

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 9, Issue 3 • May 2018



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The cover model, Natalia Belova, wears pieces from Royal Chain's signature 40th Anniversary Gold Collection. 14K gold bracelets in yellow gold \$1,300 MSRP, and two-tone \$2,400 MSRP. Made In Italy. Bold classic hoop earrings in yellow gold \$500 MSRP. Shot on location in Italy. For more information call Royal Chain at 800-622-0960

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718 Main Street, Ste 2
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Publishers:

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

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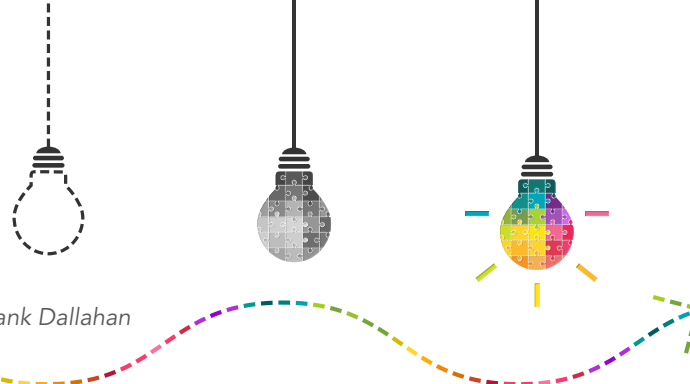
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What To Do About The Challenging Scene of the Current Jewelry Business

By Frank Dallahan



Everyone in the jewelry industry remains uneasy and unsure and is looking to the Las Vegas shows for a true sign of a turnaround. Though the past Christmas season was for the most part, one characterized as an improvement over the past few years, this spring season as of this writing seems to be unsure.

It's time to call a halt to the nattering nabobs of negativity. Those who can Do! Those who can't close up shop and give up.

For the doers, it is time to refocus your thinking on the basics of the retail business: Inventory control; reorder policy; standards for reordering; and the number of suppliers your store supports. Other "basics" to evaluate are: store location, display, promotion and your sales staff.

This process begins with the internal policies of inventory control and management. You also will need to look at some of the key external policies of how you promote your store to the marketplace you serve. The one point I'll make at the outset of promotion efforts is: There needs to be a balance in your promotional efforts. It cannot all be directed to on-line. Certainly, you need an on-line presence, but you also need to allocate promotional dollars to other promotion in its various forms from local newspaper, catalogs, community support projects, and direct mail. Your consumer market is not 100% millennials, who only search for jewelry stores and jewelry products on-line. Personal contact from your sales team to valued customers reminding them of birthdays, anniversaries, wedding gifts, graduation gifts are all opportunities that will benefit from the personal touch of a phone call.

For years industry experts have talked about how retail jewelers are over inventoried with lots of dead, non-turning stock. Just ahead, there are three or four months where retailers can decide to focus on doing something substantive about eliminating or substantially reducing this problem. Forget the politically correct word, issue. The over inventory situation is a definite problem. It attacks good merchandising principles by allowing old, picked over skus to remain in the show cases. Simultaneously, the level of old stock, in many instances, prevents reorders of merchandise that actually sells.

Part of this process is an analysis of actual unit sales by product category. You need to go through each department and review the actual sales of the products in your inventory. You need to do this with the actual inventory and sales data as well as the physical samples in front of you. This is a time-consuming process, but eye-balling your inventory and looking at the data simultaneously will provide you with a new insight into your assortment. Part and parcel of this exercise is the evaluation of the price points of your product assortment. What is needed is balance in price range, going from low to high, making sure

you are not over-inventoried at the high end or the low end.

Design differences in your product line is important as well. This part of the exercise can be especially valuable when you compare competitor lines within a particular assortment. Wedding rings, for example, offer many similar designs from one manufacturer to another. The same applies to diamond engagement rings. Eliminate duplicate designs and choose the best seller between similar looks.

In this issue of The Retail Jeweler there is an appropriate tie-in story measuring the performance of silver jewelry as a product category over the past nine years. What should capture your attention in the story is the inventory turn achieved by silver products in jewelry stores. The second attention getting fact is the margin provided by silver jewelry. Merchandise that turns over needs to be a priority in your thinking. Whether it is silver, gold, platinum or whatever, inventory turn is the most important key to profitability.

Whatever it is that's not turning. Get rid of it. Don't acquiesce. Identify these products with special tags in your showcase. Provide an incentive to your sales team to focus special attention on these problem children.

The next step in this process is to look at what is selling and make sure you have enough of it. There are many products in your showcases that sell day-in and day-out. Your inventory analysis along with your sales data reports will show you over the year how much of these items you've sold. Establishing an average sales rate will help you determine what inventory level is needed to support the particular style. This process applied to each merchandise category will produce positive results.

In every product category, you will find hangers-on products. A trend that started and then fizzled. These hangers-on can be an entire segment of your inventory or just a couple of styles bought for whatever reason. The point is you need to identify and get them out of your inventory.

The steps outlined above will enable you to be ready later for the coming holiday season and more importantly for determining what product lines need your attention at the many shows in Las Vegas. Preparation for ordering at the shows is key.



Frank Dallahan

co-publisher of The Retail Jeweler
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CUSTOMER RELATIONSHIP MANAGEMENT: USE YOUR DATA FOR BIG RESULTS

By Anne Drummond



It's easy to overlook the value of your Point of Sale (POS) or Customer Relationship Management (CRM) systems when assisting a guest in your store. Seeing others requiring your attention—whether staff or client—can seem more important in the moment. But using your own customer data, you can finely tune the message to your existing clientele, dramatically improving the yield from relationships you already have.

You likely know (without looking!) the most requested pieces in your inventory. You may even be able to quote the margin on those pieces, naming the profit each time one or more sells. But would you know the characteristics of the individuals that purchased these, in order to create more clientele that are looking for similar items? What about direct marketing efforts that could anticipate or even suggest that a client you know will make a visit to the store? With data, it's possible.



UNDERSTANDING YOUR CLIENT LIST

With the savvy running of a few reports from your system, trends can rapidly become apparent. You might start with segments of the business, like diamonds, bridal, fashion, repair or custom designs. Inside each of these segments, your "best" clients can be easily determined. Perhaps you consider them best based on their investment, or possibly based on frequency of visit. Whatever it is that makes them "best," write it down. Understanding the characteristics of these individuals is what will make your marketing work better.



NOW WHAT?

Now, marketing themes emerge. Your "best" fashion jewelry clients visit four times a year, spending \$500 each time. Great! Now we know that your advertising should focus on items that fall within

these parameters. Message those individuals with advertising that will build upon what you already know about them. What about the rest of the client list for fashion purchases? That comes easily: sending messaging that turns them from small basket to larger basket clients with increasing frequency. Let's not send advertising to those spending \$2,000 annually an ad featuring a small basket purchase. Similarly, let's not send those spending \$250 annually an ad featuring the \$2,500 item!



MAKING MORE OF THE DATA YOU HAVE

The more personal information you have on an individual client, the more readily available they will be to you in the digital space. With a name, email address and phone number, facebook and Instagram can find and message that person. As you act on growing your client base, these segments can be used to find audiences that share characteristics with those you already have, allowing you to message those that "look alike."

In retail jewelry, data is the most powerful tool available. Don't miss an opportunity to capture information that will help you grow your business. Just like revenue is grown one sale at a time, a great marketing strategy is grown one contact at a time.



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 or check us out at <https://www.advance360.com/jewelry-industry/>.

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HOW TO RESPOND TO RECENT ROBBERY TRENDS



Do you read and share crime alerts with your team from the Jewelers' Security Alliance on a regular basis? Hopefully you do, because the current wave of smash-and-grab attacks that have occurred over the past several months have gained the attention of the jewelry industry across the United States. We haven't seen an uptick in this violent criminal activity since 2016.

Due to the possibility of these crimes continuing to occur with the regularity they have adopted since the beginning of 2018, it's now more important than ever to evaluate your procedural and physical security. To help mitigate your risk of a smash-and-grab robbery, here are a few proactive security measures to consider:

- Hire a uniformed, armed, off-duty (active or retired) police officer as a security guard if your local law enforcement allows you to do so.
- Evaluate the relative impact-resistance of your showcase display fixtures and glazing materials to determine if it makes sense to enhance them.
- Distribute your high-value merchandise between any number of showcases.
- Make sure your surveillance system can provide adequate recording coverage of your premises to provide high-quality images that law enforcement can use in their investigation if a crime occurs.
- Only if it makes sense in the context of your business, consider installing an access control system to manage entries into your premises.

These measures are designed to help mitigate your chances of becoming a victim of a robbery. However, they cannot eliminate the possibility that one will occur, so you need to be prepared at all times. Your safety as well as your associates, and any customers in the store at the time of an armed attack depends on what you do and how you respond!

The following advice has been shared for many years and is offered again for your careful consideration because of how important it is. Everyone needs to be aligned for security procedures to be effective, so be sure to share this with your employees, too.



DON'T RESIST DURING THE ROBBERY

Statistically, your best strategy in these potentially deadly situations is to not resist, despite how frighteningly these confrontations can unfold.

Armed robbers use intimidation to control the situation, do not challenge this control. Try to remain calm and set an example for other associates and customers who may be in the store at the time of the event. Comply and cooperate with the robber's

instructions. Modeling a response behavior that conveys cooperation and compliance with the robber's instructions is statistically your best chance of remaining unharmed.



AFTER THE ROBBERY

As soon as you are sure the robbers have fled your store, make sure all access doors to the store are immediately locked so that the robbers cannot return. DO NOT pursue or chase armed robbers from your store. Apply first aid to anyone who have been injured during the attack and report the crime to local law enforcement, and notify your insurance agent or broker to report the loss. It's also important to protect any scene evidence until local law enforcement has arrived and begins their investigation. Cooperating with police investigators to the best of your ability can aid in their apprehension of the robbers and the recovery of stolen merchandise.



EDUCATE YOUR STAFF

Everyone on your team must be prepared for the possibility of an armed smash-and-grab robbery. This preparation could help minimize the trauma that could otherwise result should an associate be unprepared for this traumatic event. Although it is true you cannot control how a customer will react in the event of an armed robbery, you can work with your team to be prepared to respond in a manner that sets an appropriate example for how your customers should comport themselves should an armed robbery event unfold.

Remember, some degree of criminal surveillance precedes every armed robbery, so it is important that your team understands the warning signs of robbers casing your business. Signs of suspicious incidents — like individuals appearing nervous or asking unusual questions — remember to always stress the importance of documenting and sharing these incidents in a suspicious incident log. Also, make sure this intelligence is shared with your local law enforcement, as well as other local jewelers in your crime prevention network. Remind these other jewelers to also share their information with you. It's imperative to not forget that the potential for armed smash-and-grab robberies at retail jewelry stores is real and the potential risk is always present.



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.

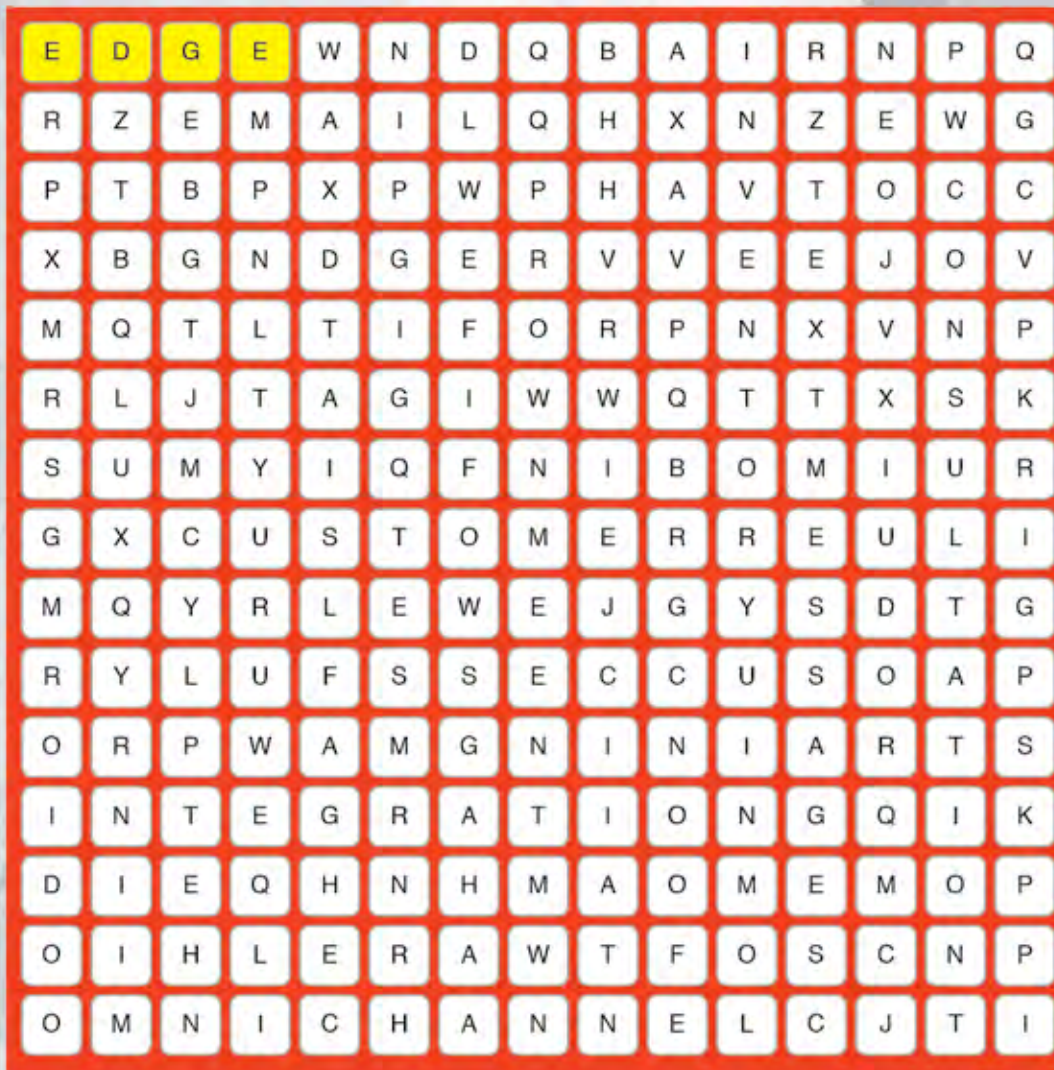
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DANGER...**DOING NEW THINGS, OLD WAYS***By Jim Ackerman*

It's a whole new world out there, especially when it comes to marketing and advertising. It really is "all new" since 2008. It's a digital world to be sure. So why are you marketing the same old ways?

Of course, we all know that the Yellow Pages – once perhaps THE go-to medium for jewelers of all shapes and sizes – has virtually disappeared. Maybe not from the door stoops, but certainly from use. They're likely to become the first medium ever to become extinct. I know you're not spending much there anymore. And newspapers aren't far behind. You've seen even the largest of them shrink from behemoth publications to skinny little tabloid rags. They're not being read and they're certainly not the advertising stand-by they used to be. You've probably cut way back.

Those are the big, obvious casualties in the advertising world. And the big, obvious replacements are the digital media. Now we market using websites, email and social media. But it's HOW we use them that I believe is silly.

From observing jewelry ads delivered via email, for example, I notice most of them look like the print ads you used to put in the newspapers. They're full color and often nicely designed by professional graphic designers whether originals or templates. Again, something akin to what you used to see in newspapers and magazines.

Is there something wrong with that? Well, yes, as a matter of fact, there is...

Remember, the medium is "email". The name implies that it's mail, delivered electronically. So instead of making it look like an ad, you might do better to make it look like MAIL!

I have two reasons to believe this is true...

First, direct mail tests continue to prove over and over again, that a snail mail piece in letter form (vs. a designed postcard or brochure, for example), will typically out-perform other formats in producing response and sales. I know this may be difficult for you to believe and may run counter-intuitive to what you've always been taught, but in head-to-head split run tests with several jeweler promotions each year, this rule generally holds up.

Second, email that looks like a letter tends to be more successful in producing responses in the forms of click-throughs, conversions and sales. Now while this makes perfect sense when you stop to think about it – again, mail vs ads; which would YOU more likely read – the email services make it so cheap and easy to create good-looking email ads, I can understand you falling into the trap.

But now that I've revealed the market-researched truth, may I suggest you at least try the letter-looking approach in your email marketing. Go ahead. Conduct your own, split-run test.

The other area where jewelers are doing the same old things, just using new media, is in the aim of their advertising in the first place. Almost all jewelers seem to be competing using the same offers to the same prospects for the same reasons with the same-looking ads. We're all trying to find the prospects that are ready to buy today, tomorrow or at least this week, and we're all "attacking" them, trying to get their dollars NOW.

Problem is, people – millennials in particular – aren't buying that way anymore. Their process has changed, but your marketing hasn't. Research indicates the average person looking for an engagement ring may be in the market for as long as six months, and intently looking for three. While all of your competition is frantically focusing on the last week or two of that process, the digital age has made it possible for you to "get in early" and market to these people in the tranquility of an uncluttered cyberspace and an unencumbered prospect's mind.

You can use both traditional and digital media to drive "suspects" to a landing page instead of your store or even your website. On that landing page they'll be able to sign up for a FREE something from you that will signal they're now more than a suspect. They're now a true "prospect". That "lead magnet" needs to be something of real value.

Before the competition gets to them; before the competition even knows what hit them; you now have the chance to establish a relationship, render value, help them establish their own buying criteria which favors you and pre-empts the competition, invite them to make an initial purchase (converting them from prospect to official "customer") and ultimately get them to make the "big buy" from you, without ever seriously considering doing business with anyone else.

This takes planning and system development, but it recognizes the new digital reality of the new world. It's a new way of marketing, built for this new world, and while it may take a while to build the marketing program to exploit the new reality, it will surely lead to new and voluminous profits when you do.

**Jim Ackerman**

Jim Ackerman is a marketing coach to the jewelry industry. His company, Ascend Marketing is a only source of marketing and advertising training for jewelers. Jim is also offering Retail Jeweler readers a free Digital/Traditional Advertising Mix Review (\$397 value) to provide jewelers with an evaluation and recommendations of their use of both digital and traditional media to generate more customers, increase average ticket or get existing clients back more often. Interested jewelers can request details by email: mail@ascendmarketing.com, or by phone at 800.584.7585.

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By Bill Boyajian

MEMO TO PARENTS

Why do children so often choose NOT to join their parents in business? There are many reasons, Not the least of which are the changes taking place in the industry such as an increasingly challenging business environment, varying interests in other areas of endeavor, more opportunities for creative expression, or simply just wanting to do their own thing. But there is a hidden reason that most parents miss in their quest to build a viable family business, and one that can carry on a legacy that parents may desire.



THE CHILDREN ARE WATCHING AND LISTENING

In many business families, the importance of conveying the psychological legacy of the firm is a much more important part of child rearing than many parents realize. Even though a young child's career may be many years in the future, this is still an important time in forming youthful impressions of the family business. Unknown to most parents, children watch and listen, even subliminally, to what parents discuss around the dinner table at home, if not around the store when the children may be doing their homework after school. Children will often internalize their parents' attitudes and values about the business.

Moreover, they also get a strong sense of the quality of life it provides, and the impact the business may have on their parents' marriage and family relationships. Such lessons learned early in life, often unintentionally, are not easily swayed later in life by lectures from parents about the virtues and viability of the business.



A CLASSIC PARENTAL VIEW

One very successful first-generation jewelry store owner expressed dismay that neither of her children wanted to enter the business and ultimately take it over. Her point about it was a much better economic opportunity than either child had going seemed quite rational. And the prospects of having to try to sell the business or cash out by holding a Going Out of Business sale just seemed like a total waste of a lifetime of work. But the problem was that her children's viewpoints about the business had been formed many years earlier, their memories being much the same.

Complaints repeatedly heard about vendors, customers, employee loyalty, shrinking margins, longer work hours, and six-day work weeks took their toll. Now what she wanted her children to hear, and believe, was about the joys, the success, and the satisfaction of the business. But it was too late. Her kids wanted nothing to do with the business, even if it was a way to make a good living.



BE CAREFUL PARENTS

It is easy for parents of Millennials to make claims about their children's youthful lack of interest in the business and a less than stellar work ethic, but most fail to take responsibility for enabling them in the process. Many don't realize the impact they make on their children by what they say, how they act, and the power of their attitude about the business. I'm not suggesting that you avoid the truth and deceive your children, but I am suggesting that the way you carry yourself and the way you express your happiness or at times frustrations with the business, has much more to do with youthful interpretations than what you say when they're adults.



For some, it is too late to turn the tide. But for others – those parents with young children – this may be the message you need to hear and the time you need to hear it.



Bill Boyajian

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

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



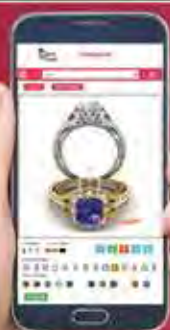
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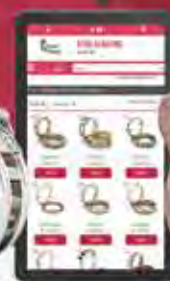
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FOUR STEPS TO EASIER SALES.

By Susan Arlin

Mastering the art of SELLING is deceptive. Most sales training is founded on the belief that the key to successful selling is to convince the customer. They do this by talking--sometimes talking the customer right out of the sale. Old school techniques such as identifying features and benefits reign supreme. And don't forget to add on a second item after the customer commits to the first one so that you can take advantage of their buying spirit!

NEWSFLASH!


Your customer is changing. Old school techniques make you appear fake, pushy and robotic.

Ironically, the key to selling is not speaking, but rather to master the art of LISTENING. It is here that the first 'yes' is found—when it's done correctly. When active listening is used, the first 'yes' can be found early in the interaction. This sets the stage for continued small 'yes's that ultimately lead up to the final big "YES! I'll take it!"

Active listening is comprised of four steps:


- 1** Physically turn toward the person who is speaking and making appropriate eye contact.
- 2** Intently focus on what is being said.
- 3** Do not interrupt.
- 4** When appropriate, either restate, summarize, or encourage for the YES.

Let's examine each one.

**1** Physically turn toward the person who is speaking and making appropriate eye contact.


When a customer enters the store, many times the associate is involved in a task (or in worst cases, involved in their cell phone or the internet!) Active listening demands that there are no distractions. Physically turning to the customer and eliminating extracurricular 'things' immediately tells the customer that you are focused on them and their needs.

***Note: Make the following your mantra: 'the customer is not an interruption of your task. Your task is an interruption of the customer.'*


**2** Intently focus on what is being said.

This is much easier to say than it is to do, and it requires skill and practice. Your customer is 'saying' much more than the words they share. Recognizing the non-verbal cues, or body language,

requires that you be watching facial expressions and physical stance. Additionally, the tone that a customer is using can provide valuable data for you! In order to capture all of these data points, your focus must be entirely on the customer rather than on the merchandise, or on what you think you want to say next.

**3** Do not interrupt.

Allowing a customer to share all of their story, questions, intent, or specific needs before you comment results in first—enough information, and second—a label as a patient and caring professional. It also provides tremendous information for your continuing client development.

**4** When appropriate, either restate, summarize, or encourage for the YES.

When your customer pauses, this is the ideal time to summarize or restate what you have heard. This technique is characterized by the following types of statements:

- "If I understand you correctly, you need..."
- "In other words, you want to..."
- "What you're really telling me is..."

The ending to those statements is determined by what your customer has shared. This is their STORY. What are they trying to say, do, feel? Then, the final BAM comes when you ask the last question:

- 'Am I right?'
- 'Would you agree?'
- 'Yes?'

When you get the customer's agreement—you've gotten your first YES and you are on your way to an easier close. Keep that process going, and your sales will come easier and your relationships will improve. As mentioned above, the customer is changing. They want to be heard. They want to be respected. They want to be loved and cherished. If you are doing all of the talking, you are not catering to their needs. Let go of the old school tactics, and change to the new school of consultative communication. Make your customer feel heard, and make the sale.



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. She is Caliper Certified and 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.



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By Rick Arneemann

The demand for jewelry just isn't what it was a decade ago. Between the majors, the internet jewelry sellers, and the brands you once sold that have now set up shop down the street from your store, your market share is being shredded into confetti. These are challenging times, but there are winners and there is no reason why you shouldn't be one of them.

HOW TO FIND AND WORK WITH A **MARKETING** AND **ADVERTISING AGENCY**

I can't tell you how many times I've been told by independent jewelers that, "Business is off so we can't afford to advertise." While this makes as much sense as putting dinner in the oven, but refusing to turn it on because you don't want to pay for the gas, I hear it regularly. The other pushback I've heard is that a rep from local print media or the radio or TV station sold them on a media schedule that cost a lot of money but didn't increase their sales. This haphazard approach will never produce consistent, positive results.

The smartest and most successful brands in the industry have one thing in common: they are all aggressive marketers but they don't spend their marketing budget on just any idea or offer. They plan, strategize, and take a comprehensive approach to their brand outreach. While some brands have the staff and wherewithal to create and execute a credible marketing plan, most do not. This is where working with a marketing and advertising agency comes into play.



FINDING THE RIGHT AGENCY

Let's assume you have decided to take the plunge and find a marketing firm to help increase your sales. Before you get tangled up in a Google search, know what to look for. First, not all agencies are the same, or have the same background. Find those that have a working knowledge of the jewelry industry, which will shorten their learning curve and prevent them from making rookie mistakes. You don't want the agency you hire to go to school on your dime.

It will serve you better if your agency has in-house creative, social marketing services, production capabilities, and media buying. The more services that an agency handles in-house, the smoother, faster, and more thorough your campaigns will be. It has been my experience that the work is better and there are far fewer misinterpretations of the tasks at hand when everyone is in the same room.

Once you've found agencies that meet the first two criteria,

the next step is to review their portfolios. Does their work stand out, and do they have examples of coming to market in unique and creative ways that will grab the attention of your target? This is a critical part of the vetting process.

Have them walk you through examples of campaigns they have produced. This "walk-through" should include an explanation of the objective of the client, the concept they executed to achieve the goal, and the results of the effort. Be sure and ask for references. Any good agency will willingly provide you with their client contacts and let you chat with them. If they won't, walk away, even if up until now things have felt good. That is a sign that something is off.

Now that you've done the heavy lifting and narrowed the field to a few choices, you should actually spend time with the people you would be working with on a daily basis. Do you like these folks? Do they communicate effectively? Do they listen to your wants, needs, and concerns? If you can check all or most of the right boxes, hire them.

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HOW TO FIND AND WORK WITH A **MARKETING** AND **ADVERTISING** AGENCY



WORKING WITH YOUR AGENCY

Congratulations! You've just hired your marketing firm. Now let's talk about this new relationship.

I've found that for some independent retailers, it's difficult to give up the reins of their own marketing efforts. You're an entrepreneur who has built your company and overseen all aspects of your business—it can be hard to let go. But you should relate to your new agency as your partner and not as a vendor.

While your agency will keep you involved, you want them to handle the marketing. This is what you pay them to do, and the more you second-guess their decisions, the more it will cost you and the poorer the results will be. This requires a level of trust that you must accept if you are ultimately going to increase your sales. I have worked with many jewelry retailers over the years, and I can tell you firsthand that the ones who wouldn't let us do our job and insisted on being involved in every marketing effort ended up with underperforming campaigns.

Let me take you through the process that we have found works best. Start with a single point of contact, both at your company and at the agency. For you, this should be a person who has the authority to sign off on all marketing decisions. You may want to internally discuss your thoughts, but this is the point person who will relate all communications with your agency. By having a single contact, a great deal of back and forth will be eliminated and help keep your agency's hourly billing down. The agency will assign a single contact point as well; this is most often an Account Executive.

Once the communicators have been established, an in-depth meeting takes place. The agency discusses your competition, the demographic/psychographic makeup of the shoppers in your market area, the volume of sales in your trade area, and what percentage of the market you currently hold. You provide sales details, including your sales volume by month and year and the product categories that have been most successful. You also supply information about how customers perceive your store and staff, what you are known for, and what separates you from your competitors.

We have a list that we give to our clients, and we ask them to check the boxes and be prepared to answer the questions in our meeting. The agency should also request your former marketing materials and review which ones performed the best. Next up for discussion is your budget, which you should really establish before beginning your agency search. Your marketing budget should be between 5% and 10% of your annual gross. Define your expectations up front. If you are looking to maintain the business you have, it should be 5%.

But if you want to grow your market share, it needs to be between 5% and 10% of your gross income.

I have met with retailers who want us to double their sales without adding to their marketing budget. We're good, but we are not miracle workers. If you're not going to increase your marketing spend, don't expect unrealistic returns. Tell your agency what your three-year and five-year goals are, and then listen to what they think a realistic budget must be in order to meet those expectations.

Be open to new ways of thinking and ideas. A good agency keeps up with consumer marketing and buying trends, and should be presenting innovative ideas that will place you in front of your target customer. Try to keep an open mind and allow them to execute these ideas. Every month there should be an account meeting to stay current on your business. Come prepared to the meeting with your sales results for that month. Sort your sales by bridal, men's, watches, fashion, new customer, return customer, redeemed offers, and whatever other matrix that are relevant to your business. The more detail you provide the better.

Discuss what you've noticed in your store over the last month, including what goals are or are not being met; what channels/medium customers are responding to; and what seems to drive new customers into the store. This is all helpful feedback to determine what's working, and what's falling flat. The agency will review the past month's marketing, as well as the upcoming month's marketing initiatives.

At the end of every year, you should have a complete review of the marketing implemented strategies, materials, and media. Did you hit your goals? If so, you should review the strategies for the coming year. If not, you might want to take a step back and figure out why.

Remember, you hire an advertising and marketing agency for two reasons: To increase your sales and profits, and to create greater brand awareness within your market. If they achieve these goals, you have found the right agency.



Rick Arnemann

Rick is CEO of Harmon, the full-service marketing and advertising agency he founded that works with every facet of the jewelry industry. Since opening Harmon 30 years ago, he and his team have helped a variety of businesses in the gem and jewelry industry successfully market their brand and increase sales. When Rick's not at his home base in Nashville, you can find him at industry shows, giving seminars on current marketing trends and presenting innovative solutions to solve marketing dilemmas. You can reach Rick by emailing him at rick.arnemann@harmongrp.com.



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Brenda Smith

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Patrick Mohs Jewelry

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Melis Goral

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MSRP: \$2,150.

201-248-0800



Phillip Gavriel

From the designer's Popcorn Collection.

Bracelet in 14K yellow gold. MSRP: \$2,800.

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Benchmark

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MSRP: \$2,750.

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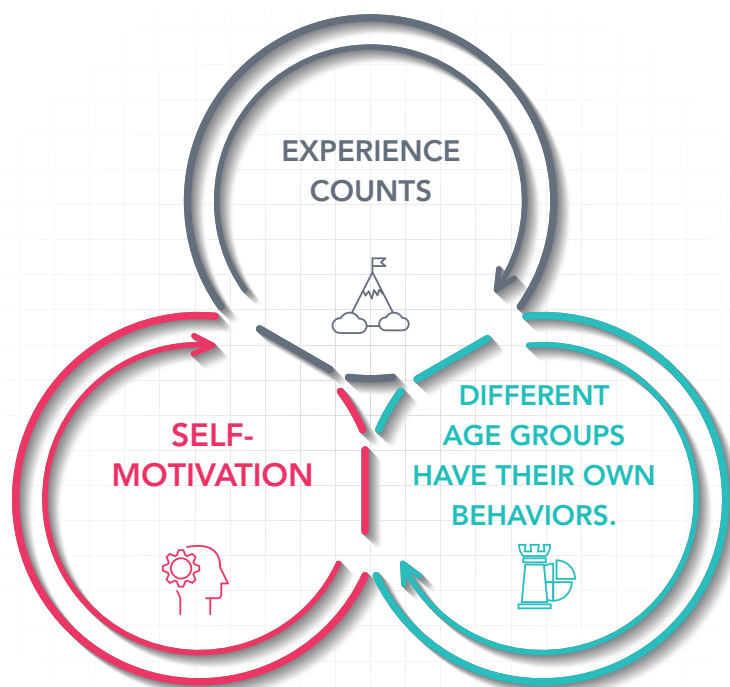


3 REASONS WHY HIRING OLDER EMPLOYEES IS A SMART DECISION

By Andrew Simon

In the 2015 movie *The Intern*, Robert DeNiro starred as a 70-year-old widower who returns to the workforce as an underappreciated and seemingly out-of-step intern working for a young boss played by Anne Hathaway. Initially, Hathaway's character can't quite relate to this baby boomer who ditched retirement out of boredom, but by the film's finale she comes to appreciate his skills and experience.

In real life you're unlikely to encounter many septuagenarian interns, but it's not unusual for people to re-enter the labor market or launch new careers when they are well into what was once considered retirement age.



And that can be good for businesses that are willing to take advantage of all those decades of hard-earned experience, says Andrew Simon, a partner in Simon Associate Management Consultants (www.simonassociates.net) who himself is in his 70s. "Starting a new career after 60 is not for everyone," Simon says. "But it can be rewarding for those with energy and commitment levels that are high, and who are willing to learn new skills and keep up with the constantly evolving technology."

The question is whether businesses will balk at hiring workers who, in many cases, are old enough to be the parents of the people supervising them. Sure, there are downsides, Simon says, but the upsides can be tremendous when it's the right fit for the right person.

He says a few things businesses should keep in mind as they weigh whether to hire older workers include:



EXPERIENCE COUNTS

Baby boomers come to the table with a whole set of experiences, including 30 or 40 years of interpersonal people skills that make them more adept at dealing with unique situations or different types of people. "On the flip side," Simon says, "some of them could lack the technical skills that we take for granted in today's workforce. So, be careful what you are asking them to do."



SELF-MOTIVATION

The odds are older employees will be self-motivated. "If these potential workers would like to join an organization or start a new career after 60, they probably like the idea of work," Simon says. "They need to do something every day. Perhaps they view their job as intellectually stimulating." You do need to make sure of their motivation, though, he says. If they're just working for a paycheck, that might not cut it.



DIFFERENT AGE GROUPS HAVE THEIR OWN BEHAVIORS.

Baby boomers often have a very different set of values than millennials. "Different things motivate them," Simon says. "The culture of an organization is very important and can be tricky. You want to make sure these older workers have an opportunity to thrive in your new environment." While it's best to avoid stereotyping the generations too much, in general baby boomers tend to be productive, loyal to the company, willing to put in long hours to get the job done and prefer to have conversations in person.

"Companies that pass on hiring older workers risk missing out on people who could become some of their most valuable employees," Simon says. "Age shouldn't be the issue. Instead, as with any hire, the issue is what skills and experiences each of these people can bring to the workforce."



Andrew Simon

Andrew Simon, a partner in Simon Associate Management Consultants (www.simonassociates.net), has had a 50-year career as a senior executive. He founded and ran Questar Assessment Inc., the fifth largest K-12 summative assessment company in the U.S. As a serial entrepreneur, Simon also developed and ran businesses in real estate development and did start-ups inside larger

corporations, such as Citibank, Bankers Trust, Norcliff-Thayer and Lederle Labs. Earlier in his career he was part of a team that launched L'Oréal into the consumer-products arena. Simon also is a trained and certified Innovation Games® facilitator and has conducted more than 50 client engagements using Innovation Games methods.

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KEEPING THE CUSTOMER HAPPY – SHOULD YOU

REFUND?

By David Brown

Let's face it – we hate giving refunds. No one likes handing over money for nothing, especially when it's a big-ticket item and you've already counted the sale as a done deal. It can feel like a real kick in the guts, especially if you feel you shouldn't have to do it.

We all are faced with this situation from time to time. An unhappy customer or just one who thinks they can bring their custom-made item back just because the relationship ended, or they changed their mind.

There are two things you need to consider in these circumstances – the letter of the law, and good business practice. The letter of the law will deal with your legal obligations and what you must do in order to meet the consumer's expectations. This is normally clear cut but doesn't always help in those grey areas where the customer may or may not warrant a refund or is still insistent despite the fact you've shown them the law is on your side. You then need to consider the effect on your business – what makes sense for your long term operation.

It's important to take account of the long-term benefit of the customer at this stage. I've seen so many examples of unhappy customers who are refunded and then come back to spend more that I'm more inclined to feel there should be a good reason to not refund than there is to refund. That said, every situation is different and you need to weigh the individual circumstances in each case. With the arrival of social media, it's become much easier for an unhappy customer to share their experience whether they are right to do so or not and this should be considered.

Whatever way you deal with it, here are some pointers that will help you make it a more positive experience.

- If you refund, then do it promptly. A protracted argument that still leads to a refund will only harm your reputation and the chance of repeat business.
- Look at the big picture. Does it really matter in terms of your

long-term business? Will you still be concerned about it in a week? Sometimes you're best just to move on

- View it as part of your marketing budget. A refund you didn't have to give can see a happy customer telling others. This sort of word of mouth can't be bought
- See it as an opportunity. Anyone can look good when things go well – it's how you handle customer problems that gives you the best chance to show what you can do
- Make your refund policy clear. Uncertainty leads to frustration and confusion. Make sure your policy is clearly stated in-store and on your website



Thank them for their feedback. An unhappy customer can show you weaknesses in your business. See it as a positive and thank them accordingly.



Avoid being defensive. No one likes criticism but it's important to realize that it's not personal and don't let emotions get involved.



Listen. Customers just want to know they have been heard. They will be more accommodating to your viewpoint if you have given them a chance to air theirs.

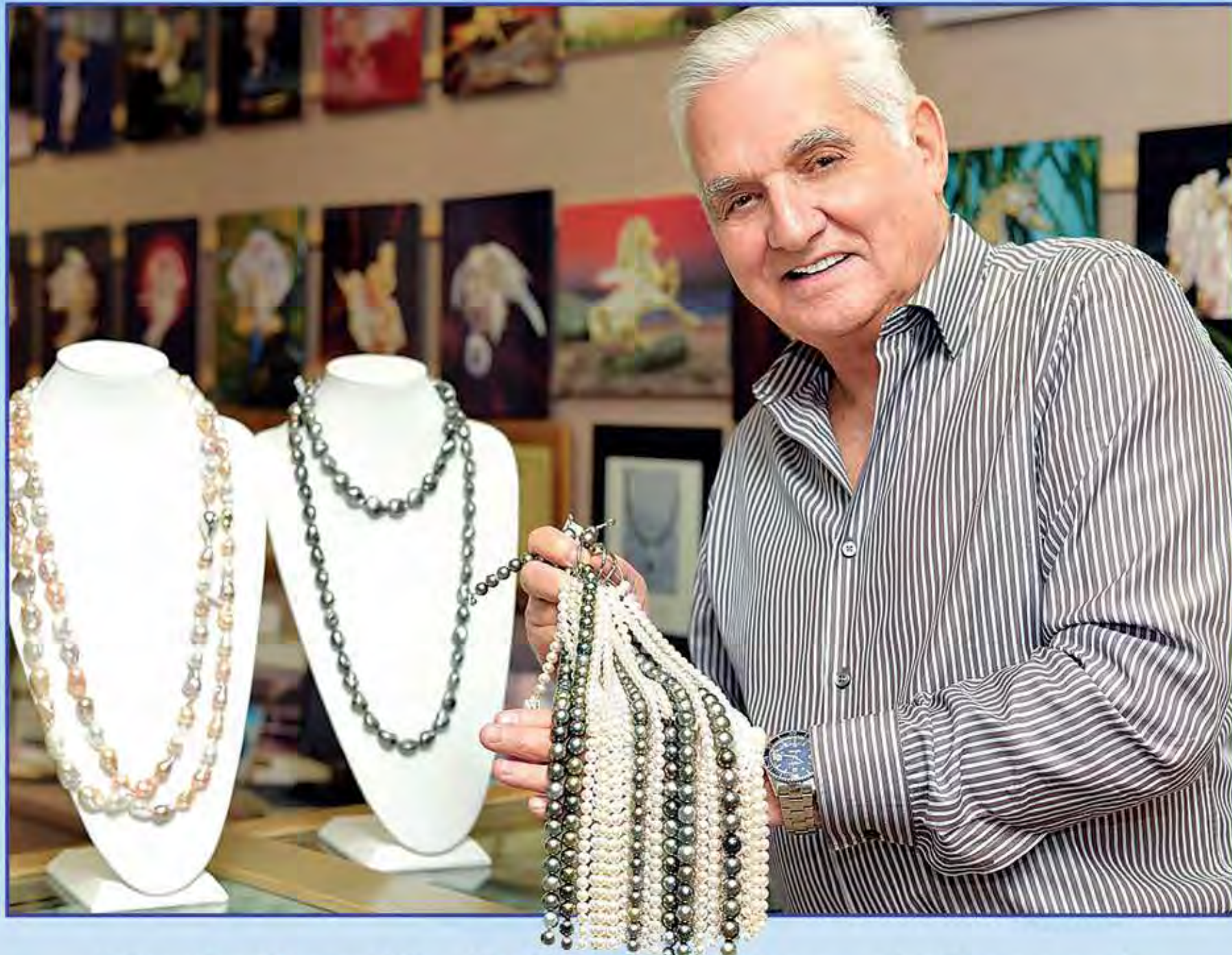


Above all do it with a smile. This can be a rare opportunity to make your relationship with that customer even stronger. See it for what it is and embrace the chance to show how good you can be!



David Brown

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



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The Cypress Collection, from Graymoor Lane Designs

With a nod to a beautiful, natural and widely utilized Mid-Century building material and to the era's visionary architect, designer and sculptor Eero Saarinen, the Cypress Collection is exquisite, wearable jewelry imbued with an elegant, sculptural mood.

Graymoor Lane's Cypress Collection reflects the form of Saarinen's then revolutionary, and now timeless, Pedestal Table that was designed in 1956 for Knoll Furniture. The Cypress Collection, with its understated sculptural aesthetic and contemporary flair, is ideal for the varied lifestyles of today's modern woman. A sweeping, slightly elongated figure eight motif works its subtle appeal into bracelets, pendants, earrings and rings.

The Cypress Collection is offered in 14K yellow, rose and white gold. The collection is eminently versatile and available either unadorned or splashed with diamond accents. MSRP begins at \$395. For more information visit www.graymoorlanedesigns.com



Silver Jewelry Sales Growth for Ninth Consecutive Year

Silver jewelry sales in the United States were strong in 2017 with 59% of jewelry retailers reporting increased sales according to a survey conducted on behalf of the Silver Institute's Silver Promotion Service (SPS). The results also confirmed that silver jewelry continues to be a leading merchandise category for retailers, both in driving sales and providing margin.

Highlights from the 2017 survey include:

The average store growth in 2017 for silver jewelry sales was 17%.

Retailers said their silver jewelry sales, as a percentage of their overall jewelry sales, were on average 36% of their unit volume and 29% of their dollar volume.

57% said silver experienced the best inventory turnover rate in

2017; 19% said diamond; 12% said both bridal and gold.

The best maintained margins during the Holiday Season were:

Silver Jewelry 51%

Bridal Jewelry 18%

Diamond Jewelry 15%

Gold Jewelry 13%

Platinum Jewelry 3%

93% of retailers say they are optimistic that silver jewelry sales will continue to grow.

SPS Director Michael Barlerin commented, "The Silver Promotion Service is obviously gratified by what the survey demonstrated. We are also grateful that the optimism for silver's ongoing performance remains so strong." The survey was fielded in February this year. This was the ninth consecutive year that SPS has commissioned such a survey.

Royal Chain Mother's Day Collection

In celebration of its 40th anniversary, Royal Chain has created a 2018 Mother's Day catalog that unveils its brand new collection of gold jewelry, some of which are accented with diamonds. From the inception of the company in 1978, gold has always been synonymous with their name and the core of what they do best. The new designs were recently introduced at the Spring buying shows. The styles featured are the perfect gift options for any mother in your life. The collections range from modern to classic to bold.

MSRP begin at \$190 up to \$3,300 ensuring that there is something for everyone. A free copy can be requested by calling 800-622-0960.



40nine Simple Elegant Watches

40nine is a line of watches that is purposely short on technology but big on style. Created as a reaction to the visual and technological clutter, this new line resonates with individuals looking for a simple, stylish, fun watch. The affordable MSRP of just \$49 lets customers collect a variety of styles.

The line is made of light weight, durable polymer based on two case sizes – the large is 43mm and the small is 35mm. All 40nine watches have quartz movements and are water resistant to 50 meters.

The Basic line is a simple, easy to read accurate time piece that comes in 36 combinations of face, case and strap colors.

The Solo is a one-hand watch that takes simplicity to the next level. It is based on the 43mm case, and comes in 5 case and strap color combinations.

Rounding out the 40nine collection is the Eclectic – fun and fanciful with a variety of eleven artful face designs and different case and strap color combinations. 40nine watches are a wonderful gift and self-purchase item that can drive both traffic and sales. They are supported by a variety of POP marketing materials.

For more information call 800-360-2586 or visit their Las Vegas showroom.

Basic Large and Small, 36 styles available



Solo, 5 styles available



Eclectic, 11 styles available



Arms USA At JCK Las Vegas

Arms USA will partner with the JCK Las Vegas to bring many of the latest innovations in jewelry specific software technology to the year's largest gathering of jewelry buyers and influencers. JCK Las Vegas is the jewelry industry's leading annual trade event bringing together over thousands of the world's most respected industry professionals. Arms USA will be exhibiting at the show within the Essentials Pavilion in booth B61063.

"We are excited to be showing off two of our newest and most popular software interface programs featuring "GIA" and "RapNet." These interconnectivity benefits are especially helpful while mastering the sales process, as they add an extra level of professionalism and give customers clear information from a highly reputable independent source," said Arms USA President Malcolm Alderton.

Arms USA will also feature an all new Point of Sale (POS) program which is designed for quick, simple capturing of sales by staff. Developed based on feedback from Arms clients worldwide, the POS delivers the benefits of freeing up time in the back office, ensuring accurate sales details, security against cash drawer shortages, and a full record of every transaction.

With more than three decades of experience in the industry, Arms USA is a world leader in jewelry-specific business development. By combining a powerful jewelry-specific software system, with a program of technical support and business development coaching, Arms USA can be the key to unlocking a business's hidden potential and achieving the highest level of success.

Arms' commitment is to educate and empower clients to attain the peak of achievement in their business, leading to increased profits, greater control and direction.

For more information please visit www.armsusa.com

The Lyra Collection - an Interchangeable Earring System

Martha Seely Design introduced the Lyra Collection, an exclusive interchangeable earring system.

The foundations of the Lyra Collection are the Swirl Earrings, a close-to-the-ear earring in the form of an open swirl. The collection features a wide range of dangling Hoop and Accent Elements, can be purchased separately as add-ons, hook onto the back of the Swirl Earrings, where a unique spring mechanism holds them securely in place. Adding and removing element is quick and easy.

The Ensemble Earrings are available in 14K yellow gold, mixed metals (sterling with gold clad wires) or in solid sterling silver, with options to add diamonds to gold elements. The outer and inner hoop dangles feature the designer's signature Shooting Stars design motif, a pierced-metal spiral "filigree" design that represents miniature galaxies.

Thus existing customers who have collected other Martha Seely designs featuring her Shooting Stars motif can coordinate their new LYRA earrings with other designs in rings, pendants, bracelets and necklaces.

There are two Lyra packages for retailers. The Deluxe package is a higher-end luxury package with an emphasis on gold. The more affordable Signature package includes fewer elements and more silver. Each package features multiple ensembles, including 3 base swirl earrings and 3 hoop dangles, as well as a number of other accent element charms from which buyers can choose.



- Existing elements include a lightening bolt, the North Star, a dazzling sun, a sparkling diamond-studded comet, a chain tassel, and a variety of colorful briolette gemstones and teardrop or round pearls.
- MSRP for ensembles with base earring plus 3 nesting hoops ranges from \$615 - \$2,475.
- MSRP Base Swirl Earrings: from \$275 in sterling - \$1,635.00 (14KY + diamonds)
- MSRP Accent Elements start at \$99 for the silver and baroque Tahitian pearls and go up to \$2,290 for the Comets, made in 14KY gold with diamonds.

For more information call 617-899-2162.

Sal Praschnik Jewelers Celebrates Golden Anniversary

Sal Praschnik Jewelers, one of the industry's leading jewelry companies, is celebrating its 50th anniversary. Established by Sal Praschnik in 1968, the company is known for its original nature themed and classically bold designs.

Born and raised in Cuba, at just 19-years-old, Sal Praschnik set out for a new adventure in New York City. After serving in the Marines during the Korean War, Sal embarked on his lifelong career in fine jewelry when he joined his brother-in-law's high-end platinum jewelry factory. There he gained experience and a passion for fine jewelry.

When Sal took a vacation to Miami eighteen years later, he instantly felt at home and decided to extend the trip permanently. "This was one of the brightest decisions of my life!" Sal recalls.

Sal's legacy of jewelry craftsmanship was established in Miami and then cemented when his son David joined him, as did his daughter-in-law Virginia, who became the company's award-winning designer. Over the years, they have created stunning pieces for US Presidents, royalty, foreign dignitaries, professional athletes, and movie stars and have won many prestigious design awards.

"I'm very thankful to have reached this milestone in my career," says Sal. "Looking back, I feel enriched by the experience of seeing the evolution that both our industry and fashion have gone through. Waking up every morning to come to work still feels like a joy rather than a job, and creating beautiful things in the company of my family and my team is my dream come true. Looking to the future, I still believe that as long as there is appreciation for elegance, there will always be a need for jewelry."



I Was Inspired, Motivated And Driven More Than Ever

Just because you are in a small town doesn't mean you have to do small things. I didn't always think like that. I'm from the small, rural town of Walterboro, South Carolina, an hour's drive from any mall or city, with a population of only 6000 people. So when Penny Palmer of the Independent Jewelers Organization called and asked if I would like to come as a guest and see what they were about, I thought she was absolutely CRAZY! We had been in business for over 62 years and in my mind what could an organization like that do for a small, well established store in rural SC? But I had a friend in IJO that I hadn't seen in a while and thought I'd take advantage of a free trip and at least see how the BIG GUYS do it.

Little did I know that my business and personal life would be changed forever that weekend. From the moment I walked up to the registration desk I was greeted with friendly, smiling faces, and people showing a genuine interest in our business and in me. I quickly learned that IJO is more than a buying group, offering discounts and incentives, and jewelry shows at which to purchase. But on top of all that there are the educational seminars and group sessions. After speaking with people in similar areas to mine and seeing what they were doing, I was inspired, motivated, and driven more than ever.

In 2 1/2 years I doubled our business by implementing what I learned from fellow members and the education that is offered. I no longer limit my thinking to being in a small town. You can be successful anywhere if you have the right plan. IJO helped me make a plan and implement it. I can't imagine ever not being a part of this great organization of people with whom you become friends and family. They strive to make each other better.



Mack Thomas, Infinger's Jewelry, Walterboro, SC

IJO's next conference is July 27-31 in Cleveland!



**For information on IJO membership
please call Penny Palmer at 800.624.9252.
www.ijo.com**

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The Raw Stone Debuts a New Collection

The Raw Stone, Inc, a leading supplier of rough diamonds and gemstones launched a new line of custom-designed rough diamond rings created with responsibly sourced materials. The Raw Stone announced the launch of a new collection of unique rough diamond rings. The rings are handmade from sustainably and ethically sourced materials. The designs for the fully customizable rings were inspired by the natural forces that formed the diamonds.

The New Raw Stone Ring Collection

To create a custom rough diamond ring online, customers first select a stone from The Raw Stone's extensive collection of sustainably sourced rough diamonds and sapphires. Next, the customer chooses a ring style and setting that matches their favorite stone. The Raw Stone then hand crafts the ring based on those specifications. Customers may also purchase the rings as is, rather than specifying a particular diamond or sapphire.

Gone are the days of boring, off the shelf engagement rings. The Raw Stone's rough diamonds are truly one-of-a-kind, elegant, ethically sourced, and handmade. The Raw Stone goes to great lengths to ensure that every facet of the rings comes from the most responsible sources, and strives toward 100% customer satisfaction. Just as no two relationships are the same, no two rings made by The Raw Stone are alike.

"We wanted to create an engagement ring option for customers who care deeply about the products that they purchase," says Kerin Jacobs, the founder and CEO at The Raw Stone. "All of our stones are sustainably sourced, never polished by child labor, and conflict-free. They are formed by the earth and are naturally beautiful without any modifications."

The Raw Stone maintains a vast collection of rough diamonds and sapphires that are hand selected by their team specifically for use in jewelry. Like the fingerprint of mother nature, every rough diamond in the inventory is different, and expresses its own individuality. Through this new ring collection, The Raw Stone has created a new option for consumers seeking a unique alternative engagement ring. Uncut, rough diamond rings are an elegant metaphor for the beginning of a long and successful relationship.

For more information call The Raw Stone at 415-841-2747



Continued to Pg 62



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... diamonds have very similar faceting arrangements as round brilliant cut diamonds. The facets in the pavilion of a cushion brilliant extend from the center of the diamond out toward the girdle (outer edge), resembling a star. A cushion brilliant contains larger facets and does not have a "crushed ice" look. Rather, they resemble the appearance of round cut diamonds with a pillow or cushion shape.

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All Shapes & All Sizes

SILVER'S 2017 STORY: HOW ARE WE DOING?

For the past nine years, the Silver Promotion Service has sponsored surveys of retail jewelers regarding their attitudes toward silver jewelry as a basic product category. The study among other things compares silver sales with diamonds, bridal jewelry, gold, and platinum. The purpose of these studies is to measure silver's key results and basically to get the answer to a basic question every marketer must ask: how is silver doing as a product category.



? The study asks nine basic questions and they are:

- What merchandise category offers the best maintained margin?
- What merchandise category has the best inventory turn?
- How important is silver to your retail jewelry store's business?
- How much have you increased your inventory investment in silver jewelry?
- What is your level of optimism for silver jewelry to continue its growth rate?
- What age groups offer the best opportunity for silver jewelry?
- What share of your store's business is represented by silver jewelry?
- What is the best-selling opportunity for selling silver jewelry?

During the past nine years, the results of the studies have been consistent and significant in recording jewelers' opinions of the importance of silver jewelry in their merchandise mix. Some of the important highlights are:

Perhaps, the most important finding of the 2017 study is 67% of the jewelers surveyed consider silver jewelry to be very important or important in their merchandise mix. The following points underscore why two thirds of the jewelers surveyed consider silver jewelry important to their business. Measuring actual sales, margin contribution, inventory turn, and the opportunity for continued sales and margin growth all paint a very positive picture for silver.

Silver jewelry provides the best maintained margins in comparison with bridal, diamonds, gold and platinum jewelry. Over the nine years of studies, silver's maintained margin was continually the highest cited by an average of 48% of the jewelers participating. After silver came diamonds, bridal jewelry, and gold and platinum jewelry.



Silver's share of the retailers' sales on-average hovered around 34% of unit sales and 29% of dollar sales. This fact underscores silver's importance from a basic sales perspective. The key take-away from this result is silver attracts walk-in traffic and generates a significant portion of unit and dollar sales. 29% of dollar sales coming from silver products is a significant portion the business!

When you add the fact that silver offers the best maintained margin year after year, you not only have a great sales story but also a great profit story as well!

Is it any wonder that silver sales have increased on average by 71% over the nine-year time period? As you might expect, 65% of the responders reported silver jewelry sales were an important part of their holiday sales picture.

Female self-purchases are thought to be the best-selling sales opportunity by over half of the retailers participating. The two other categories that are also significant sales opportunities are the gift and youth markets. This result is confirmed by the fact that 90% of the age groups buying silver jewelry are below 50 years of age.

The results of the studies also account for the rationale for jewelers to continue to increase their inventory of silver products

Interestingly enough, even with significant increases in inventory investment by jewelers, nearly half of the respondents report the best inventory turn comes from silver products.

So, to sum up and answer the basic question of how silver is doing, it is clear you come to one conclusion: Silver is doing very well and exceeds expectations on every key operating measurement basis.

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In 2004, Abby was dealing with Medulloblastoma. Now, she's married and a teacher.

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2017 RETAIL SURVEY* R CONSECUTIVE YEAR O JEWELRY SALES GROW

IN 2017 SILVER JEWELRY SALES REPRESENTED, ON AVERAGE, 36% OF RETAILER UNIT VOLUME AND 29% OF DOLLAR VOLUME.

56%

of retailers said they increased their silver jewelry inventory in 2017

59%

of retailers said their silver jewelry sales increased in 2017

57%

of retailers said silver experienced the best inventory turnover rate in 2017

51%

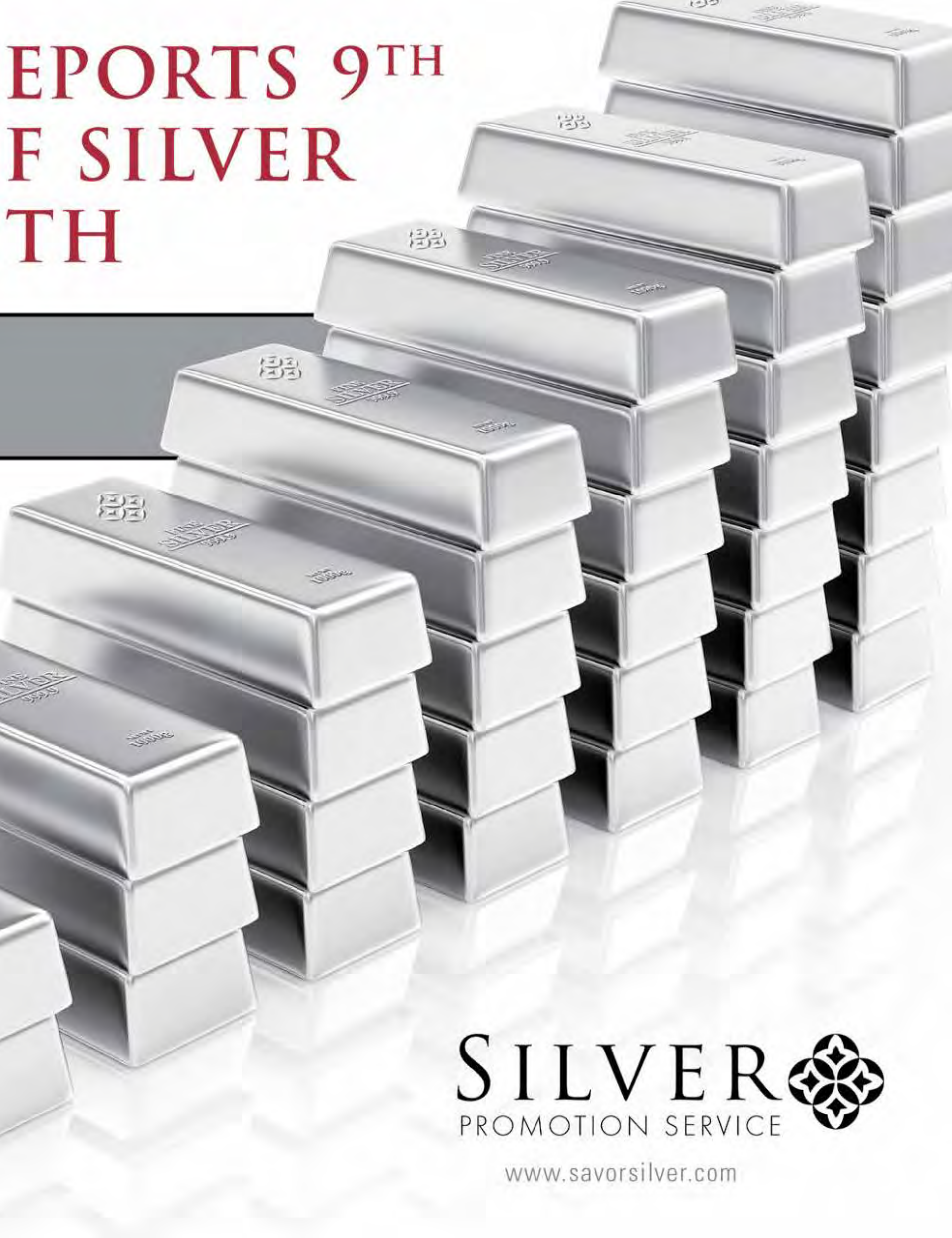
of retailers said silver had the best maintained margins during the 2017 Holiday Season

93%

of retailers said they are optimistic that silver jewelry sales will continue to grow.



REPORTS 9TH OF SILVER TH



SILVER 
PROMOTION SERVICE

www.savorsilver.com

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.

Belle étoile

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.




SILVER™

Belle Étoile®




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For over 35 years, Samuel has been traveling the world and drawing inspiration from exotic locations, his love of art, and the kaleidoscope of color found in nature. From the exotic beaches and lush forests of Asia, to the crystal-clear waters of New Zealand, Samuel recognizes that the potential of nature's bounty is limitless.

Revered for his sophisticated ability to infuse contemporary design with old-world techniques, Samuel's jewelry has a timeless appeal and honors tradition. Partnering with some of the finest jewelry artisans in Bali, many of whom are direct descendants of the Royal Court of Bali, guarantees that each piece of jewelry from the Samuel B. collection embodies perfection.



Royal Bali Collection

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Bali Five[™] COLLECTION

STERLING SILVER & 18K BRACELET \$492



Diamanti[™] COLLECTION

STERLING SILVER & 18K GOLD PAVE DIAMOND
CENTER GOLD BORDER BANGLE (MIDDLE) \$915



Thai Tribal COLLECTION

STERLING SILVER / BALINESE SCROLL
HAMMERED EARRINGS \$132



SILVER



Imperial Bali

MEN'S COLLECTION

STERLING SILVER & 18K GOLD TULANG
NAGA DRAGON BRACELET \$597

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the "Island of the Gods" Bali*



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Expressive jewelry for independent women

At bastian inverun, we have been designing expressive jewelry with exclusive materials since 1974 – always in vogue, always timeless. The internationally operating business, founded by a jeweler in the Hanseatic City of Bremen/Germany, is well-known for being a pioneer in creating breathtaking pieces with real gemstones and diamonds set in bright sterling silver. Love and devotion for our products is what drives us at bastian inverun. Our vision is to create unique pieces of jewelry that underline the personal style and individual elegance of independent women. We aim to maintain our high quality and design standard and be a reliable, enduring and faithful partner.



1



2



3



4



5

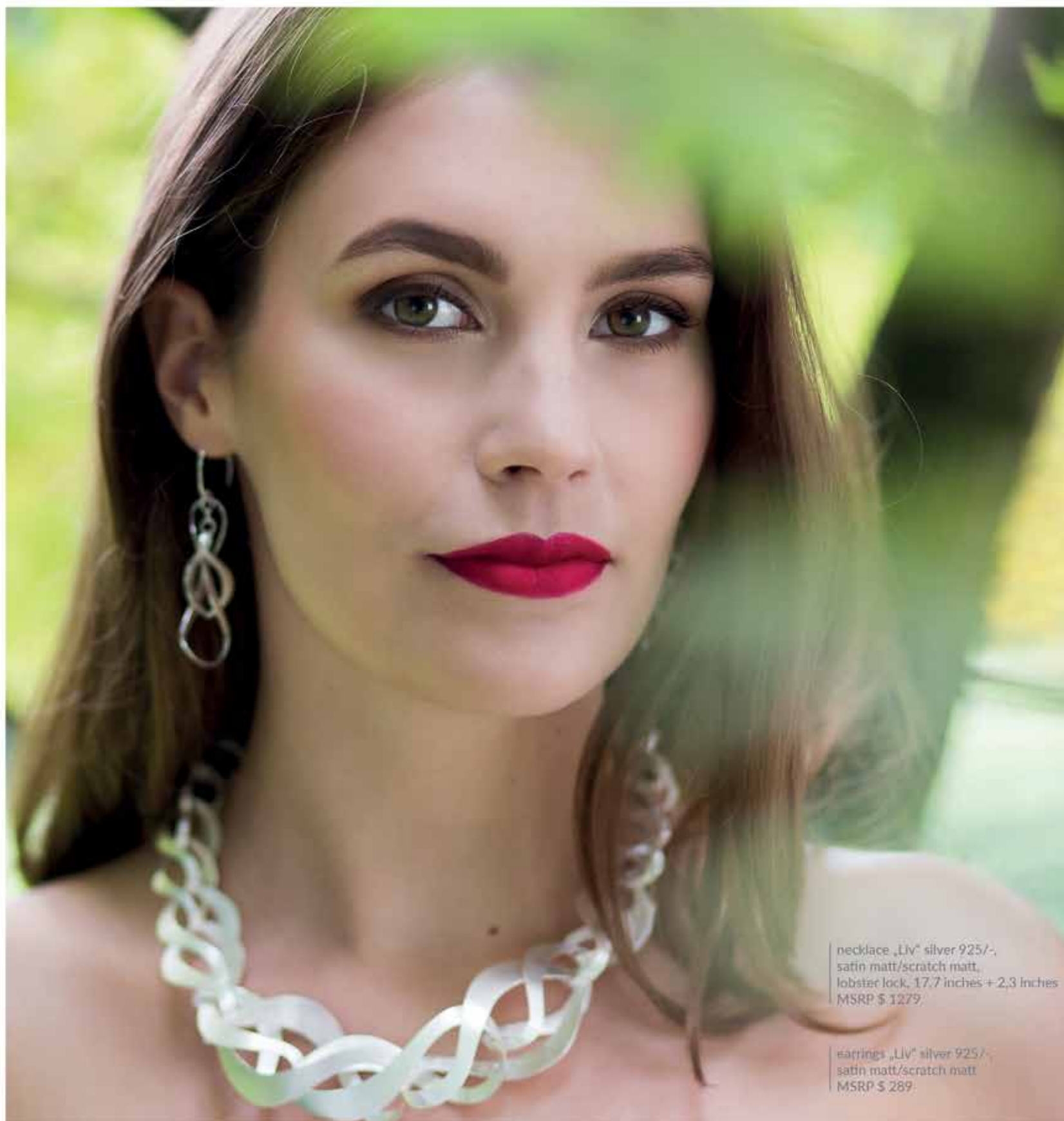


6



7

- 1 | pendant silver 925/-, partly rosé gold plated, green amethyst 2,52ct, satin matt/scratch matt (chain sold separately) MSRP \$ 309
- 2 | ring silver 925/-, partly rosé gold plated, green amethyst 2,52ct, satin matt/scratch matt MSRP \$ 389
- 3 | ear studs silver 925/-, partly rosé gold plated, green amethyst 1,99ct, satin matt/scratch matt MSRP \$ 329
- 4 | ring silver 925/-, satin matt/brushed fine/polished, dia. 0,02ct MSRP \$ 479
- 5 | ring silver 925/-, satin matt/brushed fine/polished MSRP \$ 329
- 6 | pendant silver 925/-, satin matt/brushed fine (chain sold separately) MSRP \$ 329
- 7 | ear studs silver 925/-, satin matt/brushed fine MSRP \$ 159



necklace „Liv“ silver 925/-,
satin matt/scratch matt,
lobster lock, 17,7 inches + 2,3 inches
MSRP \$ 1279

earrings „Liv“ silver 925/-,
satin matt/scratch matt
MSRP \$ 289

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— DESIGN JEWELLERY —

el
E.L. Designs
 Ed Levin Studio

We believe our jewelry speaks for itself, so we're gratified that the designs pictured here have caused you to linger on these pages. While you take a look, we'll take this opportunity to tell you about our company. E.L. Designs holds a unique position as a leading design studio offering American-made fashion forward jewelry for today's competitive marketplace. Because E.L. Designs are hand-crafted, not mass-produced, each piece is imbued with unparalleled beauty, function and quality. After 70+ years in the business, our creative energies continue to excite attention with unique, wearable fashion jewelry that never goes out of style – some of our oldest designs are continually rediscovered by new generations. Our love of innovation becomes apparent in the intriguing function of our jewelry - bracelets that expand or swing or flip open, or necklaces that enhance your wardrobe with two separate looks. Delightful jewelry and jewelry suites from E.L. Design define the fashion jewelry and sterling silver market. Give us a call – we'd love an opportunity to show you the not-so-obvious qualities that set us apart.



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shown closed and open



Signature Bracelet



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E.L. Designs

by ED LEVIN STUDIO

KELIM

JEWELRY DESIGN

Clean lines and brilliant design characterize Kelim jewelry. There is a rich diversity in the collection that includes over 700 organic and geometric designs that are both feminine and timeless. From observing the patterns in the kelims, Meral and Halil have developed a keen eye for elemental and architectural form in every corner of their environment. Their inspiration simply comes from being aware of the intricate beauty that surrounds us in our daily lives. Kelim's timeless matte sterling silver styles are influenced by the natural beauty of both Turkish and Swiss cultures. Each piece is hand crafted and finished. It is modern, wearable jewelry that can literally be worn with jeans and a t-shirt or with a cocktail dress. The designs are fresh and classic, and never trendy.




SILVER™

Forget Me Not Collection

A - KL925 MSRP: \$430, B - KP621 MSRP: \$75

C - KP609 MSRP: \$95, D - YZ155 MSRP: \$95



KELIM

JEWELRY DESIGN



JCK Las Vegas
Design Center

JUNE 1 - 4 | Booth #17124

JA New York

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summer collections!*



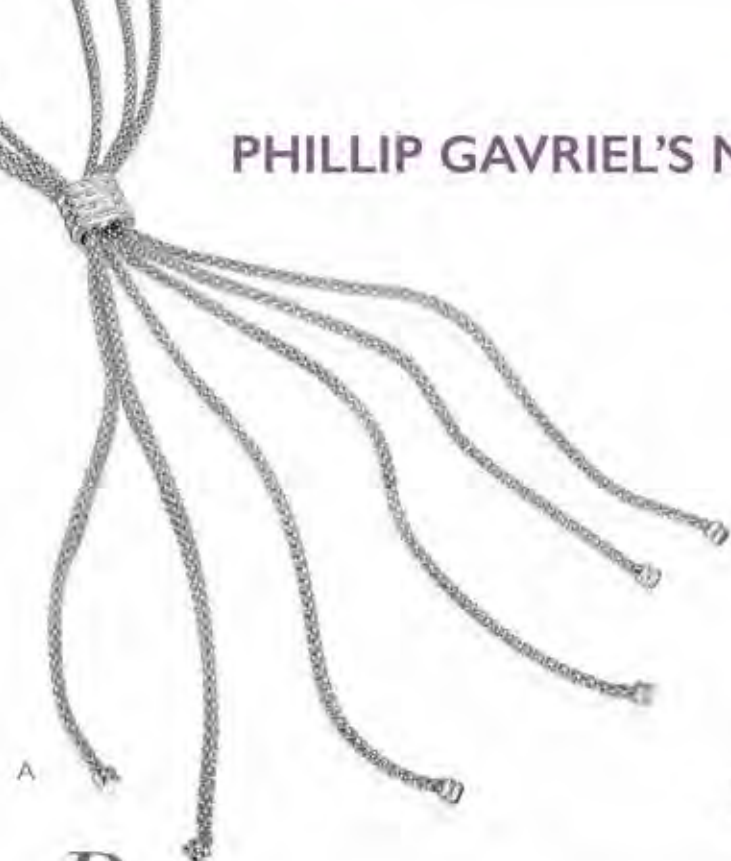
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PHILLIP GAVRIEL'S NEW SPRING POPCORN COLLECTION

is a beautiful blend of casual and classic elegance



PHILLIP GAVRIEL®



Phillip Gavriel is a brand that continues to have tremendous growth. The success has been in part due to the styling which speaks to today's consumers' more "casual luxury" lifestyle. The pieces are versatile and easy to wear. From a morning of yoga, a day at work, and through a night out, each piece fits the bill perfectly. "The pieces in this collection strike the right balance between fashion and fine jewelry," says designer Phillip Gabriel Maroof. The second element to the brand's huge success has been the price points. With retails that start at \$100, the pieces are a great gift and perfect for that self-purchase. Each piece is crafted using only precious metals; many are highlighted by natural gemstones and diamonds. When you combine this with the up to 3-time markup, proven fast turn, and Royal Chain's unmatched reputation for customer service, it's a great addition to your store's presentation.

Spreading The Word

Phillip Gavriel is committed to building consumer awareness and recognition of its brand. We do this through full-page ads in America's leading fashion magazines combined with a consistent presence on many social media platforms.

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- A. PGRC1685 Silver & Diamond Tassel Necklace \$550
 B. Silver & 18K Gemstone or Diamond Bangles: SILBG2275 (Onyx), SILBG2200 (Amethyst), SILBG2271 (Blue Topaz), SILBG2273 (Peridot) all \$295, SILBG2276 (Diamond) \$395.
 C. Silver & 18K Colored Sapphire or Diamond Buckle Bracelets: SILRC1338 (Yellow), SILRC1340 (Blue), SILRC1339 (Black), SILRC1341 (Pink) all \$199, SILRC1337 (Diamond) \$250.
 D. Silver & 18K Gemstone or Diamond Heart Studs: SILER6544 (Onyx), SILER6541 (Blue Topaz), SILER6542 (Garnet), SILER6539 (Amethyst) all \$195, SILER6545 (Diamond) \$295.

Popcorn Collection



DESIGNER OF
DISTINCTION
SILVER 

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Recognized as a global leader in design for more than 65 years, Nambé develops products that bring function and style into the home. With countless accolades, Nambé now brings its celebrated design heritage to men's jewelry with a **.925 sterling silver** collection designed by renowned jewelry designer Rémy Rotenier.

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PARAMETRICS MEANS PROFITS FOR RETAILERS

By Jenine Lepera Izzi

In part 2 of our 4-part series, we will learn how to build several parametric rings, in less than 5 minutes. More and more customers are looking for customization options from stores, and 3Design provides a quick and easy way to engage them. By having an in-house design bar, customers can create their own rings designs, alongside store associates, and engage in a unique experience that can provide multiple points of contact for future purchases (custom anniversary and birthday gifts, for example). By learning how to create multiples, sets can be designed in minutes (with wedding bands, for example).

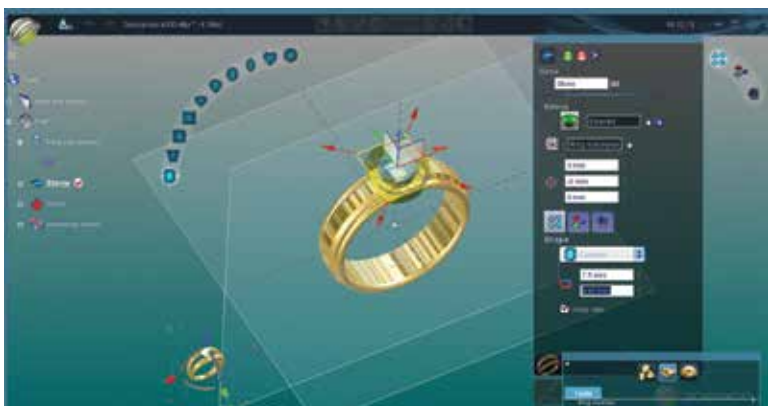
STEP 1 PARAMETRIC SOLID MODELING

3Design's parametric solid modeling allows us to start with our last ring creation (as seen in the March/April issue), and transform it into a brand-new design without having to start over.



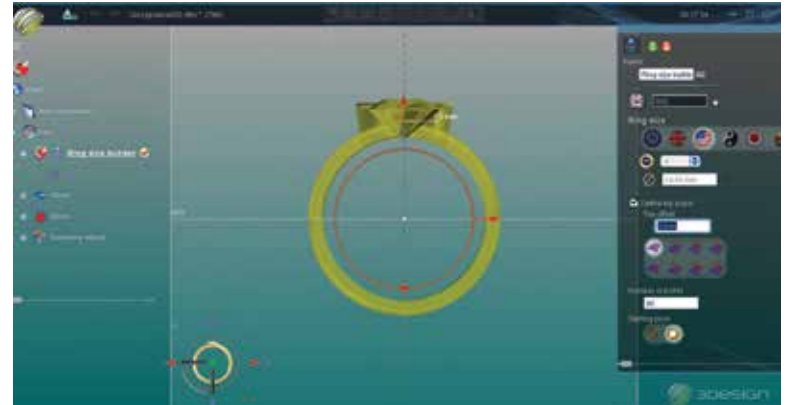
STEP 2 CHANGING THE STONE

In our last session, we used a 5.18 mm round brilliant solitaire ruby stone. By simply clicking onto the stone from the original design we can easily change it into another shape. Now, I will update this stone from the ruby solitaire to a 7.5 mm emerald cushion cut. Select the cushion cut stone, hit enter, and the ring updates the stone and bezel setting proportionally.



STEP 3 CHANGING THE FINGER SIZE

The key to parametric history is that the design updates "proportionally." As you will see, we will dramatically change the finger size from the original size, 7, down to a size 4.

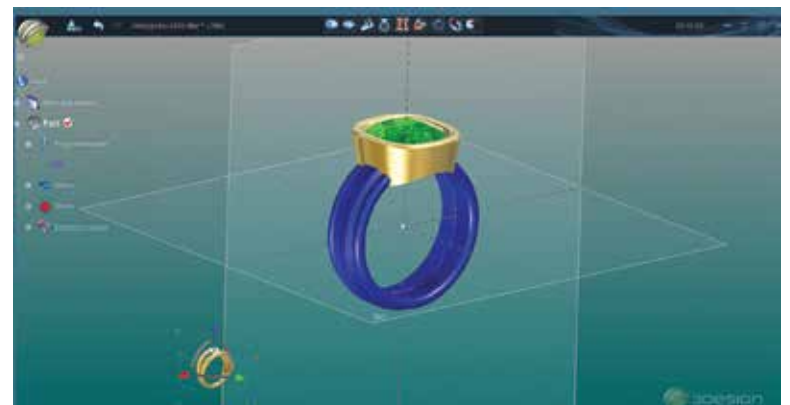


Confirm change by hitting the enter key, or simply hit enter and the size to update.



STEP 4 CHANGING THE SHANK

Again, by clicking onto the shank, it opens up the tool that allows us to change the original bell shape of the shank (which we used to create the first shank) to a new shape, a channel. This gives us a completely different shank for a new design.



Confirm change by hitting the enter key, or simply hit enter and the shank to update.



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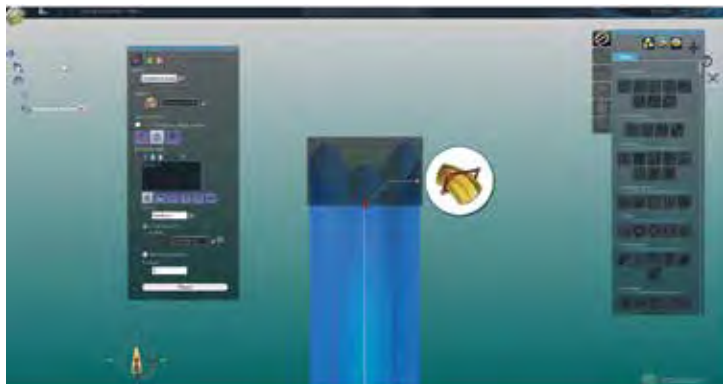
PART 2

PARAMETRICS MEANS PROFITS FOR RETAILERS

Original shank, in a bell shape:



Delete the original bell shape, and replace it with the channel shape.



STEP 5

ADDING A SECOND SECTION TO TAPER THE SHANK

We can add an additional shape (round circle) to the bottom of the shank to give the ring a tapered look.



STEP 6 WELCOME A COMPLETELY NEW RING

We now have a completely different ring: a size 4, emerald cushion with a tapered shank. **REMEMBER TO SAVE** this file under a new name now, so that you don't override the original design.



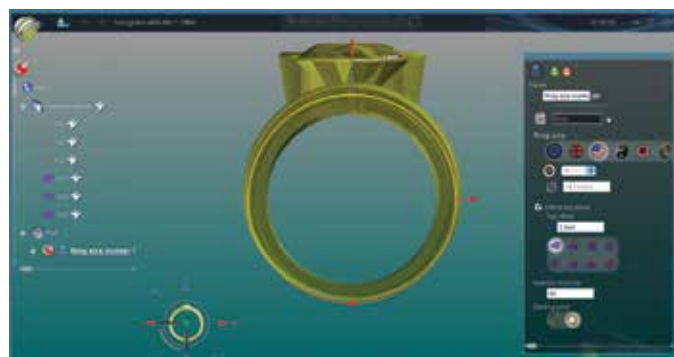
STEP 7 REPEAT THE PROCESS AGAIN, WITH A COMPLETELY DIFFERENT STONE

Now, we will click back into the emerald cushion cut and change it to a 10mm heart-shaped pink spinel.



STEP 8 GO FROM A SIZE 4, TO A SIZE 8

We will change the finger size from a size 4 to a much larger size 8 to demonstrate that the dramatic change in size does NOT affect the ring design.



STEP 9 CREATING A NEW SHANK

As you can see, we again now have a completely different ring. It is a size 8, heart-shaped pink spinel, with a tapered shank. Again, **REMEMBER TO SAVE** this file under a new name so that you don't override the last design.



True Mine To Market



No Middleman... We buy rough from emerald mines around the world... we cut, polish and provide you with a wide range of sizes, shapes, qualities and price ranges including single stones, matched pairs, melee and layouts to meet your requirements.

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Jewelers Mutual Group offers JM Shipping Solution™

Jewelers Mutual Group has launched a comprehensive shipping platform called JM Shipping Solution, available to all members of the U.S. jewelry industry.

Jewelers can now compare and select shipping options with an easy-to-use platform that lets them take advantage of exclusive discounts, insurance options for their packages, and includes many additional features.

"Supporting the vitality of the jewelry industry is our main focus when developing new products and services," said Tina Olm, Jewelers Mutual Director of Commercial Lines Underwriting. "JM Shipping Solution was created to provide an easy, secure, and cost-effective way for jewelers to ship their merchandise."

The three major benefits of JM Shipping Solution include convenience, cost savings, and loss prevention. Jewelers are able to save time by choosing the most effective carrier, service type, and packaging using dashboards that simplify their buying decisions. The platform also offers discounted rates from multiple major carriers and allows users to integrate existing discounts. Lastly, sophisticated tracking software ensures that deliveries are made successfully.

"To bring the platform to life, we wanted to partner with a company that had decades of logistics expertise, as well as an understanding of the jewelry industry" said Olm. "Leveraging software powered by TransGuardian has allowed us to introduce jewelers to a variety of features that have transformed the way they do business."

Some additional features include the ability to:

- Queue and manage upcoming shipments
- Manage all aspects of return shipments
- Buy full or excess coverage when needed
- Integrate with existing business systems
- Purchase Anti-Money Laundering compliance resources

JM Shipping Solution users who are also insured with Jewelers Mutual Insurance Company can take advantage of even more features, such as:

- Receiving deeper discounts on shipping and insurance costs
- Waiving the requirement to declare value to the USPS on Registered Mail™
- Syncing jewelers block coverage with the platform

Signing up to use the features of JM Shipping Solution is free and the platform doesn't require shipping quotas.

To learn more and enroll, visit JewelersMutual.com/Shipping, email shipping@jminsure.com, or call 1-855-I-SHIP-JM (855-474-4756).

Frederic Duclos Tower Display Now Available

Award winning and best-selling sterling designer Frederic Duclos is pleased to announce his now Tower Display. This is the perfect solution for stores with limited display space that want to properly showcase the designer's selection.

This streamlined design is full vision from all four sides with excellent long life LED lighting. The elegant gray laminate and back lit logo on the header and footer add to the contemporary feel of this display. The height is 76" and the width of the three shelves (plus bottom) is an ample 24" x 18". The tower is made in the US.

Please contact Karen@fredericduclos.com for pricing and co-op options with minimum purchase or call 866-898-3636,



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STEP 10 REALISTIC RENDERING OF ALL THREE NEW RINGS, DONE PARAMETRICALLY

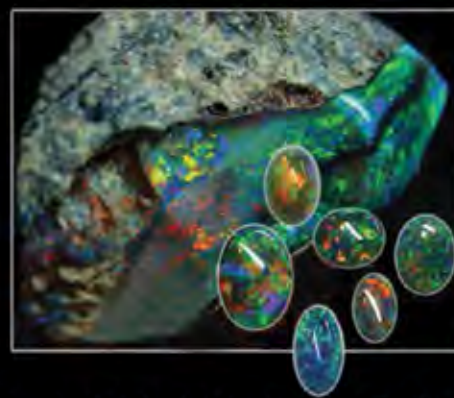


In part 3 of our next article, we will learn how use parametric history to add a halo setting to the original basic ring, giving us a 4th ring design in under 5 minutes. Halos are very popular, and for customers looking for a big look, but without the big price tag, they are a great addition to the customization process in your store.



Jenine Lepera Izzi

Jenine Lepera Izzi founded the New York Jewelry Design Institute (NYJDI), an educational haven for budding designers and jewelry pros looking to enhance their skills.



MANNING OPAL

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— Joy Krasner,
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Capturing Faster Attention On Instagram

By Matthew Perosi

Over the years, we've learned that a website must capture attention quickly or the user is going to leave within a few seconds. Now that all social networks are designed to allow for fast scrolling through recent posts and photos, we have the same need to capture fast attention with our social photos.

Instagram continues to rise in popularity among those who enjoy looking at photos rather than talking about them. It's a simple visual platform that makes it easy to take photos or short videos with your smartphone and post them online. Its focus on using graphic mediums to attract viewers' attention makes it a perfect match for an industry that relies on visuals to showcase beauty, tell stories, and capture emotion. But you have to be mindful of the images you use; otherwise, all your efforts will be in vain.

AVOID WHITE

It takes a bit of expertise to capture perfect photos using a DSLR camera for a product catalog website. If you expect to sell online, you need to shoot your products on a white background to capture the correct color of your item. It can take hours to get one good looking image for your ecommerce website.

On the contrary, Instagram is filled with color. Items shot on white back grounds are often boring to look at and they will not capture attention; people will simply scroll right by them in their photo feed. Your Instagram photos will attract more attention when the backgrounds are colorful, when the jewelry is worn by a model, or when shot extremely close using a macro lens.

Visually intriguing and colorful photos are more likely to get someone to stop and look at it. While you might spend hours on the perfect product catalog photo, the photos for Instagram should look natural wherever you take them. Use your smartphone to take the photos and don't spend more than a few minutes trying to capture the perfect shot. It's better to point and shoot a quick visual moment than to worry about a perfectly composed photo.

GET READY FOR THE CLOSE-UP

Although color is important for attracting attention, you'll grab even more attention if you show your jewelry from an unexpected point of view, specifically, under magnification. Smartphone macro lens attachments are commonly sold anywhere you can find smartphone accessories. Extremely close images taken with a macro lens are uncommon on Instagram and the detail they provide often captures attention. Image A shows an example of a diamond ring photo when taken with an iPhone.



Image A

In this simple top-down photo, we can't see a lot of the diamond details because the smartphone camera can't focus on those small details. This type of photo is very common on Instagram. To improve upon this photo, I got a 7x and a 14x macro lens attachment for my iPhone. My personal preference is the Ollo Clip brand macro lens available at the Apple Store, but you can also find smartphone accessories for iPhone and Android phones on Amazon.com.



Image B

Using the 7x macro lens attachment, I'm able to zoom into the diamond ring as shown in Image B. This is the same size photo taken with the iPhone, but the 7x macro lens allows us to see a lot more detail. This photo probably wouldn't attract much attention because most of the background is white.

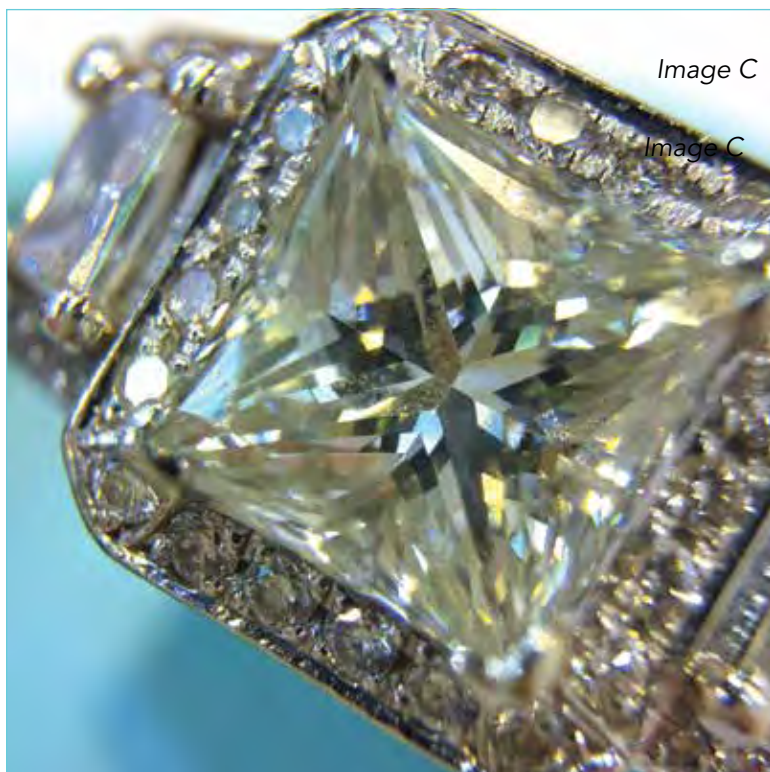


Image C

Image C

Image C was taken with the 14x macro lens attached to the iPhone. At this level, we can see individual facets on the center stone as well as individual pave diamonds. This is the raw photo from the iPhone without any zooming or sharpening. An up close photo like this would be unexpected on Instagram, and it will capture attention. Instagram allows you to upload several photos grouped as a single post. With these macro lenses, you can set the photo with 14x magnification as the main photo, the 7x as the second photo, and the non-magnified photo as the third photo. Using all three photos would allow someone to see various details of your item. The goal on Instagram is to build your brand recognition by making someone pause long enough to read the description and sometimes even leave a comment. If they really like what they see, they will look at your profile and visit your website.

THINK ARTISTIC

The example photos I've shown here are not professional quality, and they don't have to be. The photos used on Instagram should be more artistic than professional. Don't think of Instagram as another boring online marketing tactic; instead, think of it as a way to show off the beautiful jewelry you sell. There's no better way to show off the beauty of your jewelry than under magnification. Keep in mind that too much of a good thing will eventually make it boring, which is why I suggest that you post to Instagram only once per day. Don't try to sell through this social network; just let the photos speak for themselves to help build your brand.



Matthew A Perosi

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

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Wedding BUSINESS BASICS

By Gloria Maccaroni



With more than 2 million weddings in the United States each year the bridal business presents an excellent opportunity for potential jewelry sales, especially silver jewelry.

Based on the results of the 2017 Real Weddings Survey and the 2017 Jewelry and Engagement Study, both conducted by the Knot, couples continue to spend money and lots of it on jewelry not only for their engagement and wedding rings but also on items for themselves to wear on their special day and for their bridal parties. These studies captured responses from nearly 14,000 US couples married in 2017 to uncover the financial spending habits and trends of weddings in America and included everything from the average spent on a wedding dress to the average length of engagements.



Let's look at how the numbers could add up for wedding jewelry sales:



WHERE THEY SHOP



61% of brides and grooms said **friends/family were most influential** in choosing a local retailer. Ability to customize the ring was a close second



When selecting the retailer, **grooms had more input** than brides



45% of grooms purchased from a local/independent jeweler. The number goes up to 60% of grooms when it comes to those who spend more than the average on their luxury wedding

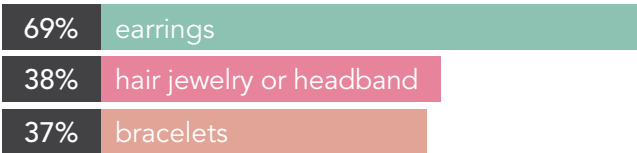


WHAT THEY BUY



THE BRIDE

- **\$333** is the average spent on jewelry for the bride
- The top 3 items chosen by brides:



- Only silver designs can provide a wide variety of earrings and bracelets at this price point

She spent thousands on her dress and now needs the perfect earrings to go with it, and silver jewelry is perfect to go with her "white" metal ring.



Gabriel & Co. earrings
MSRP: \$300. 212-519-1400



Belle Étoile, sterling silver earrings
MSRP: \$295. 877-838-6728.



THE GROOM

- **\$408** the average amount the groom spent to complete his look, with cufflinks (27%) and watches (22%) accounting for the largest shares

Chances are that the groom does not own a pair of cufflinks. Sterling silver offers the perfect price point along with a timeless statement of style



Phillip Gavriel, sterling silver cufflinks
MSRP: \$180. 800-622-0960



Samuel B., sterling silver /18K cufflinks.
MSRP: \$315. 800-SAMUELB.





THE BRIDAL PARTY:

- According to the survey: the average number of bridesmaids and groomsmen is 5

THE BRIDESMAID:

- \$106 is the average spent on jewelry per bridesmaid
- \$106 x 5 bridesmaids = a \$530 sales opportunity!
- Earrings (59%) accounted for largest share

Suggest a gift of lasting beauty. Sterling silver meets the budget and allows the bride to select from a range of styles to coordinate with the dresses, or that says "thank you" for your friendship.



Lika Behar earrings.
MSRP: \$350. 201-933-7200



Alex Woo
MSRP: \$148. 212-226-5533

THE GROOMSMAN:

- \$160 is the average spent on jewelry per groomsman, with cufflinks (45%) accounting for largest share
- \$160 x 5 groomsmen = \$800 in potential sales!

They have been with him through thick and thin; a mug or a picture frame just won't do. Give the timeless gift of silver. Silver cuff links can be worn forever or a great bracelet that will remind him of the special day.



Samuel B., Mens sterling silver bracelet.
MSRP: \$582. 800-SAMUELB.



Phillip Gavriel, sterling silver cufflink.
MSRP: \$295. 800-622-0960

GIFTS TO EACH OTHER:

BRIDES:

- 40% of brides have given their spouse/partner a watch at some point
- \$560 is the average amount bride spent on groom, with watches (64%) as most popular choice followed by cufflinks.

GROOMS:

- Although they may not buy something more than the engagement and wedding rings today, they will be sure to be back to buy anniversary gifts especially when reminded.



Kir, sterling silver channel collection.
MSRP: \$175 - \$595. 303-530-1235.

THE RINGS:

Of course, it all starts with the rings-

- \$8,627 is the average spent for engagement rings purchased at local/independent jewelers
- \$1,223 is the average spent on the bride's wedding ring up to \$1,933 for brides planning a luxury wedding
- \$619 is the average spent on the groom's wedding ring up to an average of \$1,167 for luxury grooms

ADD UP THE POTENTIAL:

You can see how **the numbers can add up to over \$2,630 in potential sales** and that is in addition to the sales of the engagement and/or wedding rings. Only silver can provide the price point options that fit the budget and lasting keepsakes for all will cherish for years to come.

The Real Weddings Study is one of the studies The Knot conducts on a regular basis. It comes out every year and acts as a barometer for overall wedding spending in the U.S. Every other year, The Knot publishes its Jewelry & Engagement Study, which focuses on trends surrounding the proposal, including how much couples are spending on engagement rings.



Gloria Maccaroni

Gloria Maccaroni is Director of Brand Development for The Silver Institute /Promotion Service (SPS). SPS, launched in 2008, develops and implements programs designed to enhance the image of and stimulate demand for silver jewelry in major markets. Brands and designers are selected to participate in the program and can request more information by writing to info@savorsilver.com. Retailers are encouraged to visit

savorsilver.com to find jewelry collections to grow their silver jewelry sales.

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MARS Fine Jewelry is looking for highly motivated sales professionals to grow & service territories. Our line offers extensive styles, competitive pricing, pre-packaged programs, & custom design services. Proven sales ability is a must, as well as current relationships with high-end independent retailers. Travel Required. Non-conflicting lines OK. Several US territories available. Please email resume to art@marsjewelry.com

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MiDAS Sales Reps Wanted

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 or fax 201-244-1151 Attn: Human Resources Dept

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2018 Closing Dates

The Retail Jeweler 2018 Closing Dates			
ISSUES 2018	CLOSING DATE	DELIVERY DATE	SHOW ISSUES
Jan/Feb	12/01/17	01/12/18	JIS*, Tucson*, JANY*, Atlanta*, MISA*
Mar/Apr	02/09/18	03/22/18	JIS*
May	03/23/18	04/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	04/23/18	05/28/18	JCK, JIS
July/Aug	06/11/18	07/17/18	JANY, SJTA*, Select*
September	07/27/18	09/03/18	Centurion*, JIS*, Select
October	08/24/18	10/05/18	Select, JA-Special Delivery
Nov/Dec	10/12/18	11/16/18	

*Pre-show issue **Delivery date is approximate & is for planning purposes only & is not guaranteed.







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and look forward to continuing to gain momentum for the Phillip Gavriel brand through their substantial marketing efforts which include, but aren't limited to, social media, corporate sponsorships, collateral material and consumer advertising.

Altr Created Diamonds Expands into Australia

As the only created diamond brand launched by a century old mined diamond house (Riam Group), ALTR Created Diamonds launched to retailers in Australia at the 2018 Showcase Jewellers.

Led by Amish Shah, a third-generation diamond and jewelry manufacturer, Altr Created Diamonds now sells all over the world including in the United States, EU, China, Australia, India, Canada, Thailand, South Korea, Israel and South Africa. Altr Created Diamonds has experienced impressive growth and international expansion.

"We are thrilled to bring Altr Created Diamonds to retailers in Australia," said Mr. Shah, President of R.A. Riam Group. "This milestone marks an important phase in the growth of the Altr brand, which is now selling across the world, and demonstrates the positive change that Created diamonds can bring to the centuries-old diamond industry."

"It was very exciting for us to present Altr Created Diamonds to our retailers and demonstrate the beauty and uniqueness of the brand," said Carson Webb, General Manager of Jimaco Ltd, Showcase Jewellers. "Transparency, knowledge, beauty, quality and design are all words we used to plan our future with Altr together. It's all about a choice for the consumer, now being able to afford a brighter diamond. Our partnership with Altr is a perfect fit and compliments our entire fine jewelry business."

Employing proprietary technology, Altr creates certified Type IIA lab grown diamonds that are identical to chemical, optical and physical composition as the world's finest mined diamonds. Because Altr is vertically aligned it has the infrastructure not only to grow, cut and polish its own supply of Type IIA created diamonds, but also design, manufacture and distribute fine created diamond jewelry. Altr Created Diamonds carry certification from Gem Certification and Assurance Lab (GCAL).

With an extensive design archive and more than 22 exclusive, patented diamond cuts, Altr Created Diamonds offers a full line of rings, bracelets, necklaces and earrings sold under the Altr brand name. For more information on the Altr Created Diamonds, please visit www.ALTR.NYC.

Phillip Gavriel Drives Demand with Consumer Advertising

Phillip Gavriel kicked off their 2018 national consumer campaign with two pages of advertising in the March issue of Harper's Bazaar. The ads introduce the consumer to their new gold Popcorn Collection that they recently added to their successful sterling silver Popcorn Collection.

Phillip Gavriel actively supports their retail partners through their consumer outreach. They are enthusiastic about the future

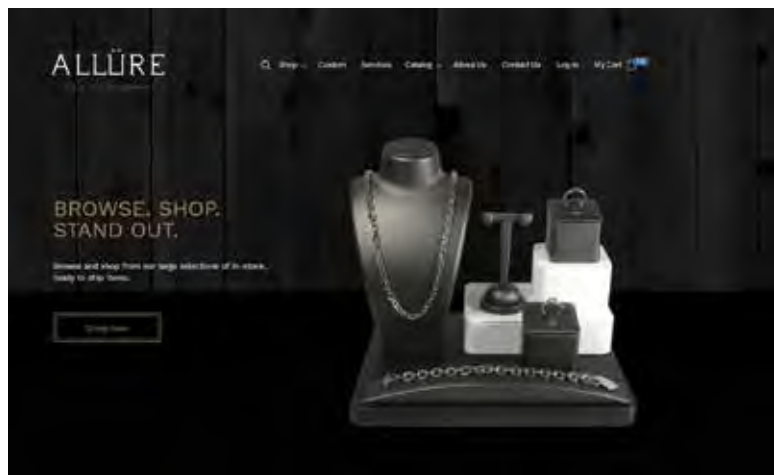


Allure® Box & Display Launches New Website

Online ordering comes to market in conjunction with fourth catalog release, just in time for spring 2018 and wedding season

Designer and fabricator of fine jewelry displays, boxes, trays, pouches and showcases, Allure® has stirred quite the emotion in jewelry and fine watch circles, effectively bringing back the glamour and elegance traditionally associated with gift giving and presentation.

As an enduring antidote to throwaway culture, Allure® remains inspired to hoist every jewelry piece onto its own pedestal—much like the recipient of a treasured gift deserves. And to help a greater community of jewelers, retailers and design studios infuse their showcases with the magic of Allure®, the company just launched its new website at allurepack.com. Browse, shop and customize the best Allure® has to offer. Catalogs are available for download and order, and direct connections to the company's venerable artisans can be forged right online. Learn more and shop Allure® at allurepack.com



Compact and Versatile Impulse Welding Device

The PUK C440 precision welding device is a compact and versatile TIG impulse welder where small and tedious welds can be carried out under a welding microscope.

The operating principle and spectrum of possible applications are very close to those of laser welding. This similarity means that the exact positioning of small, stable spot-welds or welds in hard-to-get-to or deep lying positions poses no problem. In contrast to soldering, the area of the work piece that is affected by heat is very small when working with the PUK C440. So small in fact, that problem free welds adjacent to precious stones or pearls can be handled with ease. Even the finest of welds are possible. Utilizing our welding microscope, the problem free handling of pieces of work right down to 0.2

mm now becomes a reality. PUK C440 welding's functional principle is as simple as it is ingenious. When the tip of the electrode in the welding handpiece touches the workpiece, the welding process starts automatically. Precisely on this touch point, an arc is ignited in an inert atmosphere as a lifting magnet in the handpiece withdraws the electrode. Any metal or alloy normally used for welding is suitable for the process. The PUK C440 was developed for goldsmiths!

The Complete PUK C440 System Includes:

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For More Information contact Scott Petrillo at 203-366-5400 ext. 270 or Visit www.gesswein.com

Marika Desert Gold Gingko Designs

These two award winning designs from the M.I.Jewelry "Marika Desert Gold" are crafted in 14K gold. Marika Desert Gold jewelry has a proprietary finish that gives the pieces a deep, rich color. The ring features 0.21ctw of diamonds and has an MSRP of \$1,500. The hinged bangle bracelet is set with 0.19ctw and has an MSRP of \$2,000. For more information call 216-759-7569.



Hinged Sizing Set Determines True Finger Size

CLIQ has developed a sizing set complete with an upscale presentation case that elevates the customer sizing experience. The CLIQ sizing set takes the guesswork out of sizing beyond the knuckle for CLIQ custom-fit rings or any other hinged shank.

"Forcing a ring over a stubborn knuckle is like trying to remove shoes without unlacing them," says Eric Alulis, President of Superfit Inc. "And we're not talking about smelly, old running shoes; we're talking about luxury, the most expensive thing you're wearing, and it should fit your body perfectly." The CLIQ sizing set determines the true finger size- the size behind the knuckle.

The CLIQ sizing rings open and close on a hinge just like a CLIQ shank and securely wrap around the base of the finger with a strong closure. This is the first sizing set that has been designed to be elegant enough for front of store presentations. The sizers range from size 2 to size 13.5 in half size increments. The CLIQ sizing set is available now and can be seen on display at the upcoming JCK Las Vegas show at booth #B31173. For further information call their corporate office at 800-765-7111.



Natural Diamond Alternatives

Many consumers, Millennials among them, are looking for more affordable diamonds for their engagement rings, that are also perceived as more environmentally friendly and natural. Minimalist and a DIY (design-it-yourself) trend customers are also prospects for these natural looking stones and rough diamonds in a variety of colors. For a slightly more conventional style consider faceted silver mist diamonds. These salt and pepper diamonds give a more upscale look, especially when complemented with light pinks or blue hues.

Work with your customer to tell their individual story and create a beautiful statement piece that will last them a lifetime. Give them a story to tell about how they discovered the unique diamond of their dreams at your store.

For more information call Nice Diamonds at 212-764-3916.



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2018 Competition Deadlines:

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