	Shows covered
Jan/Feb	12/07/18	01/11/19	Atlanta*, Centurion, I/O, JANY*, JIS*, MISA*, AGTA*, Tucson*
Mar/Apr	02/08/19	03/22/19	JIS*
May	03/22/19	04/26/19	AGTA*, Couture*, JCK*, JIS*, Las Vegas Antique*, Premier*
June	04/23/19	05/24/19	AGTA, JCK, JIS, Premier
July/Aug	06/10/19	07/16/19	JANY, SJTA*, Select*
September	07/26/19	09/03/19	Centurion*, JIS*, Select
October	08/23/19	10/04/19	JA-Special Delivery
Nov/Dec	10/11/19	11/15/19	

\* Pre-show issue \*\* Delivery date is approximate and is for planning purposes only and is not guaranteed

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