

THE RETAIL JEWELER

The Jewelry Business Magazine • Volume 4, Issue 3 • May 2013

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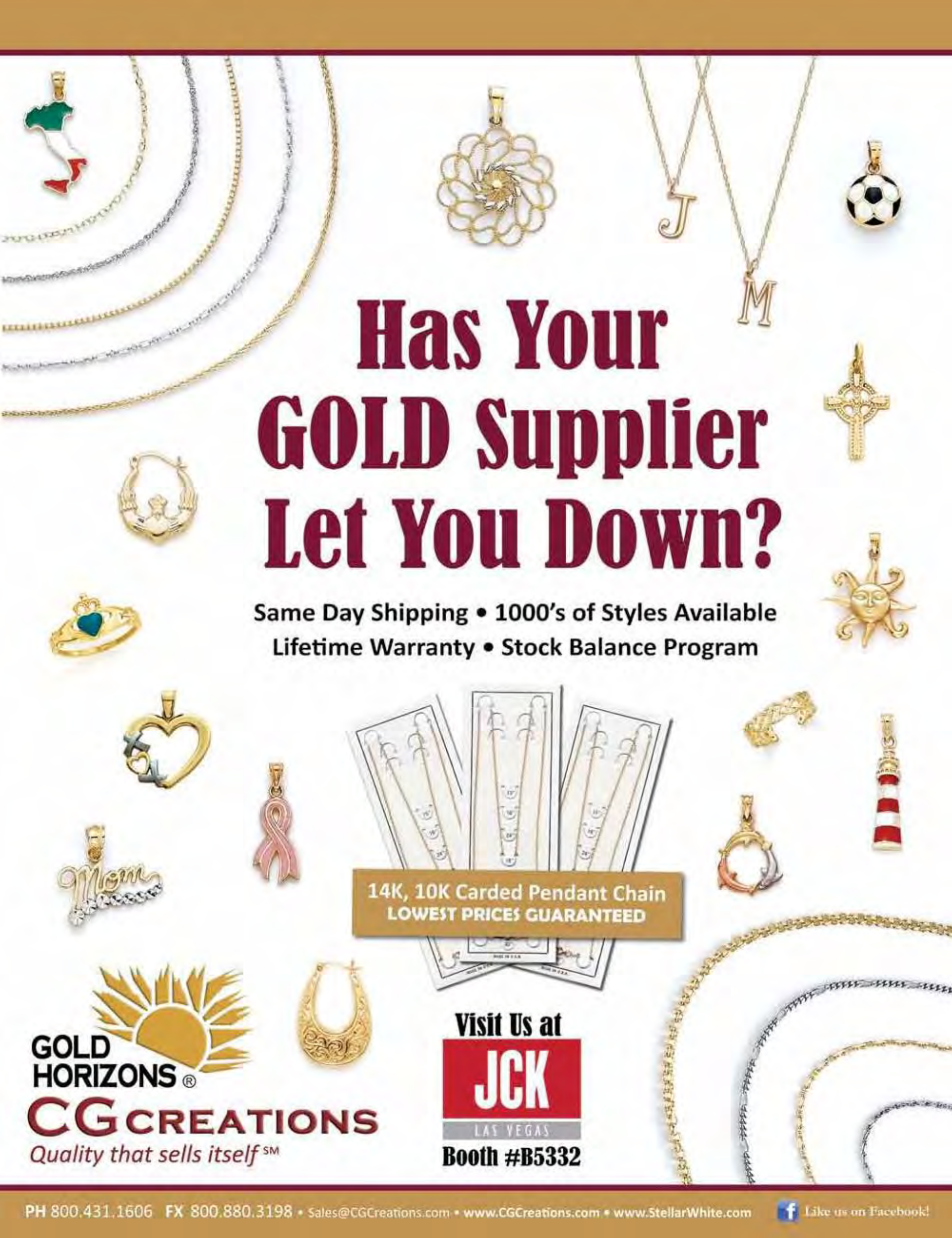
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It was four years ago The Retail Jeweler came on the scene in the US jewelry market. At the time the nation and the industry were going through a torturous time. The financial crisis was in full bloom. The housing market was going through a sickening decline. Foreclosures were blooming to all time highs. In the industry, there was great concern about where we were heading individually and collectively.

Andy Kohler and Ed Coyne had an idea that a new industry publication could survive and indeed prosper with a new perspective and a new focus on what independent jewelers needed and wanted. And for the manufacturing and wholesale community, The Retail Jeweler, presented an opportunity to get back to marketing their companies to the independent jewelers with an editorial focus that was different and an advertising rate schedule that made it possible to once again advertise and for many to promote their products and their companies to the independent jeweler market.

The past three years have seen the economy recover, albeit not with the strength and vigor we would like to have seen. The attitude of the jewelry industry remains cautious but there is no question that business has improved since those dark days.

I think it is fair to say that many were surprised that The Retail Jeweler has grown and prospered at a time when conventional wisdom believed that trade print publishing was dead or at best dying. The Internet was going to be the only way that information would be communicated in the coming future. The reality, it turns out, is different.

There is a lesson for the independent jeweler that mirrors our success. It is a focus on basics and fundamentals that has enabled The Retail Jeweler to grow. The basics include quality, relevant editorial, a focus on maintaining a reasonable balance between advertising pages and editorial pages, and a philosophy of continuous improvement.

Quality, relevant editorial is perhaps the single substantive reason for the magazine's success. We measure response to editorial features as a key indicator that we are indeed providing useful information that can be employed in your business on a daily basis. The jeweler response to articles on inventory management continues with each issue. TRJ's writers zero in on important topics and stimulate thinking and response to the written piece. John Politi's interesting article on Password Purgatory was as unique as it was helpful and informative. Matt Perosi's story on Google AdWords likewise was unique,



interesting and informative. And my editorial, "Those Who Fail To Learn From History, all produced email questions and comments. The responses to our editorial presentations clearly demonstrate TRJ is hitting home with jewelers.

At the beginning of my experience with TRJ, my focus was on securing advertisers to support the magazine in addition to contributing my editorial piece with each issue. Since that time however, each of our roles has expanded to include more and more. In connection with the expansion of our individual responsibilities, I identify with so many jewelers who run their businesses wearing many different hats.

Along the way of continuous improvement, TRJ has dramatically improved paper quality, our covers, and the number of advertisers supporting the magazine. Our clients support the magazine because they experience true response from the retailers who receive the magazine. They know their messages are getting through to you. Part of this process is a function of the edit to advertising ratio. We know that you read the magazine because of the editorial material and to see advertising messages from our advertisers. Too much of either and the effectiveness of the publication wanes. By balancing the advertising pages to the number of editorial pages we gain a significant competitive advantage by providing you with a meaningful jewelry trade journal.

In today's world, we are all time challenged. We all have too much to do and not enough time to get it done! It is as true in your store as it is in our offices. Recently, Jeff Fischer of Fischer Diamonds addressed this time challenge with an apt comment. We were talking about the magazine and Jeff said something worth repeating, "It [TRJ] fits the time and attention span" of people in the business today.

By providing useful information to you, and being respectful of your time with relevant editorial, we have grown during a time when conventional wisdom would have and indeed did predict a different result. So much for conventional wisdom!

Thanks for your support!



Frank Dallahan

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The **VALUE** of Money

By John A. Politi

In my travels I often find the path I take more times than not crisscrosses with many successful people from a wide array of industries. Regardless of the many different fields they come from, I've come to realize that most principles of success are portable across industry lines. It's reasonable to accept that if an idea works in one industry, it might very well be successful in another.

Recently I attended a Social Media debate, and was fortunate to speak with another attendee that was a professional Interior Designer. After a short while I realized that many of her best ideas could translate well with Financial Advisors. I was very interested in finding out just how this professional differentiated herself from her competition – so I pressed on.

She laughed out loud when sharing with me that most of the less experienced Interior Designers she meets almost always begin a conversation by asking the prospective client their price range. While I didn't necessarily think that this question was all that ridiculous, she took me to task and emphasized that people design and re-design their homes and environment for more important reasons than price. She said that you always have a more satisfied client when you identify the right creative design that satisfies their inner most desires, rather than just their pocket books. Of course they want to stay within budget, but they also want an end product that reflects their tastes and values. She went on to show me the checklist that she has prospective clients complete. She asks her clients to place a number next to each value they place on a design style. This approach, exploring a person's values before exploring the design books, acknowledges that people have different priorities – depending on the stage of life they're in, their experiences, their age, etc.

I've often wondered how people come to choose their Financial Advisor. In many instances, these individuals are not truly Financial Planning Advisors, but insurance professionals or stockbrokers. They too have specialties, albeit they come with high fees, proprietary product offering, and commissions. I must emphasize that there is a mile-wide gap in the fiduciary standard that a Financial Planner/Advisor working for a Registered Investment Advisor must adhere to versus these other professionals; at least according to the U.S. Securities Exchange Commission. Financial Planners employed by a Registered Investment Advisor must place their client's interests and well-being above and beyond everything else – even their own. Whereas a Stockbroker merely has to comply with the so-called "suitability" clause. As I write this article Congress is attempting to define one fiduciary standard for all "financial advisors, be it Certified Financial Planners, Financial Advisors licensed by the SEC with the required Series 65, Stockbrokers, Insurance Salespeople, etc., etc. The icing on the cake remains the \$64,000 question - who will regulate (police) these professionals – the SEC, FINRA, or some other newly commissioned bureaucratic tail chasing the dog committee of scoundrels?



Financial Planners employed by a Registered Investment Advisor must place their client's interests and well-being above and beyond everything else – even their own.

I realize that it's not always easy for me to ask, but more often than not they're ready to offer that he/she's a relative, neighbor, or just someone that Uncle Joe has been using forever – and Uncle Joe passed away years ago. Many of these individuals would not know how to articulate the requisite Financial Life Planning Values that are most important to a successful long-term relationship with their client. That's why I always share a Financial Life Planning Questionnaire with everyone before

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The **VALUE** of Money

we even go to the dance. I guess I just believe in each person becoming comfortable with one another before even thinking about "dating." And, I don't just let them take the forms home, oh no, we're going to discuss them and fill them out right then and there.



Many of these individuals would not know how to articulate the requisite Financial Life Planning Values that are most important to a successful long-term relationship with their client.

I believe that most clients will share many of the same values regarding financial planning as their advisor. When it comes specifically to what each client values in his or her advisor, I don't think that we can assume or prognosticate. Unless you have some sort of sixth sense it would be very wise to inquire. Allow your clients to tell you what's important in the advice that they're seeking. At the end of the day it's their money – the common denominator being the value of money.

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



John A. Politi, Jr

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

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



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It's a little like the chicken and the egg question. Do you need higher priced inventory and lots of selection to have a successful store, or does your level of sales decide the inventory selection and level you should be carrying?

An interesting question, and one that's debated often by many in the industry.

So, what is the difference between a larger store with higher sales and one without? What obvious differences in their inventory holdings, average sale and units sold are there? What percentage of their overall sales comes from different departments? What does a larger store do differently from a smaller one?

As part of our monthly analysis of store performance across several hundred US jewelers we look at these types of questions. We are often able to segment the data between those stores doing over \$1million in annual sales and those doing less.



Unsurprisingly, the larger stores are achieving better results in the area of gross profit as you would expect. They are also selling more items per month—again as you would expect. What is interesting from the data however is the average sale is higher in stores achieving over \$1million sales than those who don't.

Now some might say that isn't unusual as they are bigger stores – but let's think about that for a moment. If you have an average sale that is higher than another store, you would have to have a higher average retail price of the inventory you carry compared to that store. After all, you can only sell the value of what you carry. You couldn't achieve premium prices from a car lot that stocks nothing but budget vehicles.

WHICH COMES FIRST - THE SALES OR THE INVENTORY?

By David Brown



From the information we can see that the typical store over \$1M in our sample is achieving more than double the sales of the typical store under \$1M. There is a 65% greater level of units being sold in the larger stores on average at a 23% higher level of average retail sale value.

In summary therefore, it would be fair to say that if the larger average store only had the same number of sales as the smaller average store (all things being equal) then the larger store would still achieve an additional 23% in sales simply because they would be selling its items at a much better average retail sale value.

In conclusion, it would appear the typical average small store could achieve a 23% increase in storewide sales just by the decisions they choose to make regarding the average retail sale value they intend to achieve. Now this may be a little simplistic but it would seem that even if other variables come into play there can be significant gains of 10% or more made in storewide sales just by targeting the growth in average retail sale value as a store policy.

Yes but don't bigger stores sell a lot more diamond product and doesn't that make it easier for them to achieve a better average?

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WHICH COMES FIRST - THE SALES OR THE INVENTORY?

Not necessarily. The larger stores do have a greater contribution of overall sales from diamond product but not enough to explain the difference in its entirety. In other words, they aren't doing better just because diamonds are a much more significant part of their business.

The difference in percentage contribution from each department is not that significant to explain this difference. Only in the area of repairs does it become more noticeable, with larger stores achieving closer to 20% of their sales in repairs compared to smaller stores at around 13%.

This information most clearly illustrates the difference between a larger and a smaller store. It comes down to the average being achieved with each and every customer that walks through the door. Is size a factor when it comes to selling silver? Is it that much harder to achieve an average sale of \$53 than \$51? Which is the difference achieved by larger and smaller stores respectively. Of course not. \$2 is nothing but multiply that across 16% of your sales and it becomes more significant. Multiply a \$29 difference in gold (\$186 versus \$157) across every gold item sold and it begins to add up.

So suddenly it becomes a little more apparent that a percentage of the success of a larger store isn't only about the opportunities they have to sell (the number of customers and the amount of foot traffic) but what they decide to do with each selling opportunity (what average retail sale value they choose to stock, what they show the customer, and how they look to sell up).

It is less about the factors that are hard to control and more about those things that you can influence. Yes it may require a greater investment in inventory (perhaps at a higher value rather than carrying a greater selection) but it appears the investment might be worth it.



David Brown

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

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E-commerce Related Items and Similar Items

By Matthew A. Perosi



In the world of e-commerce there are those that dabble with selling online to supplement their income, those who hope to make a living from it, and those that are actually making a living from it. The success and failure rates of e-commerce websites are tied to an infinite number of variables ranging from merchandising the right product, marketing, website design, pricing, and following the rules of the game that the search engines set forth.

Large e-tailer websites like Amazon and Blue Nile spend a lot of time and money fine tuning all those factors mentioned above, but they also use more advanced e-commerce techniques that mimic two sales methods you might be using in your store: add-on sales and up-selling.

Some jewelers use the add-on and up-sell techniques in their stores, and some don't. Even if you don't use these techniques in-person, the online shopper has come to expect this type of functionality on an e-commerce website.



In the online world you would not use the phrase "up-sell." From the customer's point of view they don't want to be up-sold, but they might be interested in a slightly better item if you present it to them. Online we call this a "similar item."

Someone interested in an eternity ring with 0.50 ctw diamonds might be interested in the 0.75 ctw version of the same ring listed as a "similar item." Inversely, if someone finds the 0.75 ctw ring first they might only be able to afford the 0.50 ctw version shown as a "similar item." The first example would be an up-sell, but the second example illustrates how not to lose a sale.

Users could search your website for the 0.50 or 0.75 ctw ring, but many don't. Additionally, Google may lead people directly to the ring's product detail page. In those few short seconds while a Google visitor glances at 0.75 ctw ring, they might actually want the 0.50 ctw ring shown in that list of similar items. Giving your customers this extra option nurtures deeper user interest and they will stay on your site a little longer.

The idea of add-on sales works slightly differently, and in e-commerce we call it "related items." Items are related if they have similar styles, or are part of a jewelry suite. For example, an entire matching set containing earrings, necklace, pendant, and the bracelet would all be considered related items. Each item would appear in a box labeled "related items" on the product detail page for each of the other items. In this case, the person looking specifically for a bracelet would not think to browse through the earrings or necklaces, but when they see those related items you are creating the opportunity for the add-on sale.

Most website content management systems do not have these features built in, but they are available as extra installable modules for software such as Magento, Joomla, and WordPress. Ask your programmer for more details and for them to set this up for you.

You will need to analyze your products to figure out which items look similar to other items. This process is time consuming since you will have to compare photographs or the items in person. Setting up related items might be easier since you can start with matching earrings, bracelets, and necklaces from the same designer.

These features are more advanced e-commerce techniques, and they will take extra time to set up on your website. The good news is that after all that hard work your customer will perceive this as a better level of online customer service, when in reality you are simply trying to increase the value of each online sale.



Matthew A Perosi

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



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Keep Your Family Safe and Home Secure

By David Sexton

As a retail jeweler, you must be aware of the risks you face when you are working and traveling with jewelry. If you're not also following sound security procedures at your home, you may expose yourself and your family to potential additional exposure. The most frequent crime scene for off-premises losses reported in 2012 was a jeweler's residence.

In their 2012 Annual Crime Report, Jewelers' Security Alliance (JSA) reported an unprecedented nine home invasions in 2012, making up 26 percent of all off-premises incidents reported last year. Over the last three years, reported home invasions have averaged about three a year. Home invasions can turn violent and even deadly, so understanding how to keep your family and home safe and secure is critical. Jewelers Mutual Insurance Company has the following recommendations to help you minimize your risks at home:

When choosing your home, evaluate the context of the location, including the street (dead-end vs. heavily traveled street), closeness of neighbors, and the parking arrangement. Choose a reliable burglar alarm system for your home, and instruct family members on how to effectively employ it. Install proper lighting around the entire perimeter of the home with motion sensing floodlights mounted high enough to prevent tampering, whenever possible. Lock your doors and windows and set your perimeter alarm when you're at home. Never unlock or open the door unless you know who it is.

Look through the door's peephole to identify the person at the door. If the individual is making a service call, ask them to provide appropriate identification and contact the service company to confirm/verify they indeed did dispatch a service representative, as well as confirm the representative's name and identification before allowing them to enter your home. Do not open your door if you do not feel comfortable.

Do not keep jewelry merchandise at your home. Keep your personal valuables in an appropriate burglary-resistant rated safe that is well hidden. Have an unlisted and unpublished telephone number. Carry a charged cell phone with you at all times, keeping it next to you when you sleep. When using valet parking or having your car serviced, provide only the necessary car keys, not your entire key chain with your house key on it.

Most home invasions are preceded by some form of casing, where the criminals study family patterns, as well as store procedures. These aren't random events; criminals do their homework before attacking. When criminals observe a store's opening and closing procedures, they are able to identify their



targets based on who has keys to the business, who can operate the alarm, and who can access the contents of the jewelry safe(s). As with most theft, you can try to prevent these crimes before they happen by being alert for suspicious activity or people. Jewelers Mutual has the following recommendations: If you see any suspicious persons, activities, or vehicles in your home or work area, do not hesitate to contact local law enforcement. If something or someone looks suspicious, trust your instincts and act on them by calling 911.

Be alert when traveling to and from work to make sure no one is following or watching you. Look around before opening your garage or house door for anything that appears suspicious. If you're not comfortable, leave the area and call 911. You may want to keep a logbook at your business that employees can use to write down all suspicious activity. Have them record details such as license plate numbers, physical descriptions of suspect vehicles and individuals, dates/times, and other information regarding suspicious incidents that may later be helpful to police.



Join your Neighborhood Watch Program, or start one in your community. Trusted neighbors can also help identify suspicious people in your area. Educate your family members and temporary house guests about what to look for and what to do if they encounter a suspicious situation. Make sure they also observe the same sound security precautions you follow, such as keeping the doors locked and not opening them to unknown visitors.

For more information about securing your home, visit JewelersMutual.com or contact Jewelers Mutual at communications@jminsure.com for a free security brochure. For an updated security manual from JSA, contact them at jsa2@jewelerssecurity.org. To learn more about Jewelers Mutual's coverages or to find an experienced insurance agent in your area, contact Jewelers Mutual at 800-558-6411.



David Sexton

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Has Gold Peaked?

By Abe Sherman

According to some analysts, the price of gold has peaked and the metal price has begun a slow decline. That will be good news for consumers looking to buy jewelry and to jewelers looking to sell it. Others believe that gold is going to ramp up again due to the various dramas playing out around the world - some political, some economic. Whether the price of gold increases or decreases in the future, there has been a noticeable (and in some cases, dramatic) drop in over-the-counter (OTC) purchases during the past year. This decline in scrap purchases, along with the corresponding gross profit associated with them is impacting the cash flow provided by OTC purchases.

When we analyze the financial statements of our Plexus Performance Group™ members, we separate the income and costs associated with OTC activities from normal sales. In fact, we place the Income, Cost of Goods Sold and Gross Profit from Scrap Gold at the bottom of the income statement below Net Operating Income.

We report the numbers this way because jewelers were thinking of their business as doing, for example, four million dollars in sales when they were actually doing three million dollars in sales and one million dollars in OTC scrap gold revenue. The result of reporting the income, cost and profit of OTC purchases below Net Operating Income has been to see the health of the business before the profit contribution from scrap purchases.



Separating the OTC numbers from normal operations has highlighted the jeweler's growth in expenses, which had been based on the total revenue of the company, instead of what they should otherwise be based on, normal jewelry, watch and repair sales; or everything other than scrap gold. The results in some cases have shown losses from normal jewelry operations with the company's profit coming entirely from scrap gold! If we could rely on scrap gold profits for years to come, this would not be an issue for us. However, we have seen revenue from OTC purchases declining significantly in many stores leaving income and expenses from operations to stand alone once again.

If you are not currently separating your OTC purchases and profits from normal jewelry operations, please consider doing this on your income statement to see how OTC activities are affecting your business.



Abe Sherman

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SILVER JEWELRY

BUYING TRENDS – 2012 SUMMARY



Introduction

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

Key 2012 Findings

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



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Consumer Profiles

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

I.

The Gift Giver

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

Goal: To give the perfect gift.

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

II.

The Fashionista

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

Goal: Aspirational, to live a branded lifestyle

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



KELIM
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August 17-21


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Consumer Profiles Continued



The Discerning Shopper

“No matter what, quality is important to me.”

Goal: Investment pieces.

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



The Non-Investor

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

Goal: To accessorize specific outfits

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



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

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

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

Visit us at JCK Las Vegas, Booth #L140

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1.866.209.4457

Jay Klos
President, Grogan Jewelers, Inc.

Lesley Kralis
Sales Manager, GE Capital



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Andrew Hamilton Crawford

Springtime Cuff bracelet features mother of pearl resin with hand-set and polished accents of Swarovski crystals. The array of colorful resin and dazzling crystals gives this bracelet show-stopping qualities. MSRP \$387.

Andrew Hamilton Crawford
212.695.2447



Boma Jewelry

Matted finish faceted teardrop bib necklace 18K gold vermeil, 16" with 2" Extender
MSRP \$560.

Boma Jewelry
866.366.BOMA



Benchmark

Benchmark
Black 8mm men's comfort-fit cobalt band features carbon fiber sandwiched between beveled edges. MSRP: \$408

Benchmark
800.633.5950



Rina Limor

A modern snake style ring with tanzanite and blue sapphire gemstones and accented with diamonds. MSRP \$4,500.

Rina Limor
800.999.0583



FACET Barcelona

From the Nature Collection. Natural diamond ring with black and white diamond pave, set in 18K white gold. MSRP: \$6,999.

FACET Barcelona
212.302.8200



Thistle & Bee

Petals Cuff in sterling silver with a square faceted blue chalcedony.

MSRP \$1,250.
Thistle & Bee
888.288.2801



Artistry, Ltd

Unique, octagonal engraved locket in sterling silver with rhodium plating. The 27mm locket includes an adjustable 16"/18" cable chain. In stock for same day shipping. MSRP: \$110.

Artistry, Ltd.
888.674.3250



Tresor Paris

The Andromeda collection features pavé set white crystals and black agate spheres with a steel centerpiece microset with the finest white crystals. MSRP \$200.

Tresor Paris
866.225.1467



Bianci Watches

Original Bianci Design, professional racing collection. Features Swiss movement, chronograph, sapphire crystal, stainless steel case and band.

Available in various color combinations. MSRP: \$439.
Bianci Watches
866.416.4199



Ponte Vecchio

From the Luci Collection. A 1.6ct red garnet set in 18K rose gold with G VS diamonds. MSRP \$1,680.

Ponte Vecchio Gioelli
561.620.3022





Alisa®

New from Italy, this 1 ¼" wide, multi-row bangle bracelet in sterling silver contains .72ct. t.w. diamonds set in a mirror-image "C" motif.

MSRP \$2,995.

Alisa 888.253.6600

Mastoloni

Fireball Collection earrings featuring Keshi pearls set in 14K yellow gold accented with brilliant white diamonds. MSRP \$900.

Mastoloni 212.757.7278



Sharon Wei Designs

Sharon Wei Designs

Treasure Isle. Aquamarine, clear quartz, and freshwater pearls. The suite consists of a necklace (18", featured), bracelet (7.5"), and matching earrings. MSRP: Necklace \$345, Bracelet \$162, Earrings \$75.

Sharon Wei Designs 614.889.9292



Allison-Kaufman

Ladies 14K diamond and red agate necklace (12.10 ct red agate, 12.27tgw) MSRP \$1,959.

Allison-Kaufman 800.800.8908



Emilio

Bangle bracelet with 772 round white diamonds in micro pave set in 14K rose gold. MSRP \$30,000.

Emilio 212.730.0312

Paragon Couture Group

From the Diancee Bridal Collection, engagement ring in 14K white gold with .70ctw of diamonds (excluding Center Stone). Handcrafted in the USA. MSRP \$4,100.

Paragon Couture Group
800.435.8848



Eli Jewels

Fred Mak Collection of finely crafted sterling silver and 18K gold is enhanced with dazzling diamond accents and sparkling colored gemstones. MSRP on the colored gemstone cuffs start at \$1,900.

Eli Jewels 800.259.4867



Sara Blaine

This elegant 4 tiered prasiolite earring is set in sterling silver and shown on lever back ear wires MSRP: \$550

Sara Blaine
770-650-0999

Junghans

The Meister Kalender. Moon phase dial with date display and a bowl shaped bezel. The watch is 40.4mm in size and has a J800.3 automatic movement, which is rhodium-plated. Includes Incabloc shock protection, bridge and rotor with Geneva stripes and 25 jewels, 11 blued screws and a 38 hour of power reserve. MSRP \$2,699.

Junghans Watches USA 877.589.8463



Anthony Lent Jewelry

From the Damascus collection, a collaboration with Chris Ploof Designs Damascus Vulcana ring MSRP: \$2,750. Anthony Lent Jewelry 215.499.3582





NEW AND NOTEWORTHY

Gesswein Mobile Gold Tester for Apple and Android

Gesswein now offers the GemOro AuRACLE™ AGTA Gold Tester. Everyone who buys and sells gold will want one.

The revolutionary and best performing AuRACLE gold tester has evolved to a new generation in a mobile version that makes it faster, easier and more convenient than ever before. Amazingly you may now use your favorite Apple iOS or Android device for testing gold and platinum!

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Debbie Brooks New In-Store Displays

Designer Debbie Brooks has launched two new displays for her hand bag, smart phone cover and jewelry line. The displays are designed to showcase this popular collection for increased sales. The cost of the tower display is \$2,200, they are currently running promo till 6/4/2013, a \$400.00 product credit, net \$ 1,800. for the tower. The Nano cuff display costs \$85. Debbie Brooks creations are only sold through retail jewelers. For more information on her products and the new displays call 888-DEB-BROOKS



Restore The Shore™ Cause Marketing to Help Victims of Sandy

Michelle Krempa and John Trout of Seachelle Designs have teamed with Montesino International to bring their brand of quality Destination™ inspired jewelry to New Jersey, Maryland, Pennsylvania and Delaware. As the sales rep team for these areas, Michelle and John will be representing Montesino International in not only their designs but with Seachelle Designs by Montesino.

As residents of the Delmarva Peninsula, Michelle and John have a close bond with the Shore in Maryland, New Jersey and Delaware and have done business there as Seachelle Designs for over two years with the My Beach Bead™ jewelry line. A strong sense of commitment to the area has led them to developing a charitable relationship with the Hurricane Sandy NJ Relief Fund in hopes of their making a difference in the restoration efforts at the Jersey Shore. The Restore the Shore™ Collection of jewelry by Montesino International is a tribute to the efforts of those that are striving to regroup and rebuild the Shore, as well as for the people of New Jersey that were affected by this catastrophic event.

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Father's Day - June 16

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Gold Toned Golf Ball

- A High Quality Golf ball treated with a patented plating process. It will not scuff or chip and plays perfectly.
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- Wholesale: \$7.⁶⁰ • Retail: \$19.⁹⁵.



Presentation Display Case

- Wood Grain Base
- Engraveable Plaque
- Wholesale: \$13.⁵⁰ • Retail: \$30.⁰⁰



- Father's Day Gift
- Golf Tournament Contribution
- Retirement Gift
- Tournament Sponsors
- Hole in One Recognition
- Golf Enthusiasts



"Being a jeweler, I always told my friends that if I ever made a hole in one, it would have to be with a gold golf ball—and here it is".

Kurt Hill of Cottage Hill Jewelers, Elmhurst, Illinois

Playable Golf Ball and Display Gift Set:

Wholesale: \$21.¹⁰ • Retail: \$49.⁹⁵

Minimum Wholesale Package Order:

12 Playable Golf Balls and 8 Presentation Displays – \$199.⁰⁰



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NEW AND NOTEWORTHY

A program with the Restore the Shore™ Collection in your store, that donates proceeds to the fund of your choice, will relay your spirit of community to your customers and will reinforce that you are an integral part of that community as well.

Contact John or Michelle regarding Restore the Shore™ pricing and availability as well as any inquiries or questions about Montesino International's exclusive designs and cataloged styles. 304-488-4388 - info@seachelledesigns.com



GIA Launches New Exhibit Series "Aluminati: From Student to Star,"

The GIA Museum announced the launch of a new exhibit series, "Aluminati: From Student to Star," highlighting the talents of Institute alumni who have made waves in the gem and jewelry industry. The first exhibit in the series, featuring designer Kara Ross, will debut in April at GIA's world headquarters in Carlsbad, CA.

"We're thrilled to be able to shine a spotlight on the incredible work of our alumni," said Terri Ottaway, GIA Museum Curator. "So many talented students have emerged from GIA, and we are thrilled to share their success with the public. We are fortunate to have Kara Ross and her uniquely creative pieces as our premier Aluminati exhibit."

The Kara Ross Aluminati exhibit will run from the beginning of April through November. Ross' trendsetting and inspired designs will fill the atrium cases at GIA's Carlsbad campus. A highlight of this exhibit are the custom pieces Ross created for First Lady Michelle Obama out of wood from a fallen tree near the White House.

Ross holds a GIA Graduate Gemologist diploma, the Institute's highest credential, and is a world-renowned jewelry and handbag designer. Working with all types of gemstones (often in their natural state), crystals, wood and other organic material, her designs are favored by celebrities and public figures. Ross and her work have appeared in numerous national and international magazines, and she was honored in 2012 as the Design Award Winner by the Women's Jewelry Association.

"I'm honored to kick off this exciting new exhibition series. Through GIA, I developed my passion and knowledge for gemstones, and these inform and enhance all the designs I create today," said Ross.

The Aluminati series will feature GIA graduates from various parts of the gem and jewelry industry from miners and gem carvers to gem dealers, designers, jewelers and more. The GIA Museum is free and open to the public by appointment. For more information or to arrange a campus tour, please visit www.gia.edu



"Shirt Cuff" bracelet made with magnolia wood, sterling silver and amethyst. The piece was made exclusively for U.S. First Lady Michelle Obama. Image courtesy of Kara Ross.



"Horizontal" green diopside, 18K yellow gold and diamond ring. Image courtesy of Kara Ross.



"Puff Heart & Cross" carved ebony wood necklace with 18K yellow gold and pave diamonds. Image courtesy of Kara Ross.

Chatham Created Gems Introduces The Eternal Flame Collection

At the AGTA Gem Show in Tucson, Chatham Created Gems introduced their highly anticipated and copyrighted collection of Chatham Created Colorless Diamond Engagement Rings under the name of The Eternal Flame Collection. This is the first time in Chatham's history that Created Colorless Diamonds are the centerpiece of their designs. Chatham has also incorporated a line of Colored Gemstone engagement rings set with their internationally recognized stones that have made them the authority of lab-grown stones to date.



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NEW AND NOTEWORTHY

President Harry Stubbart said, "Each one of our new styles is designed to allow a man to express the uniqueness of his love through this product."

The Eternal Flame Collection consists of approximately 30 elaborate designs with an additional 35 new styles to be added this spring. Each engagement ring comes with a matching wedding ring for the bride and a complementary wedding ring for the groom.

The collection has a contemporary style compared to the more traditional engagement rings often seen in the market today. With its complex and unique design, Chatham aims to attract women who dare to be distinct. The use of color as a trendy alternative also supports this idea of being different.

In addition to the engagement ring line, Chatham also introduced The Eternal Flame concept of setting each Colorless ring with a pair of flame cut Aqua Spinel. The light aqua color of the Spinel represents the hottest part of the flame. The use of this unique shape is consistent throughout the entire line symbolizing their love through the eternal flame.

The new Chatham line is also paired with 50 necklaces and matching earrings featuring the Flame Cut Aqua Blue Spinel as part of their Family Heirloom collection. All of the new products

are offered in 14 karat gold. Suggested retail price points range from \$2,100 to \$10,000 for the engagement rings, and \$950 to \$3,000 for the necklaces and matching earrings.

Each of the new styles is presented with a Certificate of Authenticity describing the color, cut, clarity, and carat weight of the gemstones. In addition, the description of the product also includes a different romantic story line for each of the Chatham Created Gemstones accompanied by the symbolic meaning behind each color. This allows for the customer to select a stone that best represents their eternal love.

For more information please contact Chatham's Sales Analysts at sales@chatham.com

IMAGES and Silver Promotion Service Releases Research Results

For the fourth consecutive year the retail performance of silver products was exceptional.

The Silver Promotion Service released highlights from its annual 'Silver Jewelry Buying Trends' survey. The study was conducted for the SPS by National Jeweler/ Nielsen Business Media during February 2013.

Highlights from the study include the following:

- 77% of retailers said their silver jewelry sales had increased in 2012
- The average increase for silver jewelry sales in 2012 was 19%
- Retailers rating of the following merchandise categories as giving the best maintained margins during the holiday season were:

Silver Jewelry 42%
Diamond Jewelry 24%
Bridal Jewelry 20%
Gold Jewelry 8%
Platinum Jewelry 8%



Simply stated, silver jewelry as a product category provided the best maintained margin in 2013. As retail sales of silver jewelry continue to grow, the significance of the margin contribution of silver jewelry will also continue to grow.



The Chatham Colorless Diamond Engagement Ring from The Eternal Flame Collection



The Aqua Spinel Flame Cut pendant from the Family Heirloom Collection



The Chatham Colored Stone Engagement Ring (set with an Emerald) from The Eternal Flame Collection

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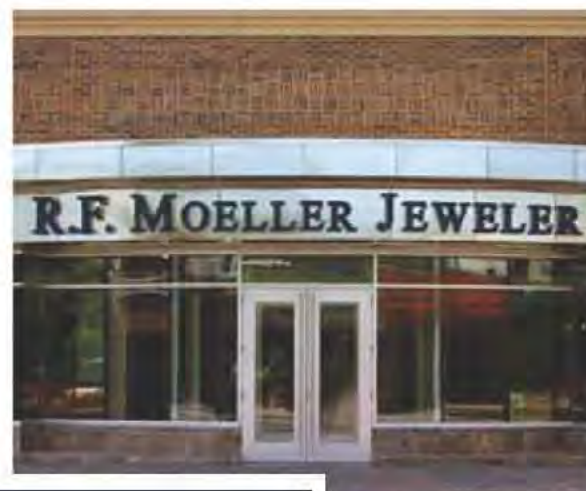
editor's note

The following article appeared in the latest edition of The Centurion Newsletter. Caroline Staley authored the article. TRJ contacted Centurion publisher Howard Hauben to ask permission to run the article in our May edition. Howard graciously agreed.

There are a number of key points in the article that are of value to any jeweler. Keeping up to date on marketing issues. Updating their website. Maintaining a strong advertising presence on radio and TV. Keeping in stock. Ordering weekly. Sales training. Finally, a focus on excellent display.

Enjoy the story and profit from the many ideas contained in it.

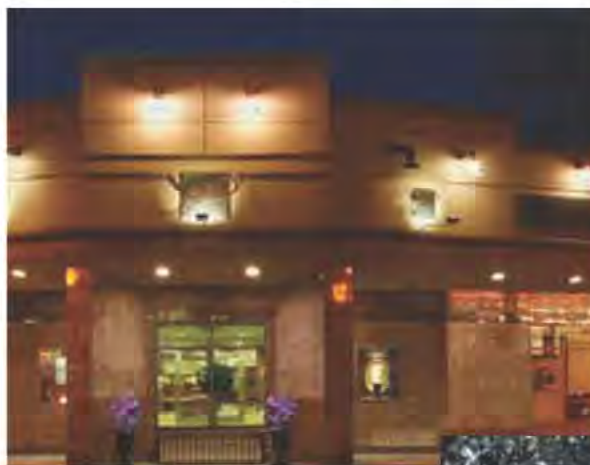
Minneapolis, MN--It's a good thing business has been strong at R.F. Moeller Jeweler because when The Centurion Newsletter caught up with Mark Moeller (left) to talk about his company, he was up a ladder. Literally.



"We bought a house in Florida a few years ago," said Moeller, back on the ground. "Working on it is my hobby. I call it the money pit."

When not in Florida working on the house, Moeller says business is pretty good in his three locations (St. Paul, Edina, and Minneapolis) in Minnesota. "November, December and January were phenomenal, February was a little slow, but the last week [in February] was strong."

Moeller says his business has been "crushing" our numbers in the last few months, compared to years past. But despite enjoying good business, Moeller is aware of economic uncertainty many of his customers feel. "All that crap happening in Washington isn't helping," he says. He blames both sides and fear of the unknown for the unrest.



RF Moeller Jeweler in Edina, above, and St. Paul, left.



Interior of the St. Paul store.

Moeller feels his company has successfully navigated the recession in the last two and a half years coming out of the recession. 2011 showed a 25% increase in business. Last year was a little flat, up 3%. "The good news was that our profits doubled to 10%. We work on maintaining margins, being competitive and looking at every opportunity to make a buck," said Moeller.

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The marketing. "Our marketing has changed dramatically. We've been on the front side of the web. What I'm learning is that it's a daily occurrence. We want to be interactive. In order to do that, we've got to be on top of it every day. We had a new website three years ago and I just budgeted \$100,000 to redo. 60% of our business is diamond. We know that 100% of customers shopping for diamonds have been online before they come in. They see our website first. If you want to drive people to your store, you've got to have a web-based marketing program over and above what your competition is doing." Moeller, until recently, maintained his website in-house. He lost his webmaster about a year ago and hired an outside company. Then fired them. Now Moeller has a new web company.

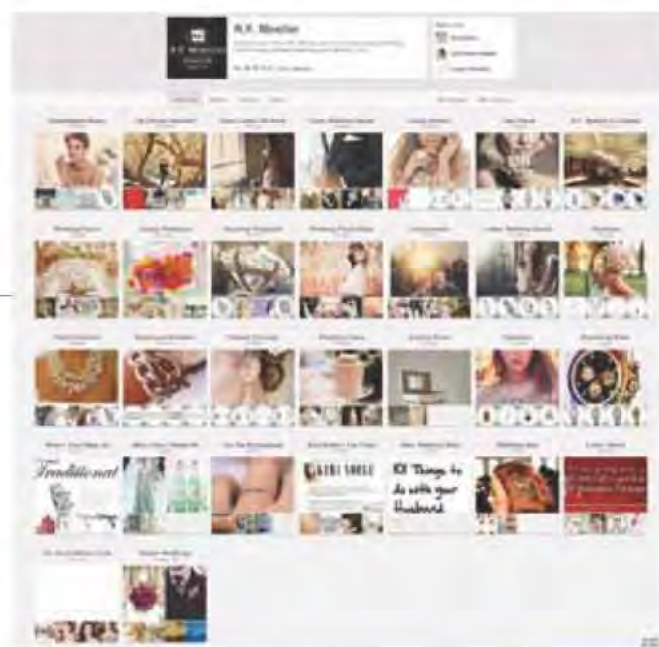
"It's a one-person company in tune with what I want to accomplish," says Moeller. "We're extremely focused on conversion [turning web visitors into actual customers]. We get them at the website, get them in the door and see how that works." While RF Moeller Jeweler does not offer an option for purchase on its website today, when a visitor finds a piece they like, they are invited to "Ask RF Moeller Concierge" or "Send to a Friend" that sends an email link to the email address of the visitor's choice.



RF Moeller's homepage.

RF Moeller Jeweler, along with its website, has a strong Facebook, Twitter, and Pinterest presence. And other marketing channels? "We still do lots of traditional radio along with Rolex ads for broadcast TV (not cable). We're happy with the increase in business from the ads. We don't do print [ads] any more." The jeweler also is somewhat famous for its YouTube videos.

Above, the company's Pinterest page.



The inventory and re-orders. "My son James, our director of operations, manages inventory," says Moeller. "We do more with less

inventory. And we have to have the right inventory in stock all the time. We do constant re-orders, bi-weekly for Rolex, weekly for most everyone else. And we re-order daily if needed. Our inventory system is ARMS; we adapted it for our own system. Our CFO crunches data exported from ARMS. If we spend a dollar, we try to get a dollar back on profit. It's a daily job." Along with keeping an eye on margins and current inventory, Moeller has started to manufacture his store's own merchandise. "We started to manufacture our own products overseas and found that to do it in-house was much more efficient. Manufacturing our own goods is very important; it helps us maintain our margins. We manufacture across the board, and focus on bridal. The Alyssa collection is our own brand."



Moeller uses CAD (computer aided design) and says his shops are state of the art. "We're capable of doing everything," says Moeller. "We have a 3-D printer now, a milling machine slated for next year and we'll ratchet that business up in the next 18 months."

And the commissions. More than 20 years ago, Moeller made headlines in the industry when he began paying employees on commission only -- it was a revolutionary move at the time, and still stands out today from the majority of jewelers who pay only on salary or a combination of salary and commission. "If my people don't sell, they don't get paid," said Moeller. "They get paid for making the sale. And they get paid substantially higher than sales people in the industry but they earn it."

And what sort of training does Moeller offer his commission-only staff? "Non-stop in-store sales training," he says. "We just realigned the sales position. The manager of our downtown store is taking it over. We do training daily: product training, gemological training, all sorts of training every single day. We have an outline and a schedule for training. Usually it begins at 8am and runs for two hours. If we have a vendor in town, they'll do the training."

Of RF Moeller Jeweler's 29 associates, about half are sales. "Others are support staff, five goldsmiths, and two watchmakers."

"We sell sophisticated products to sophisticated clients, so you have to be a sophisticated sales person," says Moeller. "People [customers] think they are experts and you need to be an expert when you stand behind the counter."

RF Moeller Jeweler is open 10am-7pm Monday thru Friday and 10am-5pm on Saturday. "We're not open on Sundays," said Moeller. "It's too much for now. I had a consultant tell me that if you only are open 9am - 5pm during the week then you're catering to the unemployed. I've never forgotten that."

The future. "Before I die," said Moeller, when asked about any timetable he has to retire. Aside from working on the Florida money pit, Moeller "is in the store all the time. I've gifted a significant portion of the business to my sons and brother for tax purposes, so I'm not the sole owner anymore, but the majority shareholder. In five years I'll start backing off and in ten years, retire."

And then what? "Buy and move to another money pit," said Moeller with a smile. "And hope my wife will still let me on a ladder."

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Good Sales Reps Can Help you

IMPROVE YOUR BUSINESS

By Ed Coyne



I met at noon on a gloomy winter 's day recently, with two cheerful gentlemen that have a combined eighty years of selling fine jewelry to independent retail jewelers. As I sat at the table with these two I realized how different things are from forty years ago.

The three of us were dressed casually no suits, no ties. Forty years ago we would have come to the luncheon dressed in suits and ties.

My first question was: "Do you wear a suit and tie when you make a sales call?" Their answer was an emphatic no. We dress down. Retailers understand. Crime in the jewelry business has made us so careful about our visibility and exposure that everything we do today is designed to make us less visible. Both salesmen said they operate like secret agents. In both cases they do everything possible to keep their identity a secret, only their families know what they do for a living. Crime has had a major impact on the road for jewelry salesmen. Year after year, fewer people are willing to consider this as an occupation they wish to pursue.

Forty years ago there were thousands of salespeople calling on retail stores showing products to retail jewelers. These two men who were selling at the time said at certain times during the year they would run into three or four salesmen lined up to see a buyer in a major store and they would stay at a hotel in a large city and have dinner with eight or nine salesmen who were working the city. Today they both believe they are lone wolves and hardly ever run into any other sales people on the road.

Good sales reps spend time in all types of retail jewelers and recognize which stores are most successful and why. They can provide valuable insight as to reasons why and how stores can be more successful.



The industry has changed dramatically and both of these gentlemen that call on fine independent retail stores believe when they retire there will not be other salespeople to follow in their footsteps.

They believe the Internet and the development of brand names and the inventory control methods and the buyer's approach, which is ultimate caution, will make it impossible for salespeople to make an adequate living due to the constant increase in the cost of traveling plus the concerns about crime make this occupation less attractive.

These road warriors can help jewelers with solid advice as they visit many stores and know what works and which stores are doing well and why they are successful.

Sales reps like these two gentlemen offer years of experience and knowledge that can help any retailer willing to listen and use their knowledge.

Good sales reps spend time in all types of retail jewelers and recognize which stores are most successful and why. They can provide valuable insight as to reasons why and how stores can be more successful.

I spent more than three hours with these two men for the interview. They said it is in their best interest to provide retailers with guidance, recommendations and advice to help the retailers overall business grow. They both recognize the importance of developing and maintaining good long-term relationships that will endure.



They recognize compared with 40 years ago, there is less loyalty due to the stiff competition and expanded number of vendors offering products to retail jewelers today compared with 40 years ago with more trade shows and more competition from overseas vendors.

Both these salesmen offer sales training and in many cases jewelers take advantage of their years of experience and knowledge of selling by allowing them to meet with their sales staffs in one on one training. Sales training helps to arm

sales staff with useful information and selling techniques. Sales Training helps close a sale.

Regrettably, Not all jewelers take advantage of this opportunity. It is a mistake. Every salesperson sells differently and can learn something from another salesperson's portfolio. The process makes them more effective..

Good sales representatives have a critical eye and provide valuable information about merchandise in showcase placement. Having a good working relationship with a sales representative that calls on you can provide more than just merchandise to sell. It is all part of the service offered by the good road warriors. Take advantage of it.



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CENTURION DESIGN AWARDS WINNERS

Winners of the third annual Centurion Design Awards were announced at the 2013 Centurion Jewelry Show in Scottsdale, Arizona. Retailers were asked to vote for one winner in each of 11 categories. "We're always awed by the creative talent among Centurion's exhibitors," said Howard Hauben, Centurion's president. "Our attendees love seeing what's new and exciting from the entries and they choose the winners."



Exhibit Management Corp. of Weston, CT, Chippenhook of Lewisville, TX, and Jewelers' Mutual Insurance Company of Neenah, WI sponsored the competition again this year. Richard Zucker of Exhibit Management designed the showcase display theme, Chippenhook provided display fixtures and in-case signage, and pieces were insured by Jewelers Mutual for the duration of the competition.

Bridal: Frederick Sage



Colored Stone Classic: A tie vote between Jack Abraham and Jewels by Star



Colored Stone Fashion: Spark Creations



Contemporary Metals:
Todd Reed



Diamond Fashion:
A Tie vote between
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NEW AND NOTEWORTHY

Stuart Sklar New VP at Raymond Weil

Raymond Weil announced the appointment of Stuart Sklar, a senior executive and industry veteran, as Vice President of North America. Sklar brings a wealth of expertise to drive the growth plans of the Swiss watch company. His early career in the watch industry included posts with Movado Group, where he was senior vice president and Maurice Lacroix where he was president.



Sklar comes to RAYMOND WEIL after holding a position as Vice President of National Sales at Bulova where he played an instrumental role in overseeing the sales development and brand vision. At RAYMOND WEIL, his focus will be to help contribute to the healthy growth of the brand in North America and a successful launch of the brand 88 Rue du Rhone. "I am pleased to join the RAYMOND WEIL family at such an exciting time," says Sklar. "With more than twenty years in the watch industry, I look forward leveraging my knowledge and experience in the world of Swiss watch brands."

Working alongside Olivier, Elie, and Pierre Bernheim, our dedicated team's goal is to cultivate the successful growth of RAYMOND WEIL by ensuring partnerships with the best watch retailers in North America and establishing 88 Rue du Rhone as the most compelling new Swiss watch brand of 2013." The new 2013 collections of RAYMOND WEIL and 88 Rue du Rhone will debut in Basel April 24th.

Becka Johnson Kibby Joins The Edge Retail Academy

Becka Johnson Kibby has joined The Edge Retail Academy team of professionals as Sales and Training Manager. Prior to joining The Edge Retail Academy, Becka was the General Manager of US Operations for The Q Report. Other past positions include Training Manager for Robbins Brothers World's Biggest Engagement Ring Store, and Training Manager for Borsheims.





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NEW AND NOTEWORTHY

Becka is a Graduate Gemologist and was an instructor with the Gemological Institute of America. She currently serves on the Program Advisory Committee for GIA. She is also the VP of Chapter Affairs for the International Women's Jewelry Association (WJA).

With over 20 years of industry experience, Johnson Kibby has been an independent jewelry educator and consultant, offering specialized training in the areas of selling skills, jewelry product knowledge, communication, and retail management. The Edge Retail Academy serves independent retailers providing a wide range of business consulting services.

GIA Launches Redesigned Website and Gem Reports

In mid-March, trusted information on gems and jewelry will be available in a content rich format with the re-launch of GIA's website and the Institute's introduction of a revised format for its gem grading and identification reports.

Featuring photography from GIA's unparalleled collection of historic and contemporary images of gems and jewelry, the site will deliver timely and engaging information for visitors of every interest level.

Laboratory clients will have secure online access to their GIA identification and grading reports with the enhanced GIA Report Check service. Prospective students will be able to easily find in-depth information about GIA's globally-recognized diploma programs in gemology, and jewelry design and manufacturing.

Later in the spring GIA will add an exciting collection of gemological information. The public, students, scientists and industry professionals will have ready access to information and insights drawn from more than 80 years of research, study and education, including the latest news from GIA's research department and the archive of *Gems & Gemology*, the Institute's award-winning, peer-reviewed professional journal.

"We are excited to share what we have learned and developed in GIA's eight decades of public service in this new and engaging way," said Donna Baker, GIA's president and CEO. "These advances are the next steps in our continuous effort to serve the global public by bringing the fascinating world of gems, gemology and jewelry to people all around the world and helping to ensure their trust in gems and jewelry."

Beginning March 15, GIA will issue its gem identification and

grading reports in a revised format. The reports will continue to be based on GIA's rigorous, research-based standards for gem identification and grading.

The new format will consume less paper and other materials, and offer enhanced security features, including a unique and durable proprietary paper, that exceed document security industry guidelines.

QR codes printed on each report will verify the document's authenticity through direct access to GIA's online Report Check service that now includes all GIA grading and identification reports. There is also a new, streamlined process for consumers and occasional laboratory clients to submit gems for grading and identification services.

"The revised format GIA Diamond Grading Report is half the weight of the previous version, which will reduce storage and postage costs for our clients and further increase the overall efficiency of the Institute's grading and identification services," said Tom Moses, GIA's senior vice president of laboratory and research.

GIA will offer no-cost reissues for reports issued on or after July 1, 2012. Reissues of reports dated Jan. 1, 2012, to June 30, 2012, will be available for a nominal fee. The previous reports must be returned to GIA before any reissues can be processed. Laboratory clients may check GIA.edu or contact their GIA client service representatives for further information.



New format of GIA's Diamond Grading Report.



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NEW AND NOTEWORTHY

Interactive Diamond Tool Now Available for Android

Owners of Android phones and tablets like the Kindle Fire and Samsung Galaxy can now benefit from GIA's free interactive diamond app for consumers and retailers. The app is available in both English and Simplified Chinese. The GIA app is also available for iPhone and iPad. The app engages consumers with interactive features, video content and information on the GIA-created 4Cs (Color, Clarity, Cut and Carat Weight) of diamond quality.

"Bringing objective information about gems and jewelry to people when and where they want it is central to GIA's public-benefit mission," said Kathryn Kimmel, GIA vice president and chief marketing officer. "The Android 4Cs app puts GIA's 82 years of innovation and research right on the screens of the most widely used smart phones in the world."

Users can explore diamond color across the GIA D-to-Z Color Scale, see typical inclusions on the GIA Clarity Scale, and how cut can make a significant difference in the look of a diamond. The app also explains the GIA Diamond Grading Report, the recognized global credential for diamond quality.

The app provides direct access to GIA Report Check, a secure online database of GIA grading reports, and a new social feature in "My Diamond Wish List," where users can email, tweet, or share on Facebook the diamonds they've saved in their personal wish list.

A retailer version, designed for use at point of sale, is downloadable for free from GIA's retailer support site www.retailer.gia.edu. GIA's award-winning peer-reviewed quarterly *Gems & Gemology* is also available on the iPad.





NEW AND NOTEWORTHY

Charles & Colvard Announces Renewed Purchase Commitment with Cree

Charles & Colvard, Ltd., the sole manufacturer of created Moissanite gemstones, The Most Brilliant Jewel in the World®, today announced that it has entered into an amended Letter Agreement with Cree, Inc. that provides for the production of new silicon carbide raw material to be delivered quarterly until July 2015. The supply and purchase of the material under this amended Letter Agreement will be governed in all respects by the terms and conditions of the parties' Amended and Restated Exclusive Supply Agreement dated June 6, 1997. Under the amended Letter Agreement, exclusivity shall remain in effect as provided in the Supply Agreement.

"Charles & Colvard's growth in sales, expansion into consumer-direct initiatives and accelerated demand for a number of our most popular Moissanite gemstones has resulted in the need to acquire new Moissanite raw material," commented Randy N.

McCullough, Chief Executive Officer of Charles & Colvard, Ltd. "The production of new material also provides the opportunity for continued enhancements in our manufacturing processes and for our team to work closely with a designated team at Cree in a collaborative effort.

"In addition, thanks to our sales team's success, we now have the opportunity to further explore the gemstone enhancement process for our products, Charles & Colvard Created Moissanite® and Forever Brilliant®."

Stuller distributes new Asscher Cut Princess® Sapphires from Quadamas

Stuller and Quadamas are proud to announce their recent agreement surrounding the distribution of the new, patented line of Asscher Cut Princess® sapphires in the U.S. market. Holding six U.S. patents, this cut combines Asscher facets on the crown with Princess facets on the pavilion, effectively

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—Mary Eckels
jeweler/designer,
Gusterman's Silversmiths

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NEW AND NOTEWORTHY

doubling the number of facets in a single stone. The higher quantity of the pavilion's facets produces greater scintillation and dispersion for additional sparkle, along with decreased fragility due to the cut corners. This creates a more durable stone resistant to possible daily wear fractures.

"We are delighted to infuse some excitement into the precious gemstone market," says Israel Itzkowitz of Quadamas. "Lovers of colored stones now have a beautiful, new look to add to their fine jewelry wardrobe."

"In always looking for ways to make our customers heroes, we feel that these brilliant gemstones have a unique look and great profit potential," says Stanley Zale, Stuller's vice president of diamonds and gemstones. "Furthermore, Quadamas and Stuller share the same high-quality expectations and above par standards regarding the selection and distribution of our gemstones."

The Asscher Cut Princess sapphires are available through Stuller in various carat weights and colors, including pink, blue, yellow and white. And to help with promotional efforts, a series of high definition videos will be available soon for retailers to use in marketing or for educational purposes.

For more information on the Asscher Cut Princess sapphires, contact Stuller at (800) 877-7777 ext. 546.





NEW AND NOTEWORTHY

New Alternative to Traditional Event Liquidators

Phil Nulman, CEO of The Nulman Group, a 30 year old marketing firm announced the successful launch of a new enterprise called, Strategic Event Marketing. This new addition to The Nulman Group's services offers retail jewelers all that is needed for a successful retirement or going out of business sales with one significant difference: the jeweler can receive more than double the revenues compared with alternative methods.

Nulman is now completing his first major retirement sale: for Forest Jewelers in Princeton, New Jersey. Mitch Forest, owner of Forest Jewelers interviewed several companies and decided on Strategic Event Marketing's program. After 30 years in Princeton, he wanted his loyal fans to know that he was giving back to the community he loved by offering huge discounts as he retired to the Pacific Northwest. He approached The Nulman Group (who had done marketing work for Forest Jewelers over the years) and asked them to execute the sale.

According to Mitch Forest, "The Nulman Group immediately

gave us a market evaluation, assessment of media, budget and projections for the event. We have not only hit the projected goals as we approached the 10-week period and we were well ahead of the other projections. Additionally, I used my own sales staff that who utilized their existing relationships with clients to develop and execute a successful event. I got everything to make the event a spectacular success and applaud this group for making it happen. I will walk away with more than twice the amount I would have under other alternatives"

The Nulman Group's strategy is to work on a fee basis. Another important positive difference with Nulman's program is with enhanced inventory. Nulman provides sources for additional inventory on a direct buy basis between the retailer and supplier.

Nulman believes it easier and far more profitable for the jewelers to operate under a simple monthly fee. Nulman's only revenue source is their monthly fee. In return, Nulman provides an assessment of the target goals, demographics, anticipated

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NEW AND NOTEWORTHY

performance of the event and even provides the sources for additional inventory on a direct buy basis.

Because The Nulman Group has nearly 15 years experience working in this area, they are able to provide the jeweler with accurate targets for revenue, duration of sales and exacting media and messages...all done by The Nulman Group and staff.

This new method ensures the jeweler of optimal returns, careful attention to the history and image of the store and includes all creative production, media planning and consultation through the event. Regardless of the type of event, from a dedicated "going out of business" sale to a retirement or moving sale, the jeweler will typically yield more than twice the dollars they would under other arrangements.

For information on The Nulman Group's Strategic Event Marketing division for your store – now or in the future, contact Phil Nulman or one of his associates at 1-888-440-3367.

Luxury Show Upgrades Amenities and Experience In The Elite Enclave

The Elite Enclave offers stunning design, selected art and music content, and an intimate specialty lounge for buyers and exhibitors within LUXURY and the JCK Las Vegas show walls.

The Elite Enclave is an extension of LUXURY and offers a carefully curated, salon-like experience that showcases some of the finest collections, including Temple St. Clair, Ivanka Trump Fine Jewelry, India Hicks and Cassis. The atmosphere of both shows is one of exclusivity, as the LUXURY hosted buyer program takes place the first 3 days before opening up to the entire JCK community.

"Elite Enclave and LUXURY provide the best of both worlds for exhibitors: a focused 3-day opportunity to work directly with select upscale retailers in a refined setting, followed by access to all of the JCK buying community," explains John Tierney, LUXURY's event director.

The theme of Elite Enclave 2012 evolves from last year's bohemian Moroccan encampment to the African plains, complete with a safari-inspired environment that highlights the colors, patterns, and tribal designs of one of the globe's most environmentally inspiring regions. "Urban Wilds" is an installation of photographs by famed fashion and street style photographer Tommy Ton, Vogue, Style.com, and GQ.



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"In our second season, I shifted our focus to the African plains," explains Pam Bristow, Elite Enclave's creative director. "I felt this was a terrific backdrop to the brilliant stones and metals that make up the fabulous designs Elite Enclave showcases." Bristow commented on the addition of Ton's photography: "His images depict some of best dressed, bejeweled women on the sidewalks of top fashion capitals, offering a peek at how the some of the world's most fashionable women wear jewelry."

In addition to the photography exhibit, Elite Enclave will host 'Salon Sessions', intimate talks with JCK's invited style tastemakers, a daily South African Rooibos tea service along with Saharan flavored foods, as well as specialty cocktails during a hosted daily cocktail hour.

JVC and AGTA Publish "The Essential Guide to U.S. Trade From Plant and Wildlife Products"

JVC and AGTA announced the latest publication in their Essential Guide series, "The Essential Guide to the U.S. Trade in Materials from Plant and Wildlife Products". Readers will learn what is required to import and export these goods.

The Guide includes information that jewelry manufacturers must know and follow, including:

- Important laws governing the trade in protected species
- USFWS import/export license and filing declarations
- Exemptions for jewelry retailers and collectors
- Obtaining permits and filing declarations
- Penalties and fines
- State laws regarding endangered species

Compliance with these legal standards will protect vulnerable species and help avoid enforcement actions. Violations of these laws can result in seizures or significant penalties, including costly fines and possible jail time.

The new guide can be accessed via the JVC website:
www.jvclegal.org.

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NEW AND NOTEWORTHY

Silver Designer Jewelry Section Appears in Rapaport

Rapaport recently launched a consumer jewelry publication for the iPad, Rapaport Magazine: Jewelry. The April issue of this digital publication for the iPad began on March 19, 2013 and will feature a Silver Promotion Service (SPS) sponsored section.

The special section on designer silver jewelry is entitled Silver: Classic. Contemporary. It showcases designer silver jewelry from the SPS Savor Silver participants and will be one of the first special sections to be featured. The SPS section of the interactive digital publication includes a link to each designer's website so consumers can get more information on each brand or locate the closest retailer.

Rapaport Magazine: Jewelry is available to download for free from the iTunes store at the following link: <https://itunes.apple.com/us/app/rapaport-magazine-jewelry/id581158876?mt=8>

The Silver Promotion Service was introduced in 2008 by the Silver Institute. The objective of the SPS is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit www.savorsilver.com.

Kitsinian Launches the 2013 Look Book in Print and Video Formats

California-based jewelry designer, Vanna Kitsinian, put the "crowning" touches on all of her jewelry for the luxurious 2013 Look Book. The Look Book for the first time will be available in both video and print formats. Both contain high quality photographs of dozens of Vanna K's unique diamond engagement rings as well as other pieces created with fine gemstones.

Many fans have wondered what it was like putting the 2013 Look Book together in the two formats. The company's new video gives fans a rare, behind the scenes look at what goes into the creation of a high quality fashion catalog that features beautiful, professional models adorned with beautiful well made jewelry.

Both the video and the print edition features Vanna K's official model, the gorgeous runway model Rachel Bernstein. Rachel shows off a number of Vanna's diamond engagement ring



They Served, Now They Need Your Help.

Mission: The Jewelers for Veterans Foundation is a non-profit foundation, dedicated to connecting US Military veterans men and women, able or disabled, with training and employment in the jewelry industry. Our mission is to address the high unemployment rates prevalent among returning veterans by offering solutions within our industry.

How will we do it? Jewelers for Veterans Foundation serves a dual role. First, we provide training for the many sectors in our industry by enlisting the participation of a variety of educational institutions, each of whom offer their services at no cost to the veterans.

Jewelers for Veterans Foundation also conducts a job placement service through the Foundation job board. By facilitating employment positions via our association with groups of participating organizations who can deliver the jobs that the training has made possible.



Please contribute at www.JewelersForVeterans.org

Our grateful appreciation to the following individuals and organizations for their support:

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NEW AND NOTEWORTHY

designs. Shot on location at the SLS Hotel in Beverly Hills, the video uses a combination of black-and white and color footage to create a sense of vintage glam.



The Vanna K Look Book can be requested at the Vanna K website, www.vannak.com. There, visitors can also watch the Look Book video, browse through hundreds of Vanna K designs, and locate a nearby dealer. Vanna K is considered the crowned queen of unique micro pave setting diamond engagement rings. Inspired by femininity and art deco design, Vanna K's unique engagement rings are classic and represent timeless elegance. Vanna K is all about fulfilling a woman's desires - her desire to feel beautiful, ethereal, and loved. If you are looking for a supplier with timeless, unique diamond engagement rings, look no farther than Vanna K.

For more information about Vanna K please contact them at info@VannaK.com or visit their website at www.VannaK.com

Sponsors Line Up for Rings of Strength Tour

Sponsors for the first Jewelers for Children Rings of Strength Tour are off and running for the new event. As of March 15, Tag Heuer, JCK Events, Rio Tinto Diamonds, Blue Nile, Jewelers Mutual Insurance, The Harmon Group, Jewelry Creations and Malca-Amit have signed on to sponsor the event.

On Thursday, May 30, 2013 participants will have the opportunity to bike one of two different trails, run, walk, or any variation they're comfortable with.

Bikers can bring their own cycles or rent one. There are two courses available; one is a 50K route that will challenge riders on a route through the beautiful Red Rock Canyon with varying challenges and different altitudes. The second, a 15K route will snake through surface roads in defined bike lanes. Malca-Amit is offering free shipping of bicycles from Miami, New York and Los Angeles and will work with bikers from other areas. Bikes are also available for rent from a standard road bike to

a high performance mountain bike. Runners and walkers will enjoy a leisurely 5K route that they can work at their own pace.

The event will kick-off at 5:30 a.m. to avoid the heat of the day. Rest stops along the route will ensure that everyone stays hydrated and energized to help raise funds for children in need.

Tag Heuer, JCK Events and Rio Tinto Diamonds have signed on as event sponsors. The Harmon Group is handling all promotion for the event, including mailing materials and trade publication ads. All participants will receive a swag bag sponsored by Jewelry Creations that will include an, event t-shirt sponsored by Blue Nile, a hat sponsored by Jewelers Mutual Insurance Company, and other necessary Tour gear including nutrition bars and sunscreen.

Participants can visit www.ringsofstrength.org to sign up. During sign-up you create your own unique fundraising page and URL which can be forwarded to all of your friends and acquaintances to encourage them to sponsor your participation. Participants can sign up as individuals or build a team page with friends to create even more excitement. All funds raised will benefit the Jewelers for Children charity partners.

A few sponsorship opportunities are still available and a full sponsorship packet can be found at www.jewelersforchildren.org/events.htm, or by contacting JFC.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$40 million to programs benefiting children whose lives have been affected by illness, abuse or neglect through our charity partners St. Jude Children's Research Hospital®, the Elizabeth Glaser Pediatric AIDS Foundation, the Make-A-Wish Foundation® of America, and the National CASA Association. JFC also provides support to the Make-A-Wish Foundation International, and the Santa-America Fund. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals and jewelry consumers. **TRJ**



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