

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 9, Issue 6 • September 2018



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COVER: Our cover model is wearing 14K gold chain courtesy of Midas Chain 877-643-2765

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The Revised FTC Guidelines Updated Since Print Version



Their Impact on the Diamond Business

The Federal Trade Commission recently issued its revised Guides for the Jewelry, Precious Metals, and Pewter industries. Their stated purpose of this effort is “to advise marketers how to make non-deceptive claims about jewelry products rather than preventing unfair practices.”

For more information on the other FTC Guidelines reviewed, please go to <https://ftc.gov/public-statements/2018/07/statement-basis-purpose-final-revisions-jewelry-guides>.

While each of the topics reviewed by the FTC is important, the most eagerly and nervously awaited were the ones addressing cultured diamonds and diamond definition. Within the past couple of years, lab-created diamonds have occupied a great deal of time, attention, and thought throughout the industry. The discussion is eerily similar to what took place the last time the Guides were changed in the 1980s. Then, it was the “natural” gemstone groups who fought hard against giving lab created gemstones a modicum of respectability. They favored the use of the word “synthetic” to describe the fact that lab created gemstones were different and, therefore, not as good as those coming from the earth. The position of the diamond people today was virtually identical with the position of the Colored Gemstone importers in the 80s.

The diamond sector of the jewelry industry had an intense interest in the outcome of what the guides said about lab-grown and mined diamonds. Both sides of the question wanted their way to prevail. The mined diamond group wanted to retain the use of the word natural. They also would have preferred to have the word synthetic connected with lab created diamonds.

Lab-created diamonds won the argument with the declaration from the FTC, that a diamond is a diamond as long as it is chemically, optically, and physically identical with mined diamonds. The caveat of the 1980’s that a lab created diamond must still retain the phrase “lab-created” associated with a manufacturer’s name such as Chatham “lab-created” diamonds. The FTC allowed sellers of mined diamonds to continue to be able to use words like: natural, real and genuine. The reality, I suspect, is those descriptors are immaterial. The important word in any discussion with a consumer is the word diamond. After that it becomes a matter of how well the diamond is cut; what the clarity is; what the color is, what does it weigh? And, finally, how much does the diamond cost?

I think mined diamonds have a distinct edge over lab created diamonds because the jeweler has to explain what a lab created diamond is. How is it created? How is it manufactured? The jeweler needs to create a unique selling proposition for the lab created diamond. While the lab created diamond is chemically, optically, and physically identical to a diamond from the earth, a jeweler will likely differentiate the two by stating mined diamonds provide employment and education

for many people throughout the world and especially in Africa. Whereas, many created diamonds originate in China and provide education and employment to many Chinese people, the difference between the two products comes down to price and the environment.

The environment question is one promoted by lab-created producers, though they fail to acknowledge the heavy use of electric power to produce the lab-created diamonds. And, of course, the mined diamond producers are accused of tearing up the earth without any regard for the environmental impact they cause. It is a point counterpoint argument with neither side scoring points.

While branding is not a major factor in either group, there are several mined diamond producers who do have a semblance of brand names, though in the main they are trade names. Lazare Kaplan, Julius Kline, Hearts on Fire, Forevermark are a few that may have an edge on the lab-created producers when it comes name recognition and/or endorsement from retail jewelers but ultimately, it is the trust emanating from the jeweler that is most important to the consumer.

Lab-created diamond producers do not have their act together in developing a branding story that would create a needed unique selling proposition. The impression is that the product carries a price advantage. DeBeers announcement that their lab-created diamonds are ok and appropriate for fun, fashion jewelry and that they are only worth \$800 per carat, puts the lab-created producers into a box. Of course, these conditions will probably change as we go forward. We will likely see a branding effort develop. We’ll also see a lab-created association emerge as well.

The battle lines have been joined. The FTC Guidelines started the conversation going within the trade. The reality is nothing much has changed except for the DeBeers move into the created diamond business and positioning it as fun jewelry.

The FTC Guidelines likely will not have a material effect on the jewelry business going forward. It really isn’t that much different than what happened with the colored gemstones in the 80’s.

The more things change, the more they stay the same!



Frank Dallahan

co-publisher of The Retail Jeweler

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THE KEY STEPS TO EFFECTIVE INVENTORY MANAGEMENT

By David Brown



Inventory is the lifeblood of any business. It is often your greatest cost and the biggest burden on cash flow. Keeping it under control is a fulltime job, yet many retailers adopt a haphazard approach to its management – allowing the inventory to control them rather than the other way around. In order to get the best out of your inventory there are a number of key steps that can help you manage it more effectively.

- Set re-order levels. As we often repeat 80% of items that sell are generally fast sellers – that also means 80% of inventory orders should most likely be reorders. This alone removes much of the inventory management process and automates it in a way that can save both time and money 
- Divide your inventory into categories. Not all inventory is created equal. Within the product lines you carry will be the following types of product 
- High ticket items that don't turn over quickly (think diamonds) 
- Medium priced items that will turn over slightly quicker
- Cheaper items that can turn over rapidly (silver and giftware)

How you handle each of these is different and an effective management strategy needs to take this into account. You wouldn't monitor your diamond turnover as frequently as your silver earrings but ordering of this product will have a more significant effect on cash-flow and aged inventory and your higher ticket items will have a greater consequence for your business. Design a strategy that reflects each area.




Include repairs in your management. Often inventory control can focus around product that you own but effective management should also include repairs of customer's items that you have. Work in Progress is part of inventory control and the turnaround of repairs can have a big impact on your cash-flow as well.

Don't forget – the first items in should be the first items out. Even though jewelry is not a perishable item it still makes sense to manage it on a first-in first-out basis to prevent tarnishing, worn tickets and any in-store wear and tear

Don't ignore your carrying cost. Inventory cost is more than just the buy-in of the item. Additional expenses such as cleaning costs, storage, boxing, and insurance can add 20-30% to the costs of any item in store.

Have a plan for excess inventory. All businesses suffer from surplus product, discontinued lines and slow selling items. There is no excuse not to have a strategy to deal with it.

Do regular inventory audits. What your records say and what your store tells you will seldom agree at any random point in time. That's why regular checks should be part of your store policy to protect against error and theft. This can be done on two levels

- **Regular full audits.** A closed door full stock-take should be undertaken at year end and more often as required 
- **Spot checks.** A random check on individual stock codes. This picks up errors but also signals to staff you are vigilant and expect them to be also. 
- **Cycling checks.** On a rotating business whole departments can be checked over (perhaps once a week) 

HAVE GOOD INVENTORY SOFTWARE.

Your inventory control will only be as good as the system you use and a good system has, as its hub, a good inventory system. You need one that is simple to follow and can be relied upon for accuracy. This investment is worth its weight in gold. Appoint a person in charge of managing it. Management means having someone to manage! Effective inventory management involves having a clear overview of your inventory strategy and ensuring it is effectively carried out. A dedicated person responsible for this and ensuring the measurement procedures are in place and are being followed will minimize inventory levels from becoming out of control or stale.

Managing your inventory effectively can save you a fortune in time and money on a weekly, monthly and annual basis – year in and year out. Take the time to put an effective system in place.



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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CRAZED OVER CONFLICT

By Susan Arlin



- Do you find yourself crazed with conflict?
- Is your team constantly bickering?
- Are they questioning or reacting negatively to your every move?
- Do they nitpick, backstab and irritate each other, seemingly all the time? Are they excessively competitive?
- Do they assume the worst—that their teammates are intentionally undermining them, stealing sales, and are not to be trusted? (Is this true—are they?)
- Are you exhausted just having to deal with the daily conflict that occurs in your business?
- If you're the employee, do you find yourself dreading having to work with 'that person' today?
- Are you wondering when the next finger will be pointing in your direction?
- Do you feel like you're walking on eggshells?
- Do you have to look at every transaction to protect yourself from the sharks around you?

If you answered yes to any (or all!) of these questions, then you and your team may be...wait for it...here it comes...dysfunctional. And no, there's no 'putting the fun in dysFUNCTIONal' when it comes to destructive conflict. Destructive conflict destroys teams, breeds distrust, produces unsatisfactory results and sends a business into decline.

This conflict has an impact on you, your team, your customers, and your business. The energy that your team emits is almost palpable—you can feel it when you walk in, can't you? Your customers certainly can. If your traffic is decreasing, turnover is increasing, and business is suffering, you may want to ask yourself if destructive conflict is part of the reason?

Three of the most prevalent sources of conflict in the workplace are:



Each of these require careful consideration as to the cause/effect relationship within your store. Here are some of the questions you may want to consider.



COMMUNICATION

Communication is a complex subject, yet is the source for the majority of conflict in the workplace. Oftentimes these surround the following:

- Mixed messages (are you saying one thing—yet your facial and body expressions or your tone clearly say the opposite?)
- Undefined/unclear standards and expectations
- Perception of inconsistent application of rules/policies
- Gossip
- Inappropriate language (aggressive, hostile, profanity, demeaning, condescending, etc....)

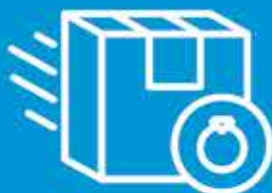
Regardless of your position in the team, you play a role in the communication conflicts. Are you the instigator? The witness? The recipient? Every choice that you make, even if it is to take no action, plays a role in conflict.



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CRAZED OVER CONFLICT



COMPETITION

Excessive competition breeds conflict. Perhaps this is a result of slow times—as opportunities decline, competition increases. Other times it is due to a competitive compensation system. And then, there are the sharks—the uber-competitive people. While you may love their fierce attempts to get the sale, they may be undermining your entire operation with their bull-in-a-china-shop methods.

One indicator that this may be happening is demonstrated by a 'one-and-done' shopping experience by the customer. If they buy, and you never see them again, was the competitive experience too much for them? Did they buy just to get out of the store? Other times, the high competitive nature is demonstrated by increased gossip, backstabbing, and arguments over split sales.

This is a particularly difficult area to manage once it has begun to fester. Most compensation systems are built to drive performance, and to reward individual achievement. Yet many businesses push strongly for team mentality. Is your system built in conflict? Can you find a way to create a system that is consistent in not only its purpose and reward, but also in its clear support of your culture? Likewise, are you handling competitive conflict appropriately, or simply in the easiest way? This often means not dealing with it at all, and waiting for it to go away! Failing to deal with conflict results in resentment and a continual spiral downward.



PERSONALITY DIFFERENCES

Let's face it—people are complicated. You may simply not 'like' or 'get along with' other players. It's hard to put your finger on the real reason, but you just don't appreciate them. They may be too aggressive, too passive, less educated, more educated, argumentative, withdrawn, etc.

The key to managing conflict that arises from personality differences is to learn more about working within a team and different personality types. How much training have you sought out, received, or delivered that not only helps your team identify their natural strengths and their trigger points, but also clearly identifies your expectations of how they handle others' behaviors—and OWN their own?



While these are perhaps the most frequent, there are many other causes of conflict in the workplace. Differing core values, inappropriate goal setting, absence of leadership—or poor leadership, personal issues from outside the workplace, power struggles, and of course the dreaded 'toxic employee'. Toxic employees exist in the workplace for numerous reasons. But that's a topic for another article. (The bottom line is toxic employees exist in YOUR workplace for one reason only—you let them.)



Key point:

EVERY person on the team plays a role in the conflict that occurs.

There is no person left unscathed. Either you cause the conflict, participate in the conflict, or witness the conflict. Your actions (or lack of action) contribute to the conflict. This is a critical understanding required to change destructive to constructive conflict.

Conflict is present in every team. Ironically, it's also critical to the success of the team. Your team cannot become a high-performance team without constructive conflict. The keyword here is "Constructive" conflict. Constructive conflict is possible when a team has high levels of trust.

In his book 'The Five Dysfunctions of a Team', Patrick Lencioni identifies that the baseline dysfunction is absence of trust. All other dysfunctions build off of the absence of trust. And trust is fragile. Teams that have high levels of trust are not fearful of conflict. Team members are vulnerable with each other—willing to admit fault without fear of inappropriate reprisals. They assume positive intentions, rather than conspiracy theories. They embrace each others differences and capitalize on the strengths of the other person rather than exploiting weaknesses.

How much more could your team (and your business) achieve if your team were able to function this way? Its time to take out your loupe, and dive deep into the inner characteristics of your team—and potentially think differently about how you handle the conflict that arises in your organization.



Susan Arlin

Susan Arlin is a staff and leadership development specialist in the jewelry industry. With over 30 years of experience in the jewelry industry, and a Master's Degree in Organizational Behavior, her specialty lies in developing groups of individuals into high-performance teams. Her company, Brilliant Performance Group, LLC™ <https://www.brilliantgrp.com> is dedicated maximizing

the return from your most important asset—your team. To contact Susan directly to discuss how your team can improve, email her at susan@brilliantgrp.com.

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CHALLENGES AND RECONCILIATION IN FAMILY BUSINESSES

Most independent jewelers have businesses that very much resemble a nuclear family. Indeed, many retail jewelry stores are family businesses, but even if they aren't, the five to ten people who work in the store become almost like family. So, when there are parents, children, nephews, nieces, cousins, friends, or long-time associates involved, complications to the managerial process can challenge the smooth and efficient running of the company.



WHAT IS THE PROBLEM?

The problem lies in how parents (in most cases) can lead and manage a business while still leading and nurturing a family. The process is often particularly difficult for the mother. It is very challenging to separate the oversight of a business with the oversight and relationships of a family, and this can lead to frustration, disappointment or resentment, if not downright anger and separation.

ESTABLISH A SET OF GUIDELINES

A key to helping to resolve potential conflicts is establishing a set of guidelines that clearly outlines roles, responsibilities, and expectations going forward. Differing expectations are often the cause of conflict, and the best rule of thumb is to communicate those expectations (from both sides) and to document them in writing. But it is not enough to simply identify and document those expectations. Owners, leaders, and parents alike need to monitor standards of performance and hold everyone accountable to agreed-upon expectations. This isn't rocket science. It's leadership and management 101.

WHAT ABOUT PENT-UP BITTERNESS?

But what if there has been so much angst and bitterness built up over time, as is often the case, so as to make reconciliation very difficult. I have found that outside intervention helps and may in fact be the only way to resolve the problem.

Fundamentally, people need to forgive one another and learn to move on. But forgiveness doesn't mean forgetting. It doesn't mean the wrongs against you didn't hurt or will quickly go away.

YOU DON'T HAVE TO FORGET, BUT YOU SHOULD FORGIVE

Instead, forgiveness means that you accept peoples' misgivings and allow them to begin a process of restoring a level of trust back into the relationship. It takes time to build trust whereas it seems to take only an instant to lose it. Trust must be built over a period of time. You aren't obligated to forget someone's mistakes, but you are obligated to forgive them if the person really wants reconciliation in the relationship and begins to demonstrate contrition in the process. This will happen when the offender acknowledges the offense, offers restitution where possible, and begins to rebuild trust over time.

RELATIONSHIPS MATTER IN FAMILY BUSINESSES

Family businesses are challenging, and there are almost always issues to resolve between parents and children, relatives, or even non-related longtime employees. Life is short, and businesses are stressed today with increased competition and change that happens far too fast for many to cope. But the rebuilding of relationships may be the most important area that needs to change for businesses to prosper today. If this makes sense to you, I encourage a concerted effort to resolve those relationships for the betterment of all. And if you need outside help, seek the counsel of a trusted friend, someone who can be fair and objective in the process of reconciliation.



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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"Doing Facebook" versus "Social Media Strategy"

KNOW THE DIFFERENCE AND ACT ON IT

In our relationships with retail businesses, we start by understanding their business goals as well as their current marketing tactics. We continuously ask, "Do you have a social media strategy?" Almost always, the answer is "We do Facebook."

Organic Posts Aren't All Created Equally

It's no longer enough to post "organically," by only using the status updates and share features to build your following. Let's face it, Aunt Kathy's Saturday afternoon quilting photographs come at a frequency that borders on absurd. But her quilting stores' posts barely appear. Why? A different set of rules apply to businesses in the social space. Status changes posted by a business will only reach single digit percentages of their audience, not the full following, as newcomers might assume.

We always ask, "Do you have a social media strategy?" Almost always, the answer is "We do Facebook."

Generating Digital Word of Mouth

More and more, our clients are underscoring that their newest customers are coming from google searches, online reviews, or online referrals. Is your business ready for those referrals? How do you use social media to create that word of mouth?

Key tip, if you think of your business identity as a social media "friend" to your followers, you'll see larger Facebook and Instagram user activity. Here's what you should do:

- Tag a customer in a photograph.
- Share something one of your followers posted.
- Comment as the business.
- Invite public feedback and respond to all criticisms directly.
- Talk about neighboring businesses or neighborhood activities, tagging those that are organizing or thanking the volunteers.

Active digital social presence means your business is behaving on Facebook the way an individual would, which will keep you in front of those who already know you.

Expand your Digital Footprint

As a savvy marketer, you need to augment your efforts with a heavy dose of targeted paid social advertising to reach active consumers. Social media platforms offer you tools to find and

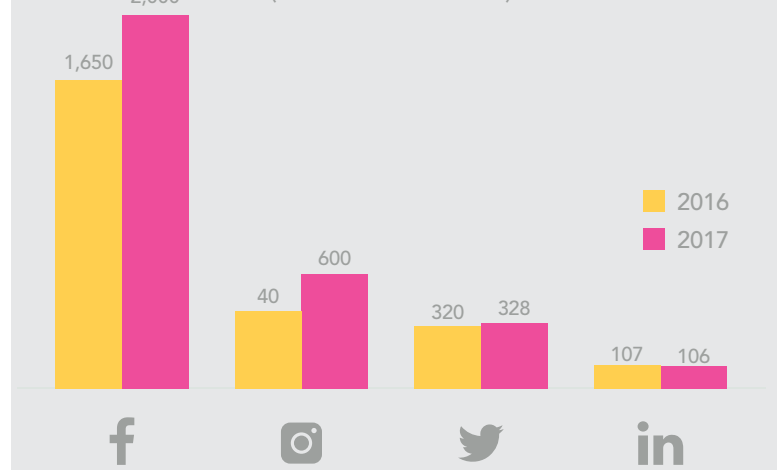
message directly to consumers that are exhibiting behaviors that are relevant to the products and services you offer. Gone are the days of blasting out a shotgun approach hoping to attract a few interested customers.

The Message Is Important

As you develop your social ad strategy, remember that the purpose of the ad isn't simply reach. You want that customer to act on what they see by investigating further, calling and/or coming into the store. That investigation begins with your website. Every ad should have a clear call-to-action that clicks to a relevant piece of information on your site, not necessarily your home page. If you are hosting an event, put all the relevant details in the calendar section on your site. If you are hosting a sale, perhaps you have written a blog talking about the products that will be featured. If you are part of a community Art Crawl, include a page on your website of the artist you are featuring in the store. Keep in mind though, expanding your digital footprint doesn't result in instant gratification. It's a long game that will get you where you want to go over time. This effort will pay off, but it won't be tomorrow, so enter into this strategy with reasonable expectations.

Above all, know that "Doing Facebook" isn't enough. You must be diligent in your organic postings, generate activity intentionally through paid ads, and offer relevant and desirable content within your digital real estate in support of those ad placements. A robust Social Media Strategy is critical to your growth. Anything less does your brand a disservice.

2017 MONTHLY ACTIVE USERS BY NETWORK (BY THE MILLIONS)



**ALWAYS ON,
NOW MEANS ALWAYS SHOPPING**

Of US retail shoppers who have recently made a purchase...

30%

discovered a new product on Facebook

~1/3

said Instagram and Facebook are good places to find out about new products and services

20%

said Facebook led them to buy a new product/service online

"Path to Purchase 2016" by Kantar (Facebook-commissioned survey of 2,067 people ages 18+ in the US)



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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and plating

3

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LOOK BOOK

By Jackie LeBental

{Charming around town}

Since pre historic times people have been wearing charms either for good luck or to ward off evil spirits. Charms can represent so many different meanings to so many people. I personally love charms because they hold individual meanings and lifetime moments that can be cherished forever. These fantastic designers have created their own design styles for the charm world.

01

Marla Aaron

I don't think Marla realized back in 2013 when she started her distinct collection that years later she would have such faithful jewelry following. Each handmade lock collection blends her love of hardware and Victorian and Georgian eras into a modern yet traditional style. This new charm series which has an array of charms along with her Phyllis lock and inlay 24" chain all set in 14K yellow gold, is the ideal charm statement piece. **Chain retail \$9,628, Phyllis lock retail \$5,000, and charms retail \$655-\$1,400.**
646.799.1434



02

Emily & Ashley

This boss babe sister team of Emily and Ashley wanted to create jewelry that held with their grandmother's advice of staying true to their individual style and creativity. Throughout their collection there are vintage elements coupled with a modernistic approach that holds true to their brands tone. I always say more the merrier when it comes to jewelry and this multi charm necklace fills my charm goals. All charms and chain sold separately.
800.364.1874



03

Sydney Evans

Chic and on trend, this west coast jewelry maven has so many styles in her collection it's hard to choose just one. Designer Rosanne Karmes creates meaningful and symbolic jewelry and offers an assortment of charms in her line. If you are looking for a classic 14K yellow gold charm bracelet this is it. **Retail \$1,210.**
213.236.4444



04

Delphine Jewelry

Drawing from her European roots, designer Delphine Leymarie personally hand carves each piece in her Jersey City studio. Her collections range from unique individual charms to sleek free form finished designs. I have always loved her design aesthetic and these 18K yellow gold interlocking hoops are the perfect day to night earring. Each charm hoop is sold separately. **Retail range \$359- \$720. Mini unicorn horn charm retail \$275.**
212.537.5769



Jackie LeBental

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

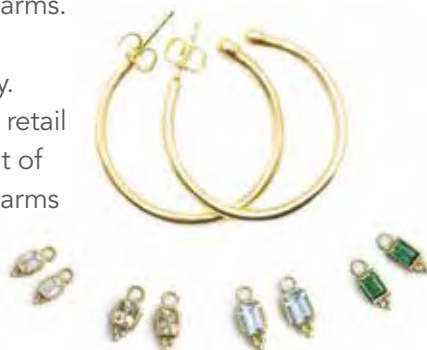
05

Leigh Maxwell

Luxury artisan Jennifer Maxwell creates the most beautiful artisan jewelry. Each piece is handcrafted in 18K yellow gold in their Cedar Rapids studio. Jennifer is the lead designer along with her brilliant goldsmith, taking classic design styles to the next level. I am obsessed with these 18K yellow gold hoops with precious gemstone charms.

Hoops and gemstone charms sold separately. 18K yellow gold hoop retail \$1,200 and assortment of precious gemstone charms retail starts at \$310.

319.573.7451



07

Midas Chain

The gold manufacturing experts have an extensive inventory from basic gold pieces to on trend styles. Setting the jewelry stage with their own twist of current and must have jewelry, this dynamite husband and wife team along with their large office family make sure all of your gold jewelry needs are taken care of. How sweet is this 14K ruby and diamond mini bezel charm ring!

Retail \$480.
877.643.2765



07

Ileana Makri

I am ready to jet set to a tropical oasis and take this arm charm perfection with me. Greek jewelry designer Ileana Marki, is known for her elegant weaves of symbolism with modern accents into all of her meticulous pieces.

I am swooning over this 18K yellow gold tropical charm bracelet with white, brown and black diamond and blue and pink sapphire with tsavorite. www.ileanaMakri.com

Retail \$5,825.
www.ileanaMakri.com



06

Grainne Morton

Some might say years of collecting trinkets is a waste but not for UK designer Grainne Morton. Grainne sees through many basic elements into a magical world of fairytales and mystic. From a young age, her Northern Ireland heritage of folklore and traditional crafts capture her attention and ultimately became her inspiration for her now international jewelry brand. This array of eclectic gemstone and antique found objects set in gold plated silver create the ultimate charm earrings. Charms include; Antique Glass Eyes, Opal, Mother of Pearl, Turquoise, Antique Coral, Malachite, Shell, Green Onyx, Labradorite.

Retail \$1,500.

Grainne@grainnemorton.co.uk



08

Montmorency NYC

Refined and minimalistic, French born designer Maggie Kebedjis who now resides in Brooklyn creates sweet everyday fine jewelry pieces. Designing in enamel and 14K gold, each piece is handmade in NYC with custom combinations available. This adorable charm necklace from the Love Token collection is available as a trio or sold separately.

Retail with all three charms \$2,380.
Info@montmorencycollection.com



08

Rembrandt Charms

For over 45 years, Rembrandt has been the industry's charm destination. Family run and passed down from generation to generation, Rembrandt has been mastering the charm art form by producing thousands of different styles for every occasion. You can find everything from graduation charms to your favorite travel spot and everything in between. One of my favorite elements on this multi charm bracelet set in 14K yellow gold, is the ability to add a personal picture to a charm. All charms available in sterling silver, gold plate, 10K yellow gold and 14K yellow & white gold.

Retail \$4,885.
bracelet as shown.
800.828.7840



Frederic Duclos

Sterling silver square pyramid,
MSRP \$198 lariat and earrings \$110.

Samuel B

Sterling silver and blue topaz.
MSRP \$390 ring, \$393 earring & \$306 pendant

IT'S ALL ABOUT HER

SILVER & THE FEMALE SELF-PURCHASE PHENOMENON

Gone are the days of "Honey may I...?" According to recent research women account for 85% of all consumer purchases. They are the decision makers for 91% of new home purchases, 92% of vacations, 65% of new cars and 93% of OTC pharmaceuticals.¹ What would you say is the percentage of purchases made in your store by a woman for herself? Are you offering the right mix and price points to attract and keep her coming back? Silver jewelry offers design options and price points to meet the demands of this ever so important and GROWING consumer segment.

The characteristics of a female buyer are unique and differ greatly from a male consumer.

The Female Buyer is:

- Loyal – Women are more likely to purchase from brands they follow
- Social – Women use Social Media to connect different aspects of their lives
- Influencer – Women are more likely to tell their friends about their purchases
- Spender – Women make 85% of all consumer purchase decisions
- Frequent buyer – Women shop more. They go back to a store and a brand more frequently than their male counterparts²

In terms of earnings, among all workers ages 16 to 34 women's earnings are more than 90% of men's; this ratio drops for women ages 35 to 64, who earn 80% or less of what men earn across the board.³ By 2028 the average American woman is expected to earn more than the average American male. While the income for female professionals has increased by over 63% in the last three decades, their male counterparts have seen comparatively limited growth.⁴ In fact, the Office for National Statistics has reported that women in their 30's are now earning more than men.

According to MVI Marketing Ltd.'s recent online research, the female self-purchase fine jewelry market is strong: 91.5% said that they want to purchase more, and over 65% said that wearing fine jewelry makes them feel special. This does not mean that she buys jewelry only for a birthday or special occasion but she might stop in to buy because she wants to reward herself for completing a tough project, or for losing a few pounds or "just because"! Another study on jewelry purchases by the market research firm Mintel, showed that more than half of the 2,000 women who took part bought jewelry simply to treat themselves.

These growing numbers of women are deciding that they are not going to wait to receive jewelry from partners and husbands and are increasingly buying their own jewelry. And they want jewelry that suits their business attire, or a new outfit. In addition, they are buying themselves jewelry as tangible evidence of their career success. The Silver Promotion Services 2017 Retail survey showed that 53% of retailers believe that female self-purchase is the best-selling opportunity for silver jewelry. Designers love working in silver because it allows them to create a broad range of designs at price points that fit every woman's budget. Silver design options like bold cuffs with diamond accents like those offered by Galmer and Lika Behar at \$700-\$1,000 price points or more contemporary classics by Thistle & Bee and Phillip Gavriel at the \$200-\$300 range provide an array of styles for all tastes. Why not offer this growing consumer segment a "wish list system" where she can list her preferences and then contact her when new styles arrive? Visit savorsilver.com to find a variety of silver jewelry designers and brands to build your "Treat Yourself Collection" and keep her coming back time and again. ■

This article is sponsored by the Silver Promotion Service (SPS) and was written by Gloria Maccaroni, Director of Brand Development for SPS. SPS provides programs and press opportunities to enhance the awareness of silver jewelry and promote the collections of Savor Silver brand members. Visit savorsilver.com for more information on Savor Silver brands.
Sources: 1. Pew Research Center 2. Ad Age White Paper "The New Female Consumer". 3. US Bureau of Labor Statistics. 4. BMO Wealth Institute

Kelim

Brushed sterling silver earrings.
MSRP \$180

UD Designs

Songrass cuff with diamonds
MSRP \$6175

Phillip Gavriel

Popcorn Sterling silver and 18kt Gold Rings
in Candy Colored Gems & Diamond.
MSRP \$-127-\$285



OVER THE PAST 9 YEARS RETAILERS
CONSISTENTLY BELIEVE THAT FEMALE
SELF-PURCHASE IS THE BEST OPPORTUNITY
FOR SELLING SILVER JEWELRY

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Female Self-Purchase	55%	57%	50%	47%	50%	49%	46%	53%	53%
Gifting	25%	24%	26%	31%	30%	30%	34%	32%	29%
Youth Market	20%	22%	24%	22%	20%	19%	17%	14%	15%

*INSTORE Retail Survey

www.savorsilver.com

SILVER 
PROMOTION SERVICE

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.



Jodie Sweetin (Full House, Fuller House, and Hollywood Darlings) as seen in Isis, Melody, Sirena, and Vista by Belle Étoile while filming Hollywood Darlings Season 2!



Carrie Ann Inaba (Dancing with the Stars) wore Fontaine and Heiress by Belle Étoile as she arrives to Dancing With The Stars at CBS Television City.



Jessie J as seen in Duet by Belle Étoile at her Seoul Korea Concert Tour!



Megan Mullally (Will & Grace) as seen in Pavé by Belle Étoile during an epic photoshoot back in March for the Emmy Magazine.


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Belle Étoile®



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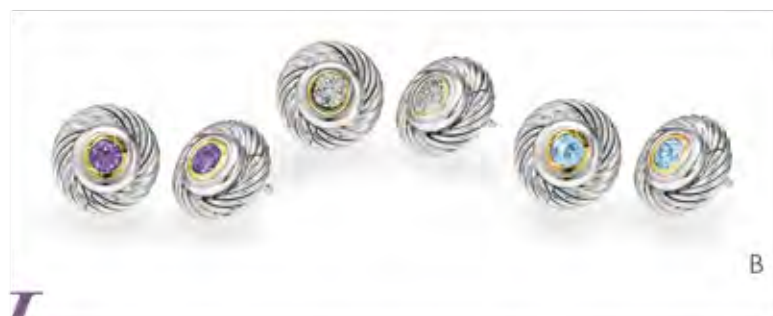
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PHILLIP GAVRIEL INTRODUCES FRESH NEW LOOKS IN THE ITALIAN CABLE COLLECTION.



A



B

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Inspired by the diversity of Italy's classic architecture and iconic landscape, the collection has timeless appeal. In the newly released collection, you'll find updated pieces that celebrate the archives but also innovative looks.

"I think this collection takes a very iconic look for me to a whole new level," says designer Phillip Gabriel Maroof. "You'll see unique pieces like all gold cuff bracelets accented by hand-cut gemstones and pieces that are vintage inspired."

With starting prices as low as \$199, these pieces make for great gifting, and the designs are perfect for the vital self-purchasing audience. When you add this to the up to 3x mark-up, proven fast turn, and Royal Chain's unmatched reputation for customer service, you have a sure-fire winning program.

The entire collection is handcrafted in Italy, an important point for the designer who spent time there as a student and continues to foster the artisan jewelry traditions there.



C

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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D

A. Pendants in Sterling Silver & 18K Gold: SILSET2573 (Blue Topaz), SILSET2572 (Amethyst), SILSET2574 (Garnet), SILSET2575 (Peridot) all \$195. SILSET2571 (Diamond) \$250.
B. Earrings in Sterling Silver & 18K Gold: SILR6929 (Amethyst) and SILR6930 (Blue Topaz) \$285. SILR6928 (Diamond) \$350.
C. Cuff Bracelets in Sterling Silver with Diamonds or 18K Gold, left to right: PGBG2386 \$595, PGBG2385 \$395, SILBG2191 \$450, SILBG2383 \$850.
D. Rings & Hoops in Sterling Silver with Diamonds or 18K Gold, left to right: PGR6927 \$395, PGER7979 \$595, SILER5106 \$395, SILER7994, \$675, SILR6926 \$395.

DESIGNER OF
DISTINCTION
SILVER

*From Italy
with Love*

The Italian Cable Collection



PHILLIP  GAVRIEL
NEW YORK

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40
ROYAL CHAIN GROUP
ANNIVERSARY

MAKE THE MOST OF MERCHANDISING

By Gloria Maccaroni



The art of displaying merchandise to enhance its sales appeal is called “visual merchandising.”

Visual merchandising is an important component of retail store success; how products are displayed in a store drives sales. How your store looks is sometimes more important than what you are selling. Is your store entrance inviting? Are your cases and fixtures easy to access? Are you telling a good visual “story” with your windows? All of these questions are key to success when you’re attempting to create a space that customers want to shop and spend time – as well as their money.

The goal in an in-store display is always to sell the merchandise. The goal of a window display is to prompt the person walking by to walk into your store.

HERE ARE SOME INSTORE MERCHANDISING TIPS THAT MIGHT HELP.

1 LOOK AT THE NUMBERS

We’ve now reached a point where there’s pretty much nothing left that we can’t track with a little bit of effort and technology. From walking patterns around the store to number of views per display, average view times etc. This can be coupled with broader indicators like foot traffic and seasonal variations in store visits. Combine this information with more detailed data on sales and you’ll surely be able to devise merchandising tactics that have a clearly positive impact on your bottom line.

2 KNOW YOUR CUSTOMER DEMOGRAPHICS

Can you describe the people coming into your store? Knowing who you attract and what you hope to sell them is important to successful product display. Dedicate a case to new trends to attract the millennial customer.

“Korite offers an On-line Portal to access Marketing materials and POP, Training seminars and staff to assist.”

Sterling silver ring, MSRP \$165. korite.com



3 OUT WITH THE OLD, IN WITH THE NEW:

Merchandising revolves around your merchandise! While it may seem like common sense, many jewelry stores do not rotate their products often enough.

“Create a focal point in each case” This bold Kelim sterling silver necklace is perfect!

MSRP \$360. kelimjewelry.com



4 LESS IS MORE

Remember 20% of the products bring in 80% of the revenue. Pareto's Law applies to an amazing number of things in business as well as in life. Keep your displays simple. Keep them uncluttered. Leave some space around them. The most common mistake is trying to show too much at the same time. Props should be simple in shape, preferably something that provides a large mass of color or texture, such as blocks, covered boxes or risers. Stay away from props with busy details - too distracting! Create focal points in each display and remember less is more.

Props should be simple in shape, preferably something that provides a large mass of color or texture" Bastian Inverun provides display modules that allow for multiple layouts. The back-wall unit has a space for one of their images or may be used to highlight a necklace. When a necklace is hung, it looks like a beautiful piece of art!

Bastian Inverun sterling silver pendant MSRP \$419.
www.bastian-inverun.com



5 LEVERAGE JEWELRY BRAND DISPLAYS

Chances are you are selling collections from brands that offer merchandising and display tools. This creates a great opportunity for you to capitalize on the brand's consumer awareness. Vendor provided visuals and display tools can play an important role in sales success.

"Capitalize on the brand's consumer awareness". The nationally recognized brand, Phillip Gavriel, offers branded displays for every piece in the collection. If needed, additional displays for pendants, bracelets, and studs, are also available.

Phillip Gavriel sterling silver cuff, MSRP \$850. phillipgavriel.com



6 TAP INTO YOUR STORE STAFF'S TALENTS

You may have someone on your staff who would like to work on merchandising. Challenge their creativity and offer incentives or monetary rewards for their efforts. Be sure to allow scheduled time for them to devote to merchandising.

"Challenge their creativity and offer incentives or monetary rewards for their efforts".

"At Kir, we provide a variety of materials and assets to our retailers to aid in branding and selling KIR, including merchandising suggestions for easy set up. We provide in-store staff training within the first few months of a new retail partnership to motivate and inform the staff, to make sure our line is known."

Kir Sterling silver ring, MSRP \$145. kircollection.com



7 CREATE A MERCHANDISING CALENDAR

Visual merchandising is a never-ending process. That's why it's smart to have a calendar where you can map out the most important events, holidays, collection launches, and ad campaigns. Plan dates for when to replace / refresh displays and windows. A calendar will also help to keep you on track to allow you to focus on sales when you necessary. A good rule of thumb is to try and refresh your displays and improve product placement at least once a month



Gloria Maccaroni

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

Continued to Pg 16



8 TRACK IT

Monitor your sales and inventory levels. If something really takes off, be prepared to reorder immediately. If you have sold through your inventory and you have no back stock, change your visual merchandising plan to something you have in depth. If something doesn't sell, try moving the pieces or collection to another location before giving up on it. In addition to displays and packaging Belle Étoile also provides an extensive customer manual that includes planograms to help retailers layout their displays, training guides, and care tips that they can use to help close every sale.



Belle Étoile sterling silver cuff, MSRP \$495. belleetoilejewelry.com

9 MORE IS NOT BETTER: MAP IT OUT

In general, most jewelry stores lose 40 percent of total space due to aisle ways, doorways, office space, back rooms, facilities, etc. Total jewelry product display case space can often only take up as little as 10 percent of the store's total square footage. Create focal points in each display and remember that less is more. Map out a floor plan and track traffic to better analyze high traffic vs dead space and aid in merchandising planning.

"most jewelry stores lose 40 percent of total space"

Frederic Duclos - This is the perfect solution for stores with limited display space that want to properly showcase the Frederic Duclos selection. This streamlined design is full vision from all four sides with excellent long-life LED lighting.

Frederic Duclos sterling silver earrings, MSRP \$160. fredericduclos.com



10 CLEANLINESS IS NEXT TO GODLINESS

Enough said.

11 GOOD LIGHTING IS VITAL

If they can't see it – they won't buy it.

12 CREATE A WELCOMING STORE ENVIRONMENT

Do you have fresh flowers? Does your store smell great? Is your playlist stuck in the 1990s? Yes, little touches go a long way. You need to consider that the mood of your store should be warm and welcoming not sterile and static. Your playlist should be either up to date or filled with classics. Deluxe packaging and gift wrapping are a must!

"Deluxe packaging and gift wrapping are a must!" Deluxe packaging from Martha Seely.

Sterling silver earrings, MSRP \$830. marthaseely.com



Sources for this article: One Door research, GMG Design Inc & Zen Merchandiser.

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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INTERNET TAX FAIRNESS HAS ARRIVED

By Matthew Perosi

The battle over collecting taxes on sales over the Internet is changing, but the actual impact on your business depends on your online sales today, and what you are planning to do tomorrow. This affects you as a jewelry industry professional.

Fairness over internet taxation has been heavily debated for many years. When a person looks at products at a brick-and-mortar store and then buys it online, they don't pay sales tax. Consumers frequently overlooked state laws that required them declare online purchases and pay local tax, and many likely never knew of the obligation.

Congress has tried and failed to pass what they've dubbed "internet fairness" tax legislation over the past several years which led several states to implement their own internet tax legislation which was then challenged by big business. On June 21, 2018, the United States Supreme Court opened the door for states to easily set their own internet sales tax policy.



**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.



26 YEARS OF UNFAIR ONLINE TAX

Internet taxation un-fairness was a result of the 1992 United States Supreme Court judgment of *Quill Corp vs. North Dakota*. This ruling barred states from collecting sales tax from "remote sellers" unless the seller had a "substantial nexus" in the state. This nexus usually referred to a physical presence like an office, an employee, warehouse, or an affiliate.

In 1992, the definition of "remote seller" was thought of as mail order catalog companies, like Quill Corp, but the definition was written in such a way to allow online sellers to benefit from tax collection exemption. The Court didn't fully consider the impact of ecommerce sales at the time because the internet was in its infancy and no one was selling online yet. As online sales grew, states began losing a lot of tax revenue while local small businesses also started to suffer from declining sales. Retail jewelers often shy away from carrying any line of jewelry that is also sold on Amazon.com, Overstock.com, or directly through a designer's website because the internet savvy consumer would rather purchase tax-free online.

THE ECONOMIC NEXUS

With internet sales skyrocketing and the loss of state revenue estimated to be between \$8 and \$33 billion every year, several states passed "economic nexus" legislation designed to bypass the 1992 Quill ruling. Whereas a substantial nexus requires that you have a physical operation in a state, the economic nexus is best explained by saying "if you sell more than \$X in sales or more than Y transactions to residence of our state, even if you don't have a physical location, then you are required to collect sales tax from buyers in our state."

At this writing, 16 states have already passed economic nexus legislation with varying transaction thresholds and sales thresholds from \$10,000 to \$500,000. South Dakota set its sales level at \$100,000 and a transaction level of 200 or more. The companies Wayfair, Inc., Overstock.com, Inc., and Newegg, Inc. challenged the South Dakota economic nexus which lead to the recent Supreme Court case.

QUILL OVERTURNED BY WAYFAIR

During the trial of *South Dakota vs. Wayfair*, the Supreme Court carefully examined the method of sales today compared to that of 1992. In the Court's June 21, 2018 ruling, they cited that Amazon.com is the world's largest retail store and that the retail

marketplace had indeed changed over the last 26 years. In 1992, small businesses needed protection from the undue stress of filing tax paperwork, yet it was the large conglomerates that benefited from the unfair advantage over the local small businesses.

With the advent of modern computer systems, it's easy for any size businesses to generate and file the needed state sales tax returns. Thus, the Court removed the online tax protection and returned power to the individual states to set new tax threshold limits. The only caveat is states must not create a tax reporting method that would be an unfair burden on small businesses.

Interestingly, the new Wayfair judgment doesn't change what the individual states were already doing. Of the 45 states which collect sales tax, 16 had already defined what they consider an economic nexus and were collecting sales tax from ecommerce sellers. The Court says it's fair for the states to easily establish their own economic nexus levels but also urged the Federal Government to pass a unified online tax fairness act of its own to further simplify the tax collection and remittance process.

WHAT THIS MEANS TO YOU

Even though many brick-and-mortar retail jewelers sell through their website, most of them will find that sales are far lower than the economic nexus thresholds. However, many jewelry



designers with high online sales need to ask their tax advisor if their sales qualify them to collect sales tax in some states.

The Wayfair ruling clears the way for 16 states to fully enforce their current economic nexus and allows the other 29 to easily adopt their own remote seller policies.

If you are selling online, it's time to ask your web programmer if your software can handle the tax calculations and reporting. Additionally, you should also ask what steps need to be taken to assure the software can handle these functions. If you do sell a lot online, have your programmer look into the TaxCloud service (taxcloud.net) as a potential aide for your site. If you're not selling a lot online right now, but you hope to eventually grow, then you might want to consider GlitterPaw Software (glitterpaw.com) because it has tax table functionality and reporting built into it.

The bottom line best news of this Wayfair ruling is that you now have an equal opportunity to sell your high-end jewelry without fearing that you'll lose the sale to a tax-free internet site.



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By David Sexton

THE TECHNOLOGY TRANSFORMATION OF VIDEO SURVEILLANCE SYSTEMS

Jewelers Security Alliance has always recommended that an effectively designed, installed, serviced and maintained video surveillance system is an important part of every jeweler's security. These systems still serve as crime deterrents to non-professional criminals and aid law enforcement in identifying and successfully prosecuting criminals following violent crimes, such as smash-and-grab or armed robberies. Likewise, these systems have allowed local law enforcements to successfully identify and link individual criminal participation to attacks on multiple jewelry operations across the country.

Video surveillance systems have also successfully answered the riddles to losses that would otherwise be perceived as "mysterious disappearances." Such puzzling incidents are not usually covered under a jeweler's block policy, but surveillance was able to identify employee thefts and criminal sneak thefts that probably would have been impossible to detect or explain by any other means.

One of the fastest growing segments of the U.S. alarm industry is the area of video surveillance cameras. This market segment valued at \$30-37 billion in 2016 is projected by experts to reach \$76 billion by 2022.

Undoubtedly, the growth of this market can be attributed to the increasing demand for IP (Internet Protocol) cameras. This is due in part to their better functionality and reduced cost, use of cloud services to store large amounts of data, and the ever-increasing installation of surveillance systems in security applications.

IP cameras capture and transmit live video images directly over an internet network, which is why they are sometimes referred to as "network" cameras. Each camera has a built-in web server and its own IP address on the network. These cameras make remote viewing, recording, and management from anywhere using a web server or video management software possible.

As the IP camera market continues to become progressively more competitive, manufacturers must now continue to deliver systems that are both less expensive and provide more features. This is great news for jewelers! Those who may not have been interested in video surveillance systems because of the cost are now becoming much more interested as a result. Plus, the product is improving, which can lead to better results



in identifying and prosecuting criminals, as well as explaining mysterious disappearances.

Technological advancements and an emerging capability to leverage sensors and devices via the Internet of things to provide "actionable intelligence" to system's users has captured the imagination, driving the ever-growing sales of these new video surveillance systems.

Because of this, the new systems have become increasingly high-tech and complex as this segment of the alarm industry rapidly advances. Therefore, it is difficult for jewelers to always know which systems are intended for which applications, or what features or system capabilities their businesses may need. So, even as costs come down, a major challenge remains: which video surveillance system is the best option?

HERE ARE SOME THINGS TO CONSIDER:



Video surveillance system capabilities, such as **remote video access**, have attracted many security-conscious jewelers who like the ability to check-in on their operations remotely. This is especially true when their operations are closed to business or when they receive a notification from their alarm service company of an "unauthorized entry" into their protected premises.



However, to safely rely on this remote access capability, the video surveillance system should be designed and installed to provide a visual saturation of the protected premises by identifying and **eliminating all potential blind spots**. It's also critical that the operational video surveillance system alerts the user to any cameras in the system network that are not working as well. These non-operational elements of the surveillance network will decrease the reliability of the user's remote video access when making these remote visual assessments to take the appropriate response.

The design and installation of any video surveillance system for a jewelry operation is just as critical as buying the appropriate system to meet the jeweler's needs.



The JSA and the FBI recommend that several cameras in any jewelry operation's video surveillance system be specifically installed and/or positioned within the network to **capture good frontal images of people's faces** entering and/or departing the protected premises. These critical "head shots" will assist law enforcement in identifying and prosecuting criminals following a criminal attack.



Likewise, JSA and the FBI recommend that jewelers employ video recording software which will allow the recorded images to be both **easily and immediately downloaded by law enforcement** to utilize in their active investigations following a loss. The Microsoft Windows operating system would be an example of such software.



As you can see, surveillance systems once designed to primarily provide criminal deterrence are now more capable of providing actionable intelligence if crimes occur. But it doesn't stop there — a much larger field of practical applications that jewelry operations can use surveillance technology for now extends beyond security. For instance, video data analytics jewelers can be **utilized to**

improve the sales environment, customer experience, and overall sales.

The technology behind video surveillance systems is likely to evolve and become even more powerful. It's important for jewelers to evaluate what they need first, then explore what's on the market. As more features become available and costs drop, it can be easy to become overwhelmed. Lastly, once the system you select is properly installed, it's on the end user to ensure it remains operating efficiently and effectively.

If you have questions about your current video surveillance system or are looking to improve your electronic security by upgrading to an IP camera system, **email** LossPrevention@jminsure.com.

1. Source: Markets and Markets: Video Surveillance Market by System (Analog, IP, Biometrics), Hardware (Camera Monitors, Servers, Storage Devices), Software (Video Analytics, VMS), and Service (VSaaS, Installation & Maintenance), Vertical, and Region – Global Forecast to 2022.



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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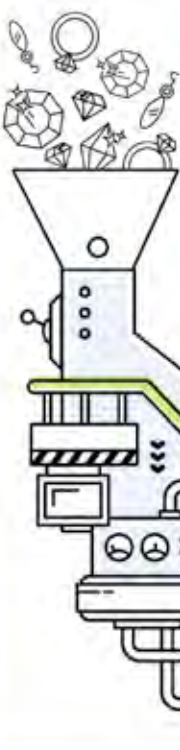
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Belle Étoile

Enchanted Champagne Pendant. Golden seashell pearls with champagne stones set into rhodium-plated, nickel allergy-free, 925 sterling silver. MSRP: \$260.

415-626-9223

Graymoor Lane Designs

From the Light Collection. 14K gold set with 0.17ctw of diamonds. MSRP: \$1,850 Also available in 14kt white gold.

847-674-3250



Benchmark

Newly introduced Grey Tantalum 6mm band with Lab-Created diamonds. MSRP: \$1,425 (size 10)

205-345-0555



Frederic Duclos

New triple marquis design sterling silver earrings with high polish finish. MSRP: \$225.

866-898-3636

DATA IN RETAIL

It's More Than Just Credit Cards

By Ian Eyberg

Retailers have a lot of exposure to customer data. Credit cards are of course the most prominent but there is a lot more out there that might not be as secure as you think it is. It's one thing to think about things like point of sale systems and ensuring credit card data is safe from prying eyes but what about all the other software? You have systems to track repairs. You have systems to do inventory management. Then you have systems that track and do appraisal management. The list seems to go on and on. These are all systems that make use of data and while you might not care that someone can see the data if it's not too sensitive you surely don't want to be ransomed for it.

Retailers have a lot of exposure to customer data. Credit cards are of course the most prominent but there is a lot more out there that might not be as secure as you think it is. It's one thing to think about things like point of sale systems and ensuring credit card data is safe from prying eyes but what about all the other software? You have systems to track repairs. You have systems to do inventory management. Then you have systems that track and do appraisal management. The list seems to go on and on. These are all systems that make use of data and while you might not care that someone can see the data if it's not too sensitive you surely don't want to be ransomed for it.

Then if you have an online presence you have even more systems. Ecommerce solutions like Magento or other popular frameworks like Drupal are as subject to attack as point of sale systems are - maybe even more so because you don't have to be physically next to the system.

Just a few months ago, an exploit known as DrupalGeddon started making it's rounds exposing hundreds of thousands of websites to malicious remote code execution attacks. The attack was so simple that it could be done with one command. Then recently a cryptojacking attack utilized the same vector of attack. Cryptojacking is the process where the attacker tries to mine cryptocurrencies on your computers or puts code on your website surreptitiously so that every single visitor coming to your site starts mining in their browser - and then leaving cause the site becomes unbearably slow - it's ugly.

Unfortunately, you can't just ask the agency that does your web site if they are using Drupal or Magento or what not and there's nothing wrong with either of those frameworks by

themselves. What's wrong and what is really attacked is the underlying system they are sitting on.

You see most servers that software applications such as websites sit on, whether they be Windows or Linux are made to run multiple programs even though that's not how software is actually deployed today. This made a lot of sense back in the 90s but doesn't make any sense in what is soon to be the 2020s.

Unikernels are a newer form of software deployment that explicitly prevent remote code execution attacks such as the DrupalGeddon exploit since they are designed to only run one application.

What does this mean? It means you don't need to freak out every time an exploit like this is unleashed unto the world. Although not advised, you could leave systems unpatched and it wouldn't be a problem. It's important to note that while they are a very effective means of deterrent for remote code execution attacks they don't prevent all attack vectors.

A good exercise would be to sit down and list out all the software your company uses. This might be next to impossible to do in a larger company as they have to deal with shadow IT yet even in a very small company you'd be surprised how much software you actually use. If you're having trouble completing this exercise you probably just proved how tough of a situation it is to ensure your bases are covered.

Proactive security measures make more sense than reactive endpoint security solutions when you realize that retail data is more than just credit cards.



Ian Eyberg, CEO NanoVMs

A self-taught expert in Computer Science, specifically operating systems and mainstream security, Eyberg is dedicated to initiating a revolution and mass-upgrading of global software infrastructure, which for the most part is based on 40-year-old tired technology. Prior to cracking the code of unikernels and developing a commercially viable solution, Eyberg was an early engineer over at Appthority,

an enterprise mobile security company. He also worked for Bluff.com doing poker analytics and studied Computer Science briefly at the University of Missouri-Rolla before pursuing a call to travel the world. For more information about San Francisco based NanoVMs, visit www.nanovms.com.



If you only do one thing to increase your sales, do this:

The Harmon Social Media Program

We developed the Harmon Social Media Program so independent jewelers can reap the full benefits of social media. We implement every element of the program at an expert level while keeping your costs as low as possible.

Even if you don't have time to post, this program keeps your accounts active and engaged. There is total transparency throughout. You'll receive analytics every month, as well as complete support and direction from your Harmon team. Whether you carry brands or just sell your own product, this program will work for your store.

This program will:

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- Introduce you to jewelry shoppers in your market who don't know you're there
- Use your marketing budget efficiently and effectively
- Feature vendors you carry, as well as the product that you create
- Pair eye-catching visuals and videos with professionally written copy to engage consumers and drive them into your store
- Let you communicate directly with targeted consumers
- Build your social media presence and promote your website



Participating vendors:

This is just a sampling of participating vendors. If there's a vendor not listed that you'd like to feature, let us know.

1872	Bering	Euphoria New York	Hulchi Belluni	Madison I.	Sal Praschnik
A & D Gem / DVANI	Brauning	Fana	JB Goodman	Manika	Scott Kay
A.O.D. Jewelry / Nava Dea	Charles Krypall	Frederic Duclos	Imagine Design	Mars Fine Jewelry	Shogun Pearl
Alisa	Christopher Designs	Frederic Sage	Izi Creations	Martin Flyer	Simon G
Allison-Kaufman Company	Coast Diamond	Frederick Goldman	JB Star	Mastercraft	Spark
Almar Design	Cordova	Freida Rothman	Jabel	Mastaloni	Steve & Royce
ALOR	DA Gold	Gemelody	K.C. Designs	Mercury Ring	Stuller
Amadani	Daniel Dilman	Gems One	Kabana	Peter Storm	Suna
Artcarved	David Gross Group	Gottlieb & Sons	Kelly Waters	Platini Jewelry	Sylvia
Artistry	De Hago	Gravure Commitment by Atlantic	Kim International	Precision Set	Triton Jewelry
Aspery & Guldag	Diabella	Gumuchian	Kimberly	Quality Gold	Thorsten
Azul	Dilamani Designs	H.J. Namdar	Lika Behar Collection	Rembrandt Charms	Uniek Jewelry
BA Gold	Dinara Creations	H.J. Namdar Forevermark	Louis Tami & Sons	Roberto Coin Inc.	Vahan
Bella Etoile	Effy	Herco	Love Pendants (Color Story)	Royal Chain	Zeghani
Beny Safer	Eli Jewels	Honora	LUCA Lorenzini featured by Lecili	Rudolf Freidmann	Zina Sterling Silver

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Nina Nguyen Impressive Sell Through Rates Soar On Patent-Pending Line

Mixed metals, saturated colors and organic materials make the seamless transition from summer to fall with designer Nina Nguyen's latest earring collection. Nguyen captures the latest trends and blended them with her signature style to create a winning combination for retailers who are looking for their next "best-seller."

Her latest innovative design was recently awarded a patent pending status which covers an element in the new earring collection, allowing these pieces to be transformed for multiple-use, convertible styling. Earrings featured in the collection can individually be turned into a pendant and worn on a necklace, or used as a charm.

The convertible styling has been a hit with retailers who adopted the product early, and sell-through rates have recently climbed near 20%. Lynn Andalman of Windsor Jewelry said, "As a one owner retail jewelry store with jewelry repair shop & watch repair featuring finished fashion, custom jewelry, estate & fine jewelry, these new pieces are a perfect fit for us. We have something for everyone's budget, and love being able to offer items such as Nina's geode bracelet, boulder opal necklace and all the earrings with the interchangeable drops!!!!"

Speaking about her latest collection, and its patent-pending status Nina Nguyen said, "The idea for this new patent-pending interchangeable system was born from my desire to allow customers who love Nina Nguyen Designs jewelry the chance to personalize their jewelry choices. I wanted to provide a wealth of options and flexibility within our new system to encourage repeat purchasing, both for our retail customers and consumers. The new collection serves as a platform for us to expand our offerings with endless design choices and provide our customers with opportunity to personalize their styles in an elegant and fashionable way."

The socially-conscious Nguyen is one of only a few designers who exclusively uses recycled gold for her 18kt pieces as well as recycled diamonds for her new designs. Nguyen puts an emphasis on gold in the more than 700 sku's featured in her latest collection, but sterling silver, as well as black oxidized silver and some vermeil still play a big part in her overall design offerings. The hand-hammered, textured finish she developed is also featured, and lends a unique and brilliant touch to the pieces it is incorporated into.

Retailers interested in more information on the new collection may call 720-459-7664 Option 3.



Charles & Colvard Launches Strategic Partnership with Jewelry-as-a-Service Platform Flont

Charles & Colvard, Ltd. (Nasdaq: CTHR), the original and leading worldwide source of created moissanite announced its strategic partnership with Flont, a pioneer in borrowed jewelry, allowing access to high-end designer jewelry through monthly memberships and 4-day jewelry rentals. This "jewelry as a service" concept allows members to regularly refresh their jewelry box, while mixing and matching for any occasion in their life - from work to weddings.

"Jewelry sharing promotes sustainability and brand awareness, giving consumers an easier path to develop an appreciation for fine, quality jewelry," said Cormac Kinney, founder and CEO of Flont. "We're thrilled to introduce our customers to Charles & Colvard and give them the opportunity to experience the brilliance of moissanite for themselves."

Founded in 2017, Flont is a leader in fine jewelry rental that has been featured in various business, fashion and industry publications including Entrepreneur, Bustle, The Business of Fashion, Forbes and Vogue. With three monthly subscription options, customers can borrow jewels for any occasion valued up to \$2,500 with Flont Demi, up to \$8,000 through Flont Fine and up to \$300,000 with Flont Privé. Additionally, Flont members receive exclusive access to private sales and special pricing, should a customer decide to keep a piece of borrowed jewelry.

"With Flont's monthly memberships and jewelry rental service, and the world's most brilliant gem from Charles & Colvard, we are perfectly partnered to give consumers a way to touch, feel and see the beauty of moissanite for themselves," said Charles & Colvard President and CEO, Suzanne Miglucci. "This model builds great brand awareness and loyalty for luxury and designer jewelry that anyone can obtain for job interviews and

weddings to red carpet events and runways.”

Charles & Colvard believes in using business as a force for good and continually works to find ways to support causes that resonate with customers, including reducing environmental impacts. Flont promotes sustainability through jewelry sharing and the use of recycled materials in both jewelry pieces and packaging, as well as fair trade for artisan designers with unique financing.

In addition to Flont, the Company has launched several other new co-promotional partnerships that provide access to an expanded range of target customers. In order to engage the consumer where they socialize and shop, Charles & Colvard has recently formed relationships with companies including Leading Points Corporation, She Should Run, Fond and Cartera. These organizations were strategically identified as important to the Company’s audience after extensive buyer research and development. Charles & Colvard is proud to work with these dynamic sites and brands to provide unique product selections and value to their networks.

Additional New Partnerships

Leading Points Corporation provides programs for retailers to show appreciation and give back to over 30 million active and retired military personnel. Through the Brilliant Service program, Charles & Colvard honors their service and sacrifice with a special discount for all members of the U.S. Armed Forces, veterans and military families.

She Should Run is a non-partisan organization whose mission is to expand the talent pool of women running for office, with a goal of readying 250,000 women to run by 2030. Through a hand-selected assortment of personalized and fashion items that reflect individuality, Charles & Colvard donates 10 percent of the net proceeds from the sales of these products to She Should Run so they can reach, educate, and empower even more women.

Fond is an employee recognition platform for rewarding achievements and milestones. Select Charles & Colvard products will be made available to employees for purchase through the premium discount program.

Cartera Commerce partners with leading companies who offer their customers loyalty programs, such as airlines and banks. They then give their customers a chance to earn even more of the miles, points, or cash-back they want by shopping with over 900 online stores they know and love, including Charles & Colvard.

The IJO Dream Team

We opened our retail store in the fall of 2011, and in the spring of 2014 we joined IJO – the best business decision we ever made. A few months after joining we moved our location, 3 years later bought our building, and we’ve doubled our volume as we continue to grow daily.



IJO has put together a DREAM TEAM of awesome retailers and vendors to produce the best shows possible, and their rewards program is what enables us to attend both shows every year. We leave each show with a renewed passion for our business! The families that belong to this group are amazingly helpful and we all have the same goal in mind – to help grow our business while having fun doing it. We’re all willing to extend a helping hand to anyone who needs it, and we’ve made some great life-long friends. Questions are answered and problems



are solved just by posting on the Indy Channel – such a powerful and priceless tool. We’re connected 24/7 with non-competing jewelers and it’s a benefit to know we’re not alone.

We love our IJO family and can’t wait for the next show to learn, laugh and expand our horizons to things we never imagined were possible just a few short years ago. This fall we’re looking forward to making our very first Antwerp trip and joining the others in our group for the extended side trip to Geneva, Switzerland. How cool is that? **Thank you IJO and everyone who’s a part of it!**

Gary & Carrie Mueller, Mueller Jewelers, Chisago City, MN

Gem-Water Pet Bowls

Gem-Water, the number one e-commerce retailer that introduced on-the-go crystal hydration to the world with Gem-Water bottles by Vitajuwel, has just launched one of the most innovative products for your furry family members. Named the CrownJewel, it is a pet bowl like no other. Just like their famous bottles, the Gem-Water petbowl uses crystals to restructure and enliven your pet's drinking water, and additionally offers the naturopathic benefits of those crystals.

Gem-Water's special gem blend for pets include these five stones, which are said to help with the following benefits:

- Nephrite Jade: Vitality
- Brown Agate: Strength
- Clear Quartz: Awareness
- Peridot: Balance
- Mangano Calcite: Social Behavior

Anjanette Sinesio, owner of Gem-Water said, "We saw an amazing opportunity in the pet market that wasn't being fulfilled. When we met with the VitaJewel team in Germany last year to further discuss our new idea, they had already prototyped this incredible bowl and we were ecstatic! So many people love Gem-Water, and we all knew the time was right to expand into this market. This bowl was made with so much love by Ewald (inventor of Vitajuwel), and tested for months with his dogs."

The bowl retails for \$78 and is available in three colors: Natural White, Slate Gray and Ocean Blue. It is made of a 70% bamboo/cornstarch/wood blend and is chew-proof! Wholesale pre-orders are being taken now and will be available at gem-water.com and select retailers at the end of September 2018.



Luca Jouel 2019: Stones Colored by Memory

Luca Jouel's 2019 fine jewelry collection invites further exploration of texture, natural beauty, personal meaning and individual style.

Debuting a special limited-edition colored stone collection, the pieces feature precious gemstones that the designer, Tereena Lucas, has collected over the years. The breathtaking collection is filled with gorgeous sapphires, spinels, tourmalines and garnets in beautiful tones of pale purples, rich magentas, orangey-pinks and deep greens, that are paired with finest white diamonds and custom hand finished platinum and 18kt yellow gold. The result is a deeply personal interpretation of beauty, a captivating melange of color, texture and memory.

Luca Jouel is also thrilled to present an exciting capsule collection of men's cufflinks for the very first time. These new pieces compliment the Luca Jouel line with their striking use of luxe gold and silver combinations together with petite black diamond accents.

The new collections also see the addition of a number of stunning new pieces that extend on the brand's core aesthetic of celebrating a sophisticated yet organic beauty while showcasing interesting rose cut diamonds and mixed precious metals in the forms of rings, as well as pendants, bangles and earrings. The ornate floral chinoiserie-inspired motifs, by now a standout classic signature of the Luca Jouel brand, feature prominently.

Luca Jouel fine jewellery is designed for women and men who appreciate beautiful and interesting detail and quality craftsmanship. All pieces are ethically crafted and responsibly



sourced. Tereena Lucas specializes in slow fine jewellery and works together with a dedicated team of master artisans from her studio in Perth, West Australia.

"I have a personal affinity for the unconventionally beautiful, the jolie laide. I like to create pieces that are special yet suitable to be worn every day. I have a love of the details and custom finishes which are infused into our designs; precious metals can take on such dreamy qualities depending on the different ways they are worked. On that point, I have taken great pleasure in doing all of the finishing work with my own hands this time around. For these new pieces I wish to share more of the Luca Jouel aesthetic and values, combined with interesting metaphysical meanings of gemstones that transform these gemstones into personal amulets or talismans. A little bit of magic mixed with the unexpected, creating original beauty, unconventional elegance" – Tereena Lucas, Luca Jouel

SimplexDiam and Eaton Hudson Jewelry Advisors Form Consulting Division

SimplexDiam, Inc. and Eaton Hudson Jewelry Advisors have joined forces to create a powerful and experienced joint venture to provide guidance to store owners seeking to turn around a business, sell off unwanted inventory, or liquidate an entire store.

Jewelers looking to SimplexDiam and Eaton Hudson for sales support will find themselves inundated with experience and resources. Their experienced management team and staff will appraise the jeweler's inventory, promote the sale to ensure high traffic, provide additional fresh well priced inventory to sell on consignment if the jeweler's inventory is insufficient, bring in supplemental sales staff where necessary and provide an experienced sales supervisor to coordinate the sale once it begins. The result is a sales event that leaves the jeweler in a much more advantageous financial position with the freedom to proceed with his plans.

"We admire the SimplexDiam team for recognizing the importance of specific industry expertise in our line of work and are glad to be a part of the launch of this strategic partnership. With Eaton Hudson and SimplexDiam together, we have a tremendous amount of resources behind us and can draw from the financial capital and back office operational structure of the companies, allowing for a much greater expansion of the jewelry advisory services throughout the United States and Canada," commented Bob Epstein, head of retail jewelry sales consultancy at Eaton Hudson.



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PARAMETICS MEANS PROFITS FOR RETAILERS

By Jenine Lepera Izzi

This four-part 3Design series has shown jewelers how 3Design is an easy-to-use tool, which offers quick customization options for buyers in-store. By having someone sit down and work with clients to design a photo realistic rendering of a ring, or any piece of jewelry, buyers can fulfill a sense of personalization and deeper involvement in the design process. Parametrics offer an opportunity to easily edit, scale, and save designs, as history is recorded, step-by-step, and designs are easily scaled.

In the final installation of this ring series, we will learn how to create a halo for a ring in a bezel setting. Using 3Design, this can be created in under 5 minutes.

STEP 1

BEGIN WITH THE LAST DESIGN

With parametric history, one doesn't have to start from the beginning when a design needs to be reworked. It is easy to pick up where a design was last left off. This not only saves valuable time, but also money.



STEP 2

ADJUST THE SIDE STONES

Using parametric history, adjust the stones on the shank. Here, the number of stones around the band have been reduced to 12, and the angle has been adjusted to fit the sides stones. Thanks to parametric history this can be done in a few seconds, updating everything, including the original stone seat that had been cut.



STEP 3

LINK PLANES TOGETHER

The key to parametric history is working with the "planes" As seen in previous articles, the plane is linked to the ring size, the stone, and the shank. By linking the planes together, all three will be associated with each other for further design edits. In the image to the right, the original design is hidden to show the ring size builder we began designing with.



Jewelers for Children Announces JFC Day

On September 29, 2018 Jewelers for Children will celebrate the first annual JFC Day. The day will be a way for all supporters of JFC and for potential new ones to celebrate the success of the industry's support for children in need and raise visibility and funds for the charity. JFC Day is the brain child of Steven Vardi, a JFC board member who helped develop the concept along with JFC's Marketing Committee.

"We'll be asking all of our current supporters to focus their efforts on JFC Day, helping us to educate consumers about the good the industry is doing, and we'll also look for companies to run some type of fundraising activity on that Saturday as a nationwide effort for children in need," said Vardi.

Those on the supply side of the industry will be asked to reach out to all of their retail customers, asking them to participate in the initiative. Many will be offering partnership programs for the day. Retailers will be asked to reach out to their customer base to educate them about JFC and invite them to participate in whatever activity the retailer has planned for September 29. Everyone will be asked to use their social media presence to promote the day, particularly on that Saturday to encourage nationwide, blanket of exposure for the charity.

JFC will provide participants with materials to make it easy to promote the day, as well as ideas on how they can participate. Support will include trade ads, sample social media, customer communications, and in-store signage.

"It's exciting that as we celebrate our 20th anniversary, we launch JFC Day," said Pamela Mortensen, JFC board chair. "This will become an annual campaign to raise the visibility of JFC and the amazing work that the jewelry industry is doing by supporting the charity," she added. "Tens of thousands of children have benefited from the good we do and we need to share that message with the consumer."

Companies interested in participating in JFC Day can sign up on the JFC website at www.jewelersforchildren.org, or contact JFC at 212-687-2949, or info@jewelersforchildren.org.



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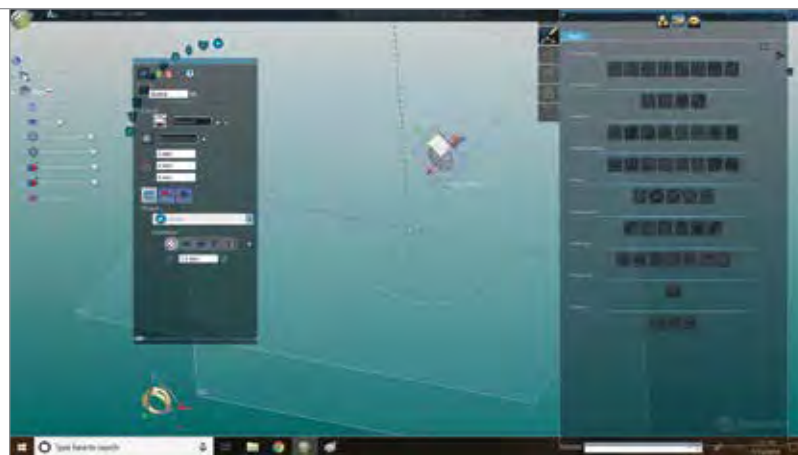
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STEP 4

ADD THE SECOND PLANE

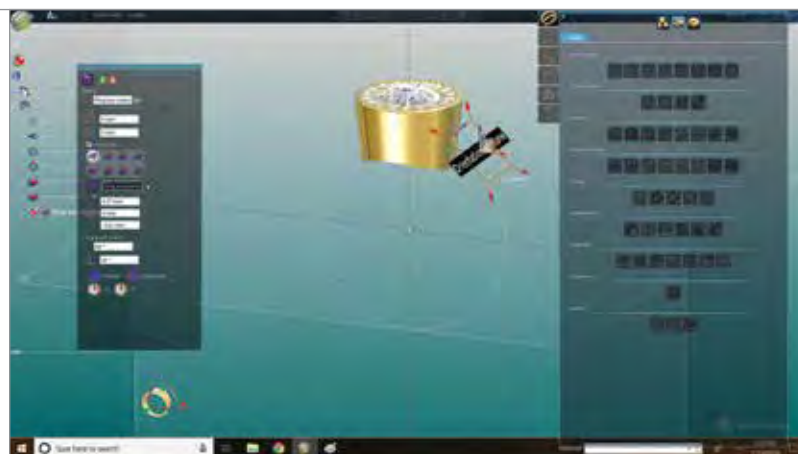
When we select the original ring size builder and add a new plane to the design, this links the planes together. This is necessary for all future adjustments to be applied to the whole design. Once the second plane is in position, we can add the side stones.



STEP 5

ADJUST THE ORIGINAL DESIGN

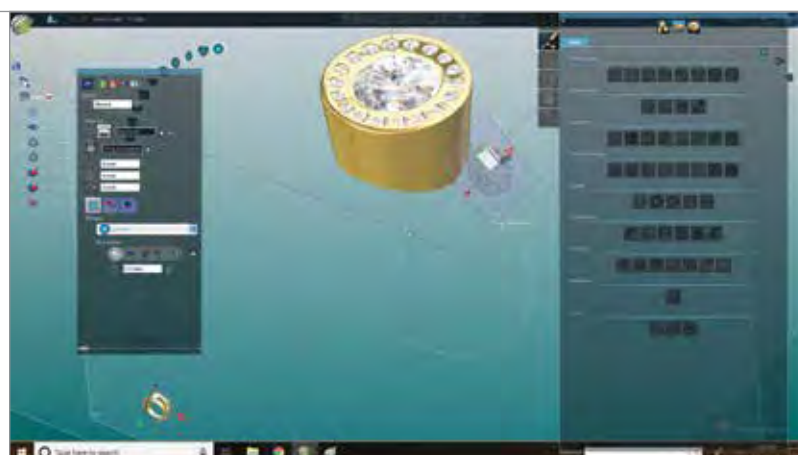
It is important to make sure the new sides stones fit with the original design. Therefore, it is important to show the main stone and bezel, making sure it fits properly with the first side stone placed.



STEP 6

ADD THE SIDE STONE

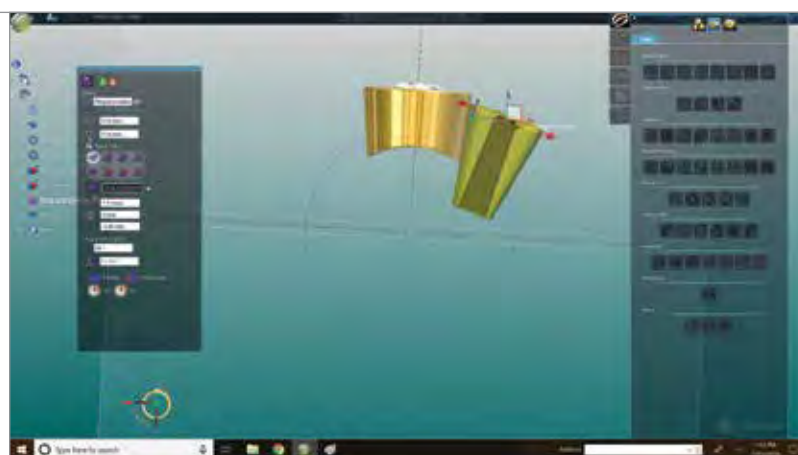
Now that the new plane is in position, select it to add another stone. By pre-selecting the plane, the stone will populate on the side plane. This will keep them parametrically linked together, making future changes effortless.



STEP 7

ADD THE NEW BEZEL

Once the side stone is in place, the bezel can be added around the stone, as learned in previous articles. This is done by pre-selecting the stone and adjusting it according to the design.



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.

Mitch Horowitz Joins Roseco

Bob Rose, president of Roseco in Dallas Texas announced the appointment of Mitch Horowitz as Director of Sales and Marketing. In this role at Roseco, Mitch will be responsible for driving sales, new business opportunities and helping the existing customer base increase their revenue base.

Mitch brings 30 years of industry knowledge and sales experience from his time working at leading industry publications including JCK, National Jeweler and Modern Jeweler.

Mitch said "I am thrilled to be back in the trade and I believe this is a great opportunity to help Roseco strengthen its position as a leading supplier for retail jewelers on a national level. By offering a vast array of products and services, I believe we are well positioned for years to come".



Roseco will celebrate its 40th anniversary next year as a leading supplier of findings, tools, equipment and other products that a jeweler needs to be successful in today's competitive retail environment.

For more information please contact Bob Rose at 800 527-4490 or 972 991-9731

Jewelers Mutual Named to 2018 Ward's 50

Stands out as a top performing insurance company for eighth consecutive year

Jewelers Mutual Insurance Company has been named to the 2018 list of Ward's 50® top performing insurance companies, marking the eighth consecutive year for this recognition. The award recognizes outstanding financial results in the areas of safety, consistency, and performance over a five-year period from 2013-17.

"We are intensely focused on our customers and providing solutions to their business challenges," said Scott Murphy, Jewelers Mutual president and CEO. "Being named to Ward's 50® again is a testament that our employees and partners continue to do so."

The list of Ward's 50® top performing insurance companies was released on July 17 by Ward Group, an Aon Hewitt company and

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— Mark Moeller, CEO, R.F. Moeller Jeweler

BILL BOYAJIAN
Past President, GIA

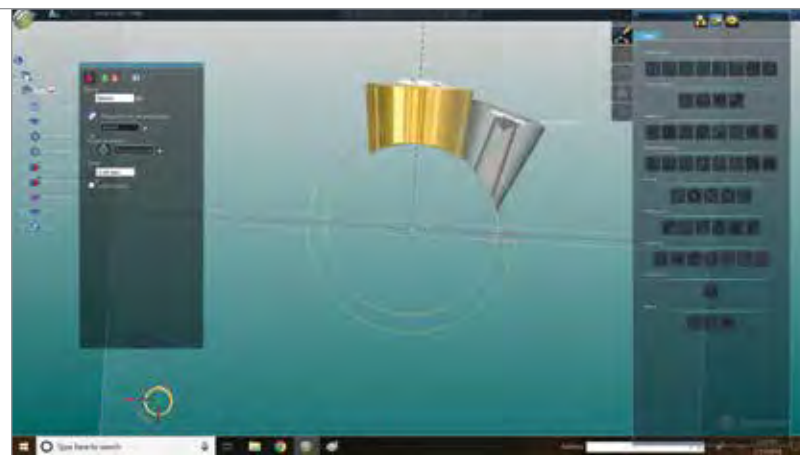
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STEP 8

ADJUST THE SIDE STONES

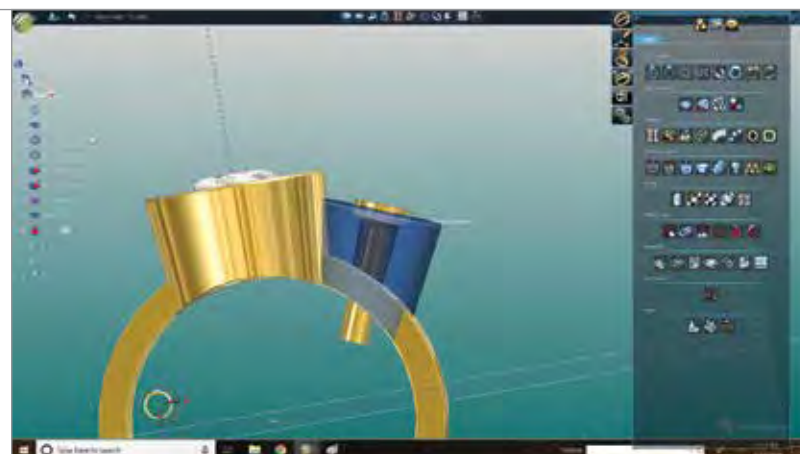
Using parametric history, adjust the stones on the shank. Here, the number of stones around the band have been reduced to 12, and the angle has been adjusted to fit the sides stones. Thanks to parametric history this can be done in a few seconds, updating everything, including the original stone seat that had been cut.



STEP 9

CUT OUT THE STONE SEAT

Again, in step 9 we are repeating steps previously learned. Use the “stone cutter” tool to cut out the stone seat in the shank.



STEP 10

MIRROR TO THE OTHER SIDE

Once the new side stone is complete, mirror it to the other side.



Sitting down with a customer, the excitement felt over developing a custom design one-on-one could be the difference between a sale, and someone finding a ring elsewhere—or someone finding another store that offers custom design options. By developing realistic renderings alongside customers, they can view different options before committing to a style. As a retailer, you don’t need to invest in precious metal upfront, since renderings are digital. Plus, there is value add for someone to visit your store for personalization, versus another nearby.



As seen, within five minutes side stones can easily be added to a bezel setting. The power of parametric history is invaluable. In this four-part demo, we wanted to show common features often added to rings, demonstrating the practicality of 3Design software. How will you use customization to help your sales?

If you are interested in using parametric history to create realistic renderings for your store and want to learn about how it can help increase profits, call the New York Jewelry Design Institute at 212-777-5393 or email info@nyjdi.com to set up an appointment with an instructor. Flexible, private lessons are available.

New and Noteworthy

the leading provider of operational and compensation benchmarking and best practices services for insurance companies.

To develop its annual list of the top 50 performing insurance companies, Ward Group analyzes the financial performance of nearly 3,000 property-casualty insurance companies and 800 life-health insurance companies domiciled in the United States and identifies the top performers in each segment based on objective data and subjective quality measures. Each company has passed all safety and consistency screens and achieved superior performance over the five years analyzed.

"We continue to look for new ways to evolve and strengthen our business so that we can be here for our customers when they need us the most," added Murphy.

Cas-Ker Has Acquired Materials, Tools & Supplies of Livesay's of Tampa

The Cas-Ker Co. of Cincinnati, Ohio has purchased the watch materials, tools, and supplies inventory of Livesay's of Tampa, Florida. Cas-Ker congratulates Henry and Eleanor Livesay on their well-deserved retirement after serving Tampa area jewelers and watchmakers for 49 years. Special thanks to sons Henry J and Richard Livesay who managed the business for many years. From their beginnings in Roy Livesay's basement to the third generation of family ownership, Livesay's was known for their friendly service. "We are happy to see a such highly regarded company as Cas-Ker continue to serve our customers," said HenryLivesay.

"Our businesses have a lot in common," muses Dan Cassedy of Cas-Ker. "Both are third generation, family owned and operated businesses with customer-focused values. We pride ourselves on our large inventory and experienced staff, who are a great asset to our customers across the country. Transitioning from being a Livesay's customer to being a Cas-Ker customer will be easy."

Cas-Ker is a full-service distributor to professional jewelers and watchmakers, serving the industry for 90 years. Cas-Ker's inventory may be the world's largest selection of horological and jewelers' products including watch parts, batteries, jewelers' and watchmakers' tools and supplies, findings, watchbands, gift boxes, and more. "We're your one-stop-shop for everything you're used to getting from Livesay's and more," said Dan Cassedy. Contact Cas-Ker at 1-800-487-0408 or online at www.casker.com.



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Announcing the 2018 Winners of the **MJSA VISION AWARDS** **DESIGN COMPETITION**

Every year, the MJSA Vision Awards celebrate outstanding achievements in jewelry making and design. The winning entries are profiled in the August issue of *MJSA Journal*, and will be displayed during the 2019 MJSA Expo at the Javits Center in New York City. Entries for the 2019 competition will be accepted starting in January. For more information, go to MJSA.org.



1) First Place, Professional Excellence, 4+ Years in Business
and First Place, Laser Distinction (sponsored by LaserStar Technologies)
Ombre Pendant by **ADAM NEELEY** of Adam Neeley Fine Art Jewelry, Laguna
Beach, California

2) Second Place, Professional Excellence, 4+ Years in Business
Fire Teardrop Pendant Necklace by **RACHAEL MITCHELL** of Stuller Inc., Lafayette,
Louisiana



3) First Place, Professional Excellence, 1-3 Years in Business
Eternity of the Plant Kingdom Set (earrings and brooch) by **XUEHUI LIU** of Grace•Hui Jewelry Studios, San Jose, California

4) Second Place, Professional Excellence, 1-3 Years in Business
The Entrepreneur Ring by **JULIE LAMB** of Julie Lamb New York, Hastings on Hudson, New York

5) First Place, CAD/CAM Distinction (sponsored by EnvisionTEC)
Peridot Scroll Ring by **ANDREW BUGHER** of Andrew Bugher Design, St. Paul, Minnesota

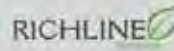
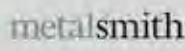
6) First Place, Custom Design Distinction (sponsored by Century Casting)
Atmosphere Cocktail Ring by **VICTOR HARARUK** of V. Hararuk JDS, Kiev, Ukraine

7) First Place, Responsible Practices Distinction (sponsored by Richline Group)
At the Creek Pendant by **WOLFGANG VAATZ** of Earth Terra Erde Inc., Rio Rico, Arizona

8) First Place, Future of the Industry Award (sponsored by the MJSA Education Foundation)
La Inspiración de una Mariposa Necklace by **ANGELY MARTINEZ**, Fashion Institute of Technology (FIT), New York City

9) Second Place, Future of the Industry Award
CAD-rendered Interlock Ring by **HSINYU CHU**, Gemological Institute of America (GIA), Carlsbad, California

MJSA Would Like to Thank This Year's Vision Award Sponsors:



Rembrandt Charms' New Website Launch

Rembrandt Charms proudly announces the launch of its new website! The newly developed interactive website has a clean, uncluttered design with new high-resolution product images. The responsive website provides streamlined navigation for desktop, tablet and cell phones.

The goal of this entire redesign process is to provide a more streamlined, customized experience for the retail jeweler and our new and loyal charm collectors. From deciding on the perfect bracelet and choosing the charms that tell their story, to finding the nearest Preferred Retail Jeweler, Rembrandt Charms makes the experience easy and enjoyable.

The relaunched website is on WordPress, which is one of the leading content management systems available. "WordPress exposes a powerful suite of editing tools to allow effortless addition of content, is easily extendable which allows us to quickly launch new features, and integrates well with our back-end system," states Nathan Skelton, Website Developer, Harmon Group.

The Bracelet Creator, Engraving Creator and PhotoArt Creator will debut later this year. The Creators provide charm collectors a seamless, personalized experience where they can customize PhotoArt charms, add engraving to charms, and select the placement of charms on a charm bracelet. Charm collectors will find it easier and more exciting to discover charms and the many ways they can tell their story!

Through an online wish-list form, charm collectors can send their charm bracelet configuration and wish list to a preferred retail jeweler listed on the Rembrandt Charms Retail Locator; they also have the option to share their favorite items or wish-list through social media, email or print a copy.

"Despite designing a consumer-friendly website and increasing our national consumer advertising, Rembrandt Charms remains dedicated to supporting the retail jeweler and will not sell direct to consumers. There are many new features available now and for later this year that benefit our retail jewelers, including online ordering and a retailer dashboard. However, if our retail jewelers prefer to email, fax or call in orders rather

than going through our website, our unparalleled customer service team remains available to assist them during regular business hours," states Eric Lux, Vice President, Rembrandt Charms.

The beauty of a charm bracelet is that it is a timeless collectible that can be passed down for generations. Each charm bracelet tells a unique and personal story that can be sentimental or amusing. For more information call 800-828-7840.

Stuller Releases New Packaging and Displays Catalog

With the holiday season just around the corner, Stuller is pleased to announce the release of its latest catalog, Packaging and Displays 2019-2020.

"This catalog features 180 pages of inspired options that are designed to help retail jewelers customize and promote their brands," says Alex Graham, packaging and displays senior product manager. "With many new and best-selling options in a variety of exciting colors and finishes, our customers are sure to find something that will complement their custom designs and fine jewelry."

The catalog also features:

- Trendy packaging collections in new colors and styles
- A wider assortment of display essentials
- Visual merchandising "pro tips" from Stuller experts
- Product arranged from luxury to bulk to help find the right price

"We've also placed badges throughout the catalog, which indicate items that are available for hot stamping or digital imprinting," says Graham. "Custom imprinting plays a vital role in building a store's brand and we want to make that process as convenient as possible."

Learn more about the new catalog at Stuller.com/PackagingandDisplaysCatalog.





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E. L. Designs by Ed Levin Studio Launches 14 Karat Gold and Sterling Silver Diamond Sparkle Collection.

E. L. Designs, known for luxury handmade jewelry, announces the launch of the Sparkle Collection. Anchoring the Sparkle collection is the iconic Signature Bracelet adorned with 30 channel set diamonds. Complementing the bracelet, the Sparkle Collection includes channel set diamond earrings, pendants and necklaces.

E. L. Designs continues to lead the market with innovative design, handmade in the USA. In addition to the Sparkle Collection, last month E.L. Designs launched their Tension Set Collection with no posts, prongs or bezels, allowing each gemstone to sparkle with maximum light return.

"This is an exciting year as we set the pace in the luxury brand market," proclaimed Peter Tonjes owner and president of E. L. Designs. "The debut of the Sparkle and Tension Set collections builds on our 70-year legacy of a comprehensive sterling and 14k gold designer line of jewelry. We understand the value that design excellence and quality can make to the end customer and to the jeweler who wants high turns."

For more information call 800-828-1122



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2. The Adamas Diamond Tester is the first precise and reliable, diamond and moissanite tester that comes with a standard replaceable tip.
3. The Multi Tester III (PMuT III) instantly separates diamonds from other diamond simulants. It accurately verifies the authenticity of colorless diamonds against moissanites and other simulants such as colorless sapphire, colorless spinel, cubic zirconia, zircon, etc.
4. The PGT/CSE Gemstone Tester and Colored Stone Estimator is the only thermal tester in the industry. It provides a quick way to identify diamonds and separates common colored gemstones from one another based on their thermal conductivity. Coated gemstones can also be generally tested with the PGT/CSE.



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For More Information contact sales@gesswein.com at 203.366.5400 or visit www.gesswein.com



Discoveries Unfold at GIA's Symposium

Leading researchers to share their latest findings

Objective and independent scientific research is critical to understanding the impact of new gem discoveries, treatments, identification techniques and evolving technologies in the gem and jewelry industry. Leading researchers in geology, mineralogy, diamond formation and related fields will present their latest findings at GIA's International Gemological Symposium, October 7-9, 2018 in Carlsbad, California.

- Dr. Saleem Ali, senior fellow at Columbia University's Center on Sustainable Investment and director of the Gemstones and Sustainable Development Knowledge Hub at the University of Delaware, will discuss "Gemstones and Sustainable Livelihoods: From Mines to Markets."
- Dr. Barbara Dutrow, the Adolphe G. Gueymard Distinguished Professor in the department of geology and geophysics at Louisiana State University and a member of the GIA Board of Governors, will examine "Tourmaline: A Gemstone's Guide to Geologic Evolution."
- Dr. Lee Groat, professor in the department of Earth, Ocean and Atmospheric Sciences at the University of British Columbia and editor of The Canadian Mineralogist, will present "Scientific Study of Colored Gem Deposits and Modern Fingerprinting Methods."
- Dr. Andrey Katrusha will present "Growing Ultra-Large Synthetic Diamonds with HPHT Methods." He is a world-leading specialist in the field of growing large and ultra-large synthetic diamonds at high pressure and high temperature.
- Dr. D. Graham Pearson, a fellow of the Royal Society of Canada and a professor in the Department of Earth and Atmospheric Sciences at the University of Alberta, will explore new technologies and techniques in his presentation "Modern Advances in the Understanding of Diamond Formation."
- Dr. Evan Smith, a research scientist at GIA, will discuss "The Formation of Natural Type IIa & IIb Diamonds."
- Dr. Daniel Twitchen, sales director for CVD synthetic diamonds at Element Six (E6), will address "Synthetic CVD Diamonds."

In addition to the seven keynote speakers, there will be various presentations on gemological research. The research

presentations at Symposium will focus on seven themes – colored stones and pearls, diamond geology, diamond identification, gem characterization, general gemology and jewelry, gem localities and gem formation, and new technologies and techniques.

Those themes will also be addressed in a significant poster session with more than 60 participants presenting research abstracts on topics ranging from The use of Endangered Species in Jewelry to The Impact of Fluorescence on diamond Marketability. Symposium attendees will be able to interact with the poster presenters during the sessions.

Abstracts for all oral and poster presentations will be published in the Fall 2018 issue of Gems & Gemology.

Professors from the Harvard Business School (HBS) will lead a track on business concepts and innovations, using the renowned case-study method employed in all HBS programs. The Symposium will close with "Futurescape Forum" – a landmark event where industry leaders will deliberate their unfiltered predictions on the horizon for the gem and jewelry industry.

To register and for more information on the program, related events and hotel accommodations, visit symposium.gia.edu.

Rembrandt Charms: Now an SJO Supplier

Rembrandt Charms is proud to announce their partnership with the Southeastern Jewelers Organization (SJO) as an approved supplier. Rembrandt Charms is a family owned company that has been designing and manufacturing charms and charm bracelets for over 45 years. Rembrandt Charms merchandise is sold exclusively by retail jewelers and available in more than 14,000 retail jewelry stores throughout North America.

"We are excited to join SJO as the premier charm and charm bracelet supplier!" states Eric Lux, Vice President Rembrandt Charms. "Demand for our traditional charms and charm bracelets is increasing significantly across the nation, especially in the south where they have always been a consistent top-seller."

For over 55 years, SJO has continued to expand its world class membership and offerings. Its longevity is based on an ever-present dedication to uphold the ideal of always putting the retail jeweler first, an ideal shared by Rembrandt Charms."

De Beers Jewellers Unveils New High Jewelry Collection: Diamond Legends

"Diamond Legends by De Beers traces the most iconic diamond myths through four exceptional High Jewellery diamond sets" For centuries, diamonds have been at the heart of mythological tales that transcend history and span cultures. In ancient stories, diamonds were imbued with magical properties and connected to the most essential virtues, such as love, strength and eternity. This led to the belief that diamonds were godly creations, descended from the heavens and bestowed upon the earth. The legends that now surround diamonds reveal how, for thousands of years, diamonds have been viewed as precious treasures – both natural and supernatural at once. Today, De Beers pays tribute to the most iconic of these diamond legends with four exceptional High Jewellery sets, each one named for its godly or heavenly origin. Through Cupid, Ra, Celestia and Vulcan, the mythical ties that bind diamonds to ancient gods are expertly retold with fancy-cut and fancy colours diamonds, alongside exceptional rough diamonds in a variety of natural hues.

"The Diamond Legends by De Beers High Jewellery Collection showcases De Beers' diamond mastery of natural rough and polished diamonds. The four exceptional sets – each one inspired by an iconic diamond legend and its godly origins – are made possible by our meticulous diamond hand-selection techniques and technical excellence. This new High Jewellery Collection is the ideal way to celebrate 130 years of De Beers heritage as the Home of Diamonds since 1888." François Delage, CEO, De Beers Jewellers.

De Beers' interpretation of these fascinating diamond myths were revealed during Couture Week in the De Beers salon, located on Rue de la Paix, Paris. An architectural setting brings each legend at the source of De Beers' High Jewellery creations to life, by drawing inspiration from rays of light falling on a faceted surface and placing the collection between the sky and the earth.

The Diamond Legends by De Beers High Jewellery collection is presented alongside the historic Eureka diamond, which is recognized as the first diamond to be formally discovered in South Africa. This significant 21.25 carat diamond, which sparkles as a 10.73 carat cushion-cut diamond, is thought to have been found accidentally by Erasmus Jacobs on the banks of the Orange River. Once authenticated as a diamond, the Eureka passed through many hands, crossed oceans and became a symbol of a new era for the African continent. The

Eureka diamond was acquired by De Beers some 100 years after its discovery, and later was returned to South Africa where it was displayed in Kimberley. This fascinating legacy perfectly complements the Diamond Legends by De Beers High Jewellery collection, which similarly celebrates the power of diamonds to capture significant facets of history.

Cupid

"To create an infinite and eternal love, Cupid, the Roman god of desire, used precious diamond-tipped arrows."

In Roman mythology, when Cupid met the mortal Psyche he was wounded by one of his own diamond arrows, causing him to fall irrevocably in love. This timeless connection between diamonds and true love is captured in the Cupid set, offering a contemporary interpretation of the classic Toi & Moi aesthetic. Contrasting diamond cuts express the duality of Cupid and Psyche, with the geometry of princess-cut diamonds paired with the organic shape of marquise-shaped diamonds. Through these contrasting diamond cuts, the Cupid necklace evokes the Roman god's outstretched and feathery wings, adorned with the modern combination of a fancy orange brown pear-shaped and fancy light grey green pear-shaped diamond drop. Two Cupid rings and a pair of ear cuffs, set with a detachable 1.80 carat pear-shaped diamond drop, complete the set.

Inspired by the unique characters of fancy-cut diamonds, our experts use hand-selection methods honed over generations to choose the finest diamonds. Together, these diamonds create a spectacle of light-reflecting sparkle that is both contemporary and timeless.

Cupid necklace

Princess-cut and marquise-shaped diamonds lead to a pair of pear-shaped fancy orange brown VS1 and fancy light grey green SI1 diamond drops, each weighing 3.04 carats and 2.29 carats respectively

RA

"In Ancient Egypt, the sun's power as the origin of all life on earth was reflected at the center of the sacred ankh cross, a symbol of eternal life, in the form of a diamond."

For the Ancient Egyptians, the sun was the ultimate manifestation of eternal life. The sun god, Ra, was considered the creator of the world, and his image was adorned with the sacred ankh cross; an iconic symbol of divinity set with a diamond to represent a diffusion of the sun's energy to

create life. The Ra set draws inspiration from the Egyptian sun hieroglyph and the ankh motif, both recreated in an array of pear-shaped yellow diamonds and yellow diamond pavé forms. A medallion radiates with the sun-like energy of a 3-carat yellow diamond, set on a sautoir chain of yellow round brilliant diamonds, white marquise-shaped and princess-cut diamonds suspended between white pavé motifs, inspired by the sacred ankh. With a detachable central and outer motif, this medallion can be worn in multiple ways as a pendant or brooch, while the chain can also be worn alone. The joyful exuberance of yellow diamonds is also captured in two pairs of earrings and a ring, set with a 2.04 carat yellow diamond.

As some of the rarest treasures on earth, fancy color diamonds blend sparkling light with a unique sense of character and charisma. At De Beers, we hand-select only the most exceptional colored diamonds with beautiful depths and saturation.

Ra necklace

Fancy yellow diamonds and diamond pavé motifs radiate from a 3-carat fancy intense yellow VS1 round brilliant diamond, set on a sautoir chain

Celestia

"Meaning 'heavenly', Celestia conjures the tears of the gods and their journey from the divine world above to the earth below."

The Ancient Greeks and Romans looked upon diamonds as tears from the gods, fallen from the heavens and imbued with strength, love and light. This fantastical journey, also known as Celestia, is recreated with the Celestia set, where bezel-set round brilliant diamonds slowly turn to pear-shaped diamonds like tears falling from the sky. A central tassel motif creates the shape of a single droplet of water in an exceptional necklace and earrings, symbolizing an accumulation of tears and the ultimate gift of diamonds from above. This beautifully fluid and flexible necklace, which can also be worn without the diamond tassel, is accompanied by a ring and a bracelet.

Drawing inspiration from the timeless beauty of hand-selected diamonds, our jewelry designers do each one justice with beautifully flexible and fluid designs that celebrate the women who wear them. Meticulous diamond setting skills ensure each wondrous piece sparkles from every angle in an eternal display of Fire, Life and Brilliance.

Vulcan

"The Olympian god Vulcan, blacksmith of the gods, used the strength of diamonds to forge treasures in the depths of volcanoes"

Legend says the Olympian god Vulcan, known as the blacksmith of the gods, was working away at the heart of a sleeping volcano when a spark was struck from his tools. Diamonds embedded in kimberlite rock were thrown from the depths of the volcano and a powerful spectacle of flowing lava ensued. The Vulcan set evokes molten lava flowing from a crater with polished round diamonds, pouring to fancy color diamonds, pear-shaped diamond drops and rough diamonds, with textures that hint at the surface of volcanic rocks. The spectacular Vulcan necklace is set with five pear-shaped diamonds, alongside three lines of diamonds in a variety of shapes and colours. The two outer lines of rough and polished diamonds can be detached to reveal a classic polished diamond line necklace. This balance of color, shape and texture can also be found in the rings, earrings and bracelet from this set.

With meticulous skill, experts hand-selected rough diamonds with beautiful natural colors and shapes to complement the artistry of the designers. The pairing of rough and polished diamonds reflects the diamond mastery at the heart of De Beers.

Vulcan necklace

Detachable rough diamond rows each leading to diamond drops surround a polished diamond line necklace finished with a 5.84 carat G VVS1 pear-shaped diamond

Vulcan bracelet

A line of polished round brilliant diamonds is perfectly complemented with cascading rough diamond drops in a variety of natural hues



De Beers Ra Necklace



De Beers Vulcan Bracelet



De Beers with Vulcan

Chatham Celebrates 80th Year

Beginning with the scientific breakthrough in crystal growth in 1938 by pioneering legend Carroll Chatham, Chatham Created Gems marks its 80th Anniversary this year. To honor this milestone, the brand is launching a collection of pendants that celebrate the numbers in one's life. "Everyone has milestones to celebrate, be it a birth, a marriage or just coming of age," states Tom Chatham, Carroll Chatham's son. "This collection is the perfect gift to celebrate and honor those occasions."

Pendants are made in 14kt white and yellow gold, featuring numbers 1 through 9. The numbers themselves were purposely positioned in the foreground of an oval covered in lab-grown diamonds. This intentional design was made to serve two purposes: the number can appear as a single digit or double while the oval performs as a zero, 1st or 10th anniversary, 2nd or 20th, and so forth.



Chatham's 14kt Fashion Pendant Lab-Grown Diamonds 0.41ctw

It's a simple, yet versatile style suits any significant moment worth celebrating. Chatham only uses the highest quality lab-grown diamonds for this collection – D E F / VVS stones.

Pendants are an ideal anniversary or birthday gift. But, they can also be much more than that. It can be the first gift a groom presents his new bride to celebrate the first day of the rest of their lives together. It can celebrate a championship win or an achievement like running a 5K race. More importantly, it can be passed down from generation to generation, keeping the story alive. This collection not only celebrates moments but it also memorializes them.

As for what the future holds for the brand, Harry Stubbett, President of Chatham, shared "Science and technology will have a greater impact in the future of the jewelry industry than ever before. And after 80 years, we continue to see explosive growth in consumer interest."

AGS's Circle of Distinction Dinner a Big Success

The American Gem Society held its annual Circle of Distinction Dinner to honor the outstanding accomplishments of key jewelry industry leaders.

The distinguished event, held at the historic Plaza Hotel, celebrated the careers of three, highly-regarded industry professionals. Stephen Lussier, Chief Executive Officer, Forevermark, Terry Chandler, President/CEO, DCA, and David A. Bouffard, Vice President, Corporate Affairs, Signet Jewelers Ltd.

"I am extraordinarily honored to be recognized by America's preeminent jewelry industry organization, the AGS," said Stephen Lussier, accepting his Lifetime Achievement Award. "Diamonds form a deep emotional bond with their owners. They are like a vault holding life's memories for one's life. De Beers has given me a platform to take this message to generations of Americans and to new consumers all over the world. At De Beers, I have found a company that thinks long term, is not afraid to take bold action when it is needed, is passionate about doing the right thing, and fundamentally appreciates that at the heart of our industry lies one thing—the consumers' belief in the diamond dream."



▲ Stephen Lussier

Terry Chandler was the evening's first recipient of the AGS Triple Zero® Award. "I am honored and humbled to receive this special award from the American Gem Society and to join the ranks of the previous honorees, as well as tonight's honorees," Mr. Chandler said. "DCA has been a member and supported AGS for nearly two decades because they stand in the doorway to protect and promote the integrity and ethics of our industry."



▲ Terry Chandler.

"I am honored and humbled to receive the AGS Triple Zero Award," said David A. Bouffard, Signet Vice President, Corporate Affairs, and the second AGS Triple Zero® Award recipient of the evening. "I'm also proud to be part of a company that takes its leadership position in the industry seriously, values integrity, collaborates with its business partners, and actively works towards the continuous improvement in the integrity of the global jewelry supply chain to ensure consumer confidence in the products we all sell."



▲ David Bouffard

The Lifetime Achievement Award is one of the highest honors an individual may achieve from the American Gem Society—instituted to honor those who have made significant contributions to the industry throughout their career.

The AGS Triple Zero® Award was aptly named after the highest grade in the AGS Diamond Grading Standards and is presented to members of the jewelry industry for their countless accomplishments and contributions.

The American Gem Society would like to thank their sponsors for their generous support in making the event both memorable and a success: Jewelers Mutual Insurance Group, Signet Jewelers Ltd., Forevermark, JCK, and Wells Fargo.

To learn more about the American Gem Society, please visit www.americangemsociety.org.

GIA Collaborates with Princeton University on Advanced Diamond Research

Scientists at Princeton University called on GIA's expertise in gemological research and the analysis of optical centers to evaluate how to use the unique properties of diamonds to create a highly secure communications network.

The research, published in the July 6, 2018 issue of *Science* magazine, examined how color centers created by replacing two carbon atoms with one silicon atom in the crystal lattice of a synthetic diamond could be used to store and retransmit information in a quantum communications network, that would allow for the transmission of information between physically separated processors. Using instrumentation and techniques developed at GIA, GIA Research Associate Lorne Loudin, one of several co-authors of the article, helped to accurately determine the distribution of the color centers in the diamonds examined for the research, which guided materials engineering efforts to create the desired colors.

"Accurately mapping the color centers, which occur at low concentrations in uncontrolled samples, was an important aspect of our research," said lead researcher Nathalie de Leon, assistant professor of electrical engineering at Princeton. "GIA's expertise and specialized equipment for mapping such defects was crucial to the project."

"GIA's decades of scientific inquiry into the fundamental characteristics of natural and synthetic diamonds gave us a unique ability to collaborate with Princeton and Professor de

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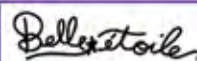
Looking for that unique Fine Jewelry ownership position... without all the hassles of the business side of things? Not only does this opportunity come with virtually no risk, it is also a fun place to do what you do best... represent and sell jewelry!! Imagine having the ability to hand select your inventory... at no cost (all on consignment)... then get handsomely rewarded when what you selected for your counters sells! If this has appeal... we need you. **The ideal candidate has:** • A willingness to learn and follow our proven and successful consignment business plan, merging that with your jewelry knowledge and expertise. • GIA certification. • Sales experience dealing with fine jewelry, as well as jewelry evaluation. • Experience dealing with national jewelry vendors and suppliers. • Unrelenting friendly personality, enjoys selling, and dealing with the public. • A desire to be rewarded for high performance appropriately. • Ability to hire, train and supervise assistants. • Basic administrative skills. • Basic computer skills to operate our POS system. We are the largest furniture consignment business in the country with 17 currently open locations, and 24 years of experience and success. We have fine jewelry departments in most of our locations where we parade thousands of customers before the jewelry counters. Everything is consigned. Product is garnered from National Mfg's, Vendors, and from the area's better homes/residents (untapped endless supply). We have this opportunity available in our Houston, Dallas, Austin, San Diego, and Folsom locations. **Check us out at: thehomeconsignmentcenter.com** Please respond to: hr@hcccenter.com with a cover letter stating your interest, qualifications, and desired location. We will contact interesting, qualified candidates immediately.

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Sales Reps Wanted

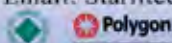
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The Retail Jeweler 2018 Closing Dates

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*, MUSA*
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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, JITA*, Select*
September	07/27/18	09/03/18	Centurion*, JIS*, Select
October	08/24/18	10/05/18	Select, JA-Special Delivery
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*Pre-show issue **Delivery date is approximate & is for planning purposes only & is not guaranteed.

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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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Leon,” said Dr. Wuyi Wang, GIA vice president of research and development. “This is another example of how gemological research can be applied to different areas of scientific inquiry.”

GIA has conducted and published research on diamonds, colored stones and pearls for more than 60 years. G. Robert Crowningshield, a GIA researcher for more than 50 years, published the first scientific observations of the earliest synthetic diamonds in *Gems & Gemology*, GIA’s quarterly journal, in 1971. In 2016, GIA research scientist Evan Smith published path-breaking research, also in *Science* magazine, on diamonds of exceptional size and quality that revealed clues about Earth’s geology.

An abstract of the article in *Science* magazine is available at <http://science.sciencemag.org/content/361/6397/60>.

A summary article about this research is available from Princeton at <https://www.princeton.edu/news/2018/07/05/implanting-diamonds-flaws-provide-key-technology-quantum-communications>.

Edge Pulse Presents Enhanced Views of a Jeweler’s Inventory

Makes it Easier to Take Action before Inventory Becomes an Issue

The Edge Retail Academy, the leading retail jewelry business advisor, announced the release of new inventory reporting capabilities for its Edge Pulse product. Edge Pulse is an add-on to the market-leading Edge POS system and allows users to anonymously compare their store’s Key Performance Indicators like inventory levels, turn and top-selling categories to over 900+ peer stores.

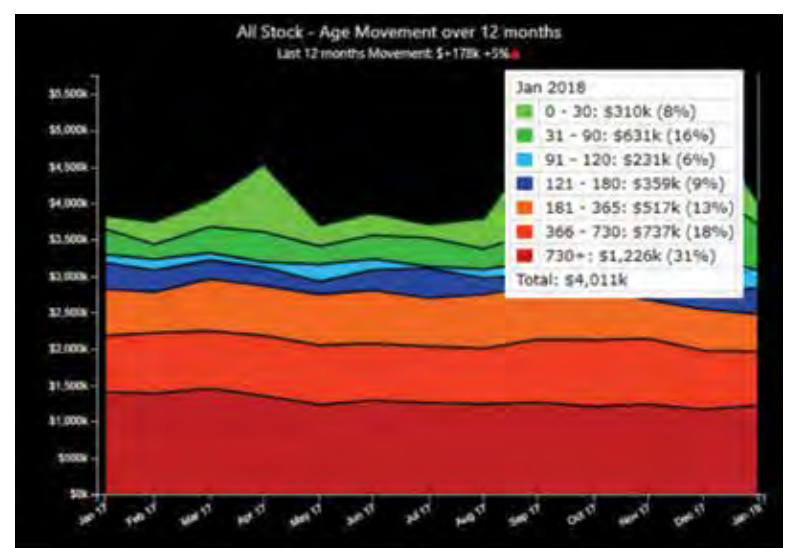
“A key for a healthy business is having a complete and understandable picture of its inventory,” said David Brown, President of ERA. “Edge Pulse is the only provider to present a store’s inventory metrics with a clear, real-time view that can lead to immediate improvements.”

With the new inventory features in Edge Pulse, jewelers can monitor the movement of their inventory – by product category – over the last 12 months. “Watching inventory age is powerful motivation to implement strategies to improve overall inventory levels, which boosts profits,” added Brown.

“Edge Pulse is our dashboard to success,” said Stephen

Barnes, Owner of Barnes Jewelers. “We find the new inventory functions to be highly valuable in spotting the areas of our inventory that need attention. Plus, Edge Pulse’s AdvantEDGE program recommends where to invest newly available open-to-buy funds from top sellers across 500+suppliers.”

Using Edge Pulse, jewelers can set goals and better track in real-time critical sales and inventory data to increase their store’s revenues and profitability.



Edge Pulse Report Screen

Natural Color Diamond Association Introduces Educational Video on Yellow Diamonds

The Natural Color Diamond Association has introduced its first educational video, “Natural Yellow Diamonds.” The association chose yellow diamonds for its inaugural course because this category constitutes the largest opportunity in the colored diamond industry for growth in affordable jewelry. The video, which is appropriate for both consumers and members of the trade, discusses the causes of yellow in diamonds, basics on light and color, ranges of color, systems for describing and grading colored diamonds, locations where yellow diamonds are found, differences between natural and synthetic stones, and comparisons between yellow diamond and other yellow gems, such as sapphire.

Taught by Thomas Gelb, education director of the Natural Color Diamond Association, the video’s goal is to enable consumers and retailers to communicate with each other about yellow diamonds. Facts are presented in a way that is both easy to understand for the layman and accurate for professionals.

“It is important to go beyond the standard explanations that the scientific analysis of a grading report provides,” says

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Alan Bronstein, president of the Natural Color Diamond Association. "While it is important to breakdown some of the technical information, which we do, the public needs to feel encouraged and free to make a personal decision, based on the affordability and beauty of the color for them."

The 30-minute video, which costs \$100, will be useful for anyone in the trade who wants to romance yellow diamonds. Its information provides confidence to consumers and is meant to trigger conversations, giving retailers the chance to answer any additional questions their customers may have. "We feel confident that this tool will increase the desire and demand for natural yellow diamonds," says Bronstein.

The Natural Color Diamond Association has also redesigned its website to provide transparency and up-to-date scientific and trade information to both retailers and consumers. The site, which will continue to evolve, is meant to facilitate fair trading, consumer education, and the confidence to buy products in this genre of precious stones.

"Our goal is to keep our followers up-to-date on scientific data affecting our members, changes in the market that affect values and availability, and how to create enthusiasm for sharing the unusual experiences of natural color diamonds," says Bronstein.

Belle Étoile Launches Fall 2018 Collection

Belle Étoile, one of the fastest growing fashion forward brands in the jewelry industry, is proud to announce the launch of its 2018 Fall Collection, featuring on-trend patterns, colors and new materials for the season.

This season, Belle Étoile's designs explore the beauty of the ocean, stated Executive Vice President Carolyn Thamkul. From the Marina Collection's exotic mermaid-inspired patterns featured in new translucent enamel, to the Adina Collection's luxurious ocean-blue lapis, to the Dolphin Collection's magical sea life scene, this seasons styles open our eyes to the magnificence and mystery of the underwater world. "Our beautiful oceans are powerful and awe-inspiring, and to interpret their majesty into wearable pieces of art is a goal we always aim for" added Thamkul.

Belle Étoile has always had the sea in our hearts, and with recent events in the Caribbean, we wanted to pay homage and respect to this special part of the world with our collections. By taking inspiration from the luminous sea and incorporating

new textures, patterns, materials, and colors, Belle Étoile circles back to their essential theme: beauty in nature.

Sales Manager Bryce Harenburg added, "This season's launch is remarkable for both its exceptional design aesthetic and its well-tailored price points. With new shapes and on-trend styling, this collection caters to every personality and occasion. And with new materials such as our translucent enamels and our addition of genuine lapis lazuli, the response has been extremely positive."

Retail price points for the new collection start at \$150.00 USD. With accessible prices, combined with impeccable quality and materials, Belle Étoile continues to be a rising star in the industry. For more information call 415.626.9223.



Belle Étoile_Adina Lapis Bangle_MSRRP \$695

Belle Étoile_Emanation Blue and Multi Earrings_MSRRP \$240

Belle Étoile_Marina Sea Blue Bangle_MSRRP \$495

The Perfect "Story" for Retail Jewelers

Michael Michaud fine jewelry designs are meticulously hand-crafted jewelry, all inspired by and cast from nature. Stunningly beautiful, collections will be available in 14K and 24K gold over fine silver many accented with freshwater and keshi pearls. And all Made in the USA... manufactured and designed in Long Island, New York. The perfect gift (including gifts for the bridal party), or an easy self-purchase.

Featured in the collection is a process designer and artist Michael Michaud has developed over the past 30 years that is truly unique to his art. Michael's own signature hand finishing technique uses a variegating method he created, where an

additional layer of color is introduced into the gold, bringing out the brilliant hues found in nature. The result is stunningly remarkable!

Michael's designs have been worn by many famous individuals. For example, former Secretary of State and Ambassador to the United Nations, Madeleine Albright wears his pins. In fact, a few are included in Ms. Albright's book: "Read My Pins... Stories from a Diplomat's Jewel Box."

Current First Lady of China, Peng Liyuan was pictured with former President Barack Obama and First Lady Michelle Obama, wearing Michael's Orange Blossom Brooch.

Actress Sandra Bullock wore his Hydrangea Bracelet in the movie Speed 2. Actress Andie MacDowell wore his Hydrangea pendant in the final television episode of Cedar Cove and actress Jane Seymour wore Michael's La Mer sea shell necklace design. But of far greater historical significance, Michael was given the opportunity to cut a branch from the "Survivor Tree" after the Twin Towers 9-11 tragedy. The stump of this Callery pear tree was miraculously discovered at the site and moved to Van Cortlandt Park.

After it was brought back to life, the tree was again replanted at the National September 11 Memorial plaza, where it continues to flourish. Michael was given the distinct honor to cast that Callery pear flower to create the beautiful and important "Survivor Tree Collection".

Owned by brothers Steven and Matthew Lazar, Four Seasons Design Group is a primary manufacturer of botanical themed jewelry and home décor accessories, with a factory and offices in Long Island, NY.

While Four Seasons Design Group who manufactures Michael's creations is new to the fine jewelry industry, it is not new to creating important jewelry. For almost 50 years, they have been creating and manufacturing original jewelry designs, hand patinaed on

bronze, for the finest museum stores, galleries and specialty retailers in the world. Museums include the Victoria and Albert Museum in London, the Metropolitan Museum of Art in New York, the Museum of Fine Arts Boston, and The National Gallery of Art in Washington DC. And of course, the special collection created for the September 11 Memorial & Museum in New York. Full marketing support is available, including beautiful showcase displays, consumer handout brochures, product "story cards" for customers, sales training, gifts with purchase, ad slicks, and much more.

For more information, please call Steve Feldman at 800-295-6784, ext. 120.

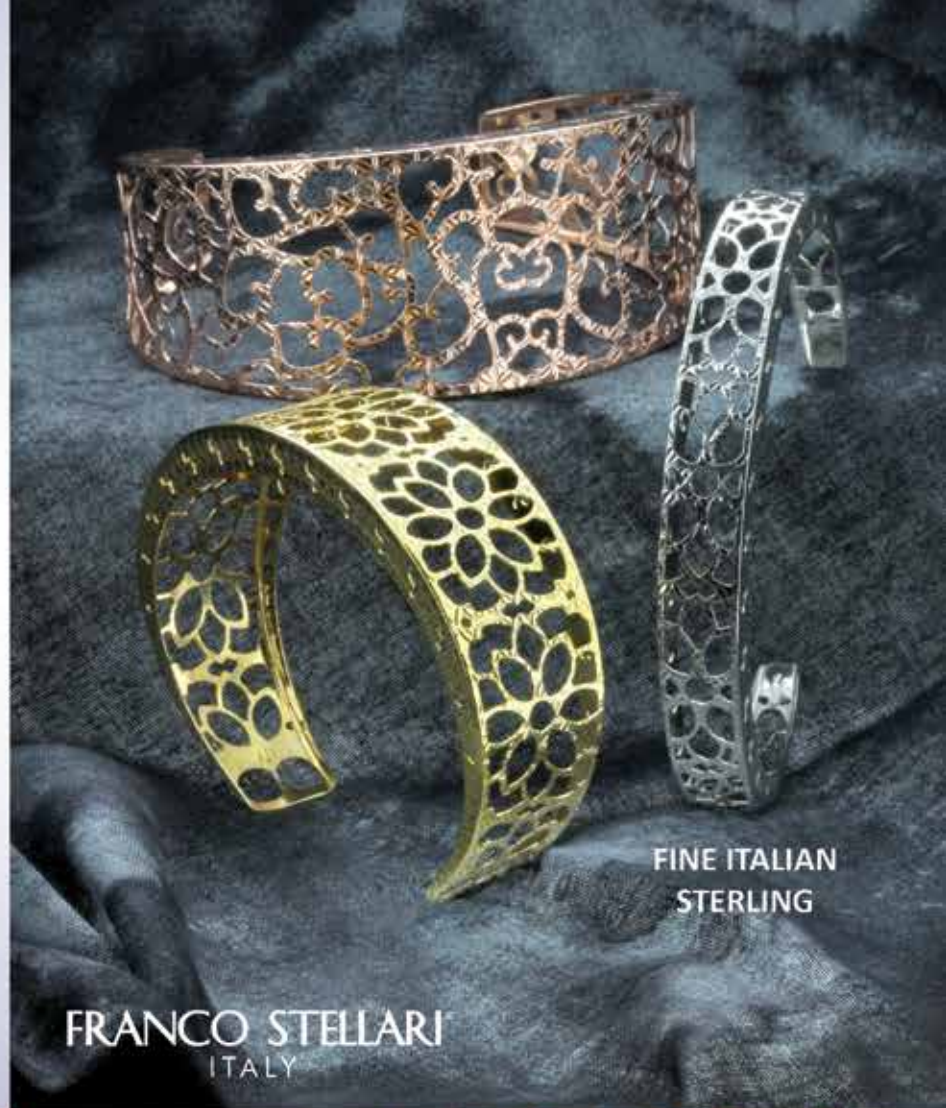


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