

BUYING GUIDE 2009



IN THIS ECONOMIC CLIMATE, caution rules when it comes to buying. So we found retailers and industry experts to offer advice about how to buy intelligently in Las Vegas by concentrating on key themes. Designers and manufacturers are responding to the times, considering both the price of gold and the consumer's desire to buy beautifully crafted jewelry without breaking the bank. On the following pages, we highlight the return of sterling silver as a main category in fine jewelry stores; the resurgence of traditional diamond jewelry (as seen on the red carpet); finely designed openwork, which keeps pieces lighter and less costly; and big gemstone jewelry that incorporates raw, rough-cut stones and geodes for an artisan look that employs less metal. These are only a few of the trends we explore. So read on, take a deep breath and make your shopping choices!

BY BETH BERNSTEIN

WITH CONTRIBUTIONS FROM REBECCA KISCH

MAJOR TREND NO. 1 LIGHTEN UP

Openwork, filigree, lattice and cutouts first made a strong showing in 2008. They remain a favorite choice for pendants and earrings because of their delicacy and romance as well as their suitability for ethnic, symbolic styles.

★ STAR PICK

LAUREN HARPER COLLECTION accents her openwork wide shield-shaped earrings with the sparkle of diamonds and aquamarine cabochons (312) 543-1687



RON HAMI'S modern cutout nature-inspired leaf-shaped earrings in 18K-yellow gold with diamonds. (866) 503-4255



RHONDA FABER GREEN'S oxidized silver and 18K-gold accented earrings are inspired by wrought-iron gates. (310) 858-8688

KC DESIGNS' 14K gold and diamond large cut floral pattern medallion with pavé diamond bail offers a big look at a reasonable price point. (212) 921-9270



STYLE COUNSEL



Helena Krodel of the Jewelry Information Center says cutout or filigree work is a way to create affordable jewelry with a big look. "Crafting openwork designs allows for pieces that can still be large and have an ultra-high-end look. This, coupled with the desire for jewelry with old-world charm, has led to a continuation of this trend."

Jonathan Landsberg of Landsberg Jewelers in Rye Brook, NY, says the romance and antique feeling of these styles, combined with the lighter weight of the gold is extremely attractive to customers.

RETAILER FEEDBACK

70%
YES

30%
NO

BRAIN SQUAD
RESPONSES: 239

Is this a category you will be stocking for the 2009 holiday season?

I love it. Large medallions with openwork will actually be big for us for summer. Colored cords make these pieces coordinate with any outfit, and they look great on extra long chains too. — **Casey Gallant; Stephen Gallant Jewelers, Orleans, MA**
Price points will be very important

this fall. This trend will help us meet those demands. — **Woody Justice; Justice Jewelers, Springfield, MO**
I think it offers a great option to something more expensive. — **Ben Brantley; Ben Brantley & Co., Shelbyville, TN**

Light weight is good. Might even be able to make a decent markup. — **Buddy Bear; Buddy Bear Jewelers, Merion, PA**
We have done very well with it for the past two years. — **Pat Gilmore; Dunbar Jewelers, Yakima, WA**
Anything that is pretty, makes a

statement and doesn't cost a fortune should do well. — **Dorothy Vodicka; The Gem Collection, Tallahassee, FL**
Romance, yes. Delicate should not mean weak or easily damaged, though. — **Laura Pool; Laura's Jewelry Designs, St. Robert, MO**

MAJOR TREND NO. 2

STERLING MOMENTS

After many years of lying low as platinum and gold basked in the limelight, budget-friendly sterling silver is back in a bold way. Wide cuffs, heavy chains and sculptural bangles, rings and hoop earrings — sterling is being employed in almost every category and design.



IPPOLITA sterling silver ring combines a wave-like shape with a floral motif. (212) 868-3808



LESLIE GREENE'S Barbetta Collection sterling cuff has a center filigree motif. (516) 829-8988



★ STAR PICK

DANIELLE MESHORER'S hand-wrought coral textured cuff bracelets in sterling silver are inspired by sea life. (415) 860-6050



ALISA combines a frozen curb link, outlined by a classic twist texture in this sterling silver cuff bracelet. (888) 253-6600

STYLE COUNSEL



Brad Price of Kromboltz Jewelers, Cincinnati, OH, says silver is "white hot right now and an easy sell" since it likely won't induce buyer's remorse.

Cindy Edelstein of Jewelers Resource Bureau and jewelry-designerfinder.com: "All trends that we are seeing this season can also be interpreted in silver and some of the best looks have a high polished sculptural feel."

Robin Levinson of Levinson's Jewelers in Fort Lauderdale, FL, says sterling silver is a good fit for everyday life and is fun to wear. "This is a metal that fits so many lifestyles."

RETAILER FEEDBACK

78%
YES

22%
NO

BRAIN SQUAD RESPONSES: 246

Is this a category you will be stocking for the 2009 holiday season?

More, more, more and more! Sterling is good price point and worthy to carry. Keep in mind you don't get rich quick but it is profitable and isn't that the name of the game? — **Don E. Yarbrough Jr.; DEY Gem Jewelry, Harrison, AR** I especially will stock the rhodium-plated sterling, so the employees

don't spend hours cleaning it! — **Danielle Fritz; Centerville Coin & Jewelry Connection, Dayton, OH** The fashion of white jewelry is still very strong. Pair that with the price points of sterling and you have a very happy marriage. — **Laura Sipe; JC Sipe, Indianapolis, IN**

Does everyone remember triple key? You can get that again with silver. Just remember the 3M anti-tarnish strips in the showcase. — **Mark Snyder; Snyder Jewelers, Weymouth, MA** David Yurman and John Hardy have been core essentials of ours for a while, even though they are

not in everyone's price range. — **Patrick McGlone; Azura — The Color Store, St. Thomas, U.S. VI** Combine sterling with colored stones, and you have the perfect affordable product line. — **David Schowalter; Miner's Den, Royal Oak, MI**



KWIAT'S platinum and pavé diamond-drop round- and pear-shaped earrings offer a versatile silhouette and length. (212) 725-7777



MARTIN FLYER'S emerald-cut and platinum version of the riviere necklace continues to hold its own as the staple necklace in a jewelry wardrobe. (800) 223-0330



GUMUCHIAN'S platinum and pavé diamond semi-mounts outline a center diamond of 6 mm. (212) 593-9888

MAJOR TREND NO. 3

KEEPING THE TRADITION

In uncertain times, people reach for something familiar. In jewelry, that's classic diamond designs, although this time they come with a modern twist — basic studs with an extra shimmer of micro pavé or a riviere necklace with cushion cuts rather than round brilliants.

★ STAR PICK

GARAVELLI'S rolling diamond bracelets are available in tri-tone 18K yellow gold with white diamonds and in white 18K gold with black, brown and white diamonds. (866) 427-2835



STYLE COUNSEL



Sally Morrison of the Diamond Information Center says that consumers are looking for fewer, but better, pieces that are simple and chic. "The rose-cut and rough diamond are becoming more popular, bringing a modern and economical look to basics."

Michael O'Connor, New York fashion and jewelry expert: "Whether we are talking about clothing or jewelry, consumers are looking to maximize their dollars and for elements that will give them more flexibility. Pieces that can be stacked or layered are sure to generate the most sales."

RETAILER FEEDBACK

64% YES

36% NO

BRAIN SQUAD RESPONSES: 239

Is this a category you will be stocking for the 2009 holiday season?

It seems even the wealthy are nervous about discretionary spending, thus the trendy fashion-forward items with little shelf life and limited wearability are first to be eliminated from the wish list. — **Brian Hodson; Hodson Jewelry Gallery, Scottsdale, AZ**
.....
People are looking to buy quality in

these uncertain times. Our buying has always reflected this, so our business has been very good. — **Gary Youngberg; Ames Silversmithing, Ames, IA**
.....
The extra shimmer for studs will work, but the switch to different cuts won't. — **Paul Bischoff; Earth Treasures, Eatontown, NJ**
.....

Traditional is always in style. It is the price point that ebbs and flows. Keep an eye on never-outs and you will capture the sale. — **David Schowalter; Miner's Den, Royal Oak, MI**
.....
We already have studs with micro pavé rims. I even wear them. Classic, simple, beautiful with a

"new touch" of pave. — **Dorothy Retzke; Krystyna's Jewelry, Chicago, IL**
.....
Solitaire diamond pendants — with or without, micro pavé on the bale — are hot again for us. — **Scott Lescourt; Scottsdale Fine Jewelers, Scottsdale, AZ**
.....



★ STAR PICK

NINA BASHAROVA asymmetrically set large-stone rings are graphic in 18K gold, deep-pink tourmaline and peridot with diamond accents. (917) 557-6242

GURHAN'S one-of-a-kind pendant of watermelon tourmaline is framed in pure 24K gold and accented with rose-cut white diamonds. (646) 230-1122



PAULA CREVOSHAY'S large teardrop earrings in deep pink/red tourmaline and 18K gold offer a touch of nobility. (505) 898-2888

STYLE COUNSEL



Cindy Edelstein says color is a great way to refresh a jewelry wardrobe. "Large stones give you a bold look while limiting the amount of metal."

Brad Price: "What we are seeing is large, relatively inexpensive colored stones selling in minimal mountings. These have impact and are well priced. This trend is allowing many of our self-purchasing women to treat themselves without breaking the bank."

Shaye Strager, fashion stylist and trend forecaster: "With the Oscars as proof, colored gems are back and bigger than ever."

MAJOR TREND NO. 4
HOT ROCKS

Designers rock out with unusual cuts, highly polished bold stones, as well as raw and rough cuts and geodes, which not usually associated with precious jewelry. Designers continue to show these large gems for singular pieces in pendants and rings.

RETAILER FEEDBACK

37%
YES

63%
NO

BRAIN SQUAD RESPONSES: 246

Is this a category you will be stocking for the 2009 holiday season?

This is my kinda thing! — **Peter Nestler; Valentino's, Green Cove Springs, FL**

Last Christmas I had a tumbled black tourmaline necklace (looks like coal) in the window along with diamond jewelry with signs: "Naughty?" and "Nice?" The naughty sign was with the diamond jewelry. We had lots of

people buying both. — **Mary Harding; Mary L. Harding, G.G., Bellingham, WA**

Large cocktail rings are a major player in my inventory. — **Ben Brantley; Ben Brantley & Co., Shelbyville, TN**

We've worked with bigger chunkier pieces for a few years

now. We don't have cases of it, but a few choice items look great on display and they do sell. — **Steven B. Goldfarb; Alvin Goldfarb Jeweler, Bellvue, WA**

Been strong for at least 18 months. Tucson is a great place to get educated. — **Paul Bischoff; Earth Treasures, Eatontown, NJ**

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MAJOR TREND NO. 5
GARDEN PARTY

This trend is deeply rooted in femininity. Botanicals continue to grow, and designers branch out to include more of nature's textures and motifs. This season, flowers blossom twigs, vines and leaves flourish in sculptural, carved and three-dimensional motifs.

ALBERIAN & AULDE'S
multi-dimensional floral stud earrings with vitreous glass enameling and diamond accents.
(212) 226-8878



OSCAR HEYMAN'S
18K yellow gold and platinum nephrite fancy diamond brooch recalls a retro feeling in the carved stone and wraparound diamond-leaf detailing.
(800) 642-1912

STYLE COUNSEL



Jonathan Landsberg says women are always drawn to floral motifs. "Whenever we carry them they always sell. Roses, sunflowers, orchids, lilies and a host of other varieties are being offered this season."

Helena Krodel says nature has long been a source of inspiration for jewelry. "As the modern woman becomes more concerned with the Earth and environment, it's become trendy to interpret flowers and gardens into jewelry design. Important looks include artisan floral and leaf-carved gemstones, and V-shaped necklaces made to look like fruitful summer gardens."

RETAILER FEEDBACK

Is this a category you will be stocking for the 2009 holiday season?

29%
YES

71%
NO

BRAIN SQUAD RESPONSES: 243

Trying to catch the spring fever with these styles. We will try to keep the warm yellow gold textured style for the fall. — **Scott Kelly; Jems Jewels & Gold, North Wales, PA**

Nature is seasonal. Fall and winter are more celestial designs than flowers and insects, which seem to

sell more in spring and summer. — **Dorothy Vodicka; The Gem Collection, Tallahassee, FL**
.....
Call me too young, but it reminds me of tree huggers and grandma. It might be nice to be green but do we have to wear it too? — **Danielle Fritz; Centerville Coin & Jewelry Connection, Dayton, OH**
.....

The tree of life is very popular. I love the organic look of the vines and leaves. — **Cathy Grad; Caffray Jewelers, Hinsdale, IL**
.....
It's one of my ongoing themes. We have some cases devoted to this organic look, and there are many who like it. — **Eve Alfillé; Eve J. Alfillé Gallery & Studio, Evanston, IL**
.....

Always good motifs, but here in the frozen North, stronger in the milder months. We don't need to be reminded of blossoms when we're freezing. — **Tory Michel; Tory's Jewelry, Marblehead, MA**
.....
Flower rings are great sellers. — **Au-Co Mai; Emissions.com, San Diego, CA**
.....



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★ STAR PICK

PENNY PREVILLE

The ancient lore of precious gems is the inspiration for the new 18K gold and diamond accented Healing Stone Pendants in aquamarine for serenity and rock crystal for a positive spirit. (516) 466-8680



MAJOR TREND NO. 6

THE PERSONALS

The contemporary customer continues her affinity for meaningful jewelry. While this trend has been around for some time, retailers continue to sell pieces that are sentimental or symbolic, such as initial pendants, engravable plaques and a variety of talismans from Eastern and Western cultures.

STYLE COUNSEL



Duvall Osteen of the World Gold Council says designers are developing collections that tap into women's independence and desire for self-purchasing meaningful styles. Symbolic jewelry is most often associated with love, luck, empowerment, inner peace and protection. Personalized sentiments are adapted into poetry inscriptions or initials and motif-driven designs.

Jonathan Landsberg says message jewelry is a great way for self-purchasing women to express themselves. "They also make great gifts because they are personalized and sentimental for both the giver and the receiver."

LIKA BEHAR creates a cross-cultural bracelet of charms representing love, faith, peace, safety and good fortune in 24K gold and blackened silver with pavé diamond accents. (201) 933-7200





TEMPLE ST. CLAIR shows a stenciled version of an 18K Tree of Life medallion, accented with diamond melee. The chain is sold separately. (212) 219-8664

SOFIA KAMAN FOR KAMOFIE updates her signature Tree of Life motif in a locket of sterling silver and 18K-gold. This motif represents grounding and faith. (310) 866-1033

RETAILER FEEDBACK

Is this a category you will be stocking for the 2009 holiday season?

48%
YES

52%
NO

BRAIN SQUAD
RESPONSES: 242

Jewelry is the ultimate message; symbolism tacked on is that much more significant! — **Treva Roberts; Diamonds & Designs by None Other Goldsmiths, Gahanna, OH**

Symbolic jewelry is always easy for sales associates to sell. — **Luisa Graff; Luisa Graff Diamonds and Jewelers, Colorado Springs, CO**

With today's CAD-CAM and computer-engraving technology it is now possible to take "message jewelry" to a whole different level. — **David Schwalter; Miner's Den, Royal Oak, MI**

Bead bracelets (we carry Zable), which include "many message" charms, have been great for us

and will continue that way. — **Mark Snyder; Snyder Jewelers, Weymouth, MA**

We have learned to suggest the symbolism that can be found in all kinds of pieces, including things that were not specifically designed as such. For example, the Eternity pendant with two diamonds is

perfect for the birth of a second child. — **Dean Abell; Sarah Leonard Fine Jewelers, Los Angeles, CA**

We work with a charity, Peacetags (www.peacetags.com), which has been an incredible traffic driver. People feel good about looking good. — **Steven B. Goldfarb; Alvin Goldfarb Jeweler, Bellvue, WA**



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STEPHANI BRIGGS uses Ecogold (100-percent post-consumer recycled gold) for her temple-inspired earrings. She mixes 18K and 22K rose, peach and green gold with tourmaline and pearl drops. (207) 775-6244



★ STAR PICK

TOURNAIRE AT VIEWPOINT features a variety of three-dimensional rings inspired by diverse European palaces, palazzos and temples. The 18K rose gold Archipolis ring is handmade, accented by pink sapphires and diamonds. (800) 237-9477



SECONDARY TREND NO. 1

ARCHITECTURAL SPLENDOR

Everything from pyramids to temples to Russian palaces is being mined for inspiration to create these imaginative styles that pay homage to the ironwork, mosaics and friezes of buildings past.



VICENTE AGOR'S 18K gold and diamond-accented ring with Peruvian opal center stone has cathedral-window cutouts. (415) 863-1770

STYLE COUNSEL

Duval O'Steen says that in uncertain times, people seek out classics. "Everything from pyramids and temples to contemporary structures provide inspiration to create an imaginative and enduring style."

Shaye Strager expects to see this trend in both yellow and white metals, and in literal and abstract interpretations, with a focus on craftsmanship.

Helena Krodel says classic architectural styles are a reaction to the abundance of very feminine and fancy jewelry. The look can be taken to the extreme such as in Tournaire's new Villa collection or used for clean-lined looks.

RETAILER FEEDBACK	Is this a category you will be stocking for the 2009 holiday season?		
12% YES	I was in the architectural world before getting into custom jewelry, so this fits for me, although I like newer styles. — Dwaine Ferguson; Goldsmith-silversmith.com, Omaha, NE	Gallery & Studio, Evanston, IL We have a ring that gives you the idea of the old Yankee Stadium facade. — Connie Rovigo; Cavallo Fine Jewelry & Gifts, Red Hook, NY	Jewelry, Johnstown, PA During the holiday season, we generally use the KISS system: Keep it simple and it will sell. — Dorothy Vodicka; The Gem Collection, Tallahassee, FL
88% NO	I just carved a wax based on a photo of grillwork my sales manager brought back from New Orleans! — Eve Alfillé; Eve J. Alfillé Watchmaker's Diamonds &		
BRAIN SQUAD RESPONSES: 242			

SECONDARY TREND NO. 2

OPTICAL ILLUSIONS

Black and white: It's the ultimate contrast and always makes an impact. Designers are mixing white diamonds with blackened metal and other combinations of white and black stones, often with streamlined graphic forms.



MIZUKI'S black rhodium 14K-gold charm pendants with black and white diamonds feature motifs of a cross, crescent moon, Japanese floral pattern and Love tag on leather cord. At FRAGMENTS (212) 226-8878



MORITZ GLIK'S inventive 18K gold earrings encase white diamonds and black diamonds in double white sapphires. At FRAGMENTS (212) 226-8878

★ STAR PICK

RAHAMINOV shows large rose-cut top double-drop earrings in natural colored gray translucent diamonds, set with diamond melee in 18K-white gold. (800) 742-8864



Robin Levinson says black is a viable trend for jewelry because it is such a fashion staple.

Sally Morrison: "Black diamonds, when placed with white diamond, create a more modern look. In a nod to the art deco era, designers are using alternative materials like ebony or onyx with diamonds."

Michael O'Connor says the black and white trend was evident in jewelry at the Basel Jewellery Fair. "Consumers love this combination because the contrasting colors work perfectly when accessorizing fashion's basic colors."

RETAILER FEEDBACK

Is this a category you will be stocking for the 2009 holiday season?

50%
YES

This was our biggest winner last fall. Black and white diamond jewelry sold out in December. — **Woody Justice; Justice Jewelers, Springfield, MO**

50%
NO

I prefer more "black and clear." All that white agate isn't doing it for me. But onyx with diamonds, black diamonds with rock crystal, now that's elegant ... if a little rock

'n' roll. — **Casey Gallant; Stephen Gallant Jewelers, Orleans, MA**

Started this look a couple of years ago. Working on more free-form onyx and gold designs. — **Jon Michael Fuja; Jon Michael's Designs, Durand, MI**

I'm doing the blackened smooth and hammered metals with

diamonds, but also the black diamonds with keshi pearls. — **Cathy Grad; Caffray Jewelers, Hinsdale, IL**

It's strong because it's different without being weird. — **J. Dennis Petimezas; Watchmaker's Diamonds & Jewelry, Johnstown, PA**

SECONDARY TREND NO. 3
TREASURE HUNT

Blackened silver, mixed with textured high karat yellow gold is used to create edgy, modern designs that recall timeworn treasures.



★ STAR PICK

Pink tourmaline briolette drops enliven **UNITED GEMCO'S** 18K-gold and blackened-silver teardrop earring. (212) 840-9380



ANNIE FENSTERSTOCK creates a "Stained Glass" pendant with blackened metal and 18K-yellow gold with pavé and melee diamond accents. (718) 623-2720

Jonathan Landsberg says blackened metal "has been a bit tricky for us, but when it's combined with high-karat gold, we are getting more interest. We have done really well with Gurhan's versions."

Duval Osteen says that "brushed and textured high-karat yellow gold with blackened metals creates eye-catching designs that take shape in contemporary, cross-cultural looks and natural and organic motifs. The bolder the better when it comes to these looks, so watch for larger, longer earrings, wide cuffs or stacks of bangles."



RETAILER
FEEDBACK

34%
YES

66%
NO

BRAIN SQUAD
RESPONSES: 234

Is this a category you will be stocking for the 2009 holiday season?

We love Emily Armenta. We've carried her for years. — **Steven B. Goldfarb; Alvin Goldfarb Jeweler, Bellvue, WA**

It is edgy, and not everyone's look, but it is eye-catching and we had had some success with the look. — **Tory Michel; Tory's Jewelry, Marblehead, MA**

We have been stocking this in John Hardy for a while. Cool blackened silver with 22K is an awesome look! — **Patrick McGlone; Azura — The Color Store, St. Thomas, U.S. VI**

1980 revisited. — **Eileen Eichhorn; Eichhorn Jewelry, Decatur, IN**
I like the look. We might knock

out a piece or three from our own shop to test the waters. — **Mark Clodius; Clodius & Co., Rockford, IL**

We have not done well with blackened silver but would try this new mixture. Maybe it would help us sell our black silver already in stock. — **Jack Kreuter; Jack Kreuter Jewelers, Richmond, VA**

ERHAN GURSEN'S gold and oxidized-silver and pavé diamond Goddess ring is set with a small sculpture of the feminine form made from buffalo horn. (212) 509-0990

SECONDARY TREND NO. 4
BOHEMIAN CHIC

This trend takes inspiration from a multi-ethnic mix of styles and motifs. The theme is influenced by the savvy traveler who collects pieces of jewelry from around the world and isn't afraid to mix and match.

ROBERT BENTLEY'S chunky beryl crystal necklace defines the statement necklace. (212) 302-4846



GELLNER'S leather lanyard and pearl and diamond bracelets can be stacked and layered. (610) 272-6494



★ STAR PICK

BERNARD NACHT'S sterling silver enamel and engraved lapis ring offers a timeworn, collectible look. (212) 371-8100

STYLE COUNSEL



Helena Krodell: "This is a subtly disheveled look created by layering. It's eclectic and pairs refreshingly unexpected pieces. The materials used are also unconventional in that high is paired with low, and precious with the not-so-precious."

Jonathan Landsberg: "It's a complete mix of global styles from the traditional looks of India to classical styles from the Mediterranean. To create excitement, you need to have salespeople show how great it looks to mismatch elements, be creative and have fun."

RETAILER
FEEDBACK

27%
YES

73%
NO

BRAIN SQUAD
RESPONSES: 239

Is this a category you will be stocking for the 2009 holiday season?

We have a lot of clients in their 50s, and this trend brings them back to their youth in the late 1960s. — **Dorothy Vodicka; The Gem Collection, Tallahassee, FL**

I've always done this type of work. — **Daniel Spierer; Daniel R. Spierer Jewelers, Cambridge, MA**

We have found some nice pieces in the Kir line. — **Scott Kelly; Jems Jewels & Gold, North Wales, PA**

Mostly in the long, mixed media necklaces strung in a random pattern. — **Mary Harding; Mary L. Harding, G.G., Bellingham, WA**

My recent collection incorporates

antique-looking pieces from many civilizations, including some bronze coins, etc. — **Eve Alfillé; Eve J. Alfillé Gallery & Studio, Evanston, IL**

I love beads, and this trend is easy to incorporate into my current inventory. — **Janne Etz; Contemporary Concepts, Cocoa, FL**

EXPANSION CATEGORY NO. 1

MIXED MEDIA

Not since the art nouveau movement has there been such an innovative and expressive mix of precious and non-precious materials. Designers play with shell, ebony, horn, steel, bronze and titanium as well as resin and Bakelite for an accessibly priced approach.

KARA ROSS NY masterfully mixes pink quartz with fuchsia python and gold-tone metal in this floral cuff. (212) 223-7272



STYLE COUNSEL



Shaye Strager finds that unusual materials — from bone to steel — have come to be buzz words in this category. "Even organic materials like wood and ebony have been embellished to make Mother Nature look like a red-carpet queen."

Helena Krodel says the very best of mixed-media is "high-style, artistic and affordable."

★ STAR PICK

In her new collection, **ECLIPSE BY MAYA JEWELS**, Chhaya Kapadia was inspired by ancient methods of metalwork brought to India with the Islamic invasion. Bangles combine engraving and inlay sterling in a variety of motifs. (212) 473-2291



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PADE VAVRA works with black lava, adding 14K peach gold and diamond accents in a spherical ring. (213) 623-0000

RETAILER FEEDBACK

35%
YES

65%
NO

BRAIN SQUAD
RESPONSES: 240

Is this a category you will be stocking for the 2009 holiday season?

The Art Nouveau period was the height of the jeweler's art! Now we have an opportunity to revisit this special time. Jewelry is all about adornment not about gold and diamonds. This is our opportunity to offer wonderful designs at popular price points. — **Woody Justice; Justice Jewelers, Springfield, MO**

We are looking at a bronze line ... so we shall see. — **Mark Clodius; Clodius & Co., Rockford, IL**

We have been using Angelique de Paris in this area. — **Scott Kelly; Jems Jewels & Gold, North Wales, PA**

It's been successful for us in men's wedding bands from Fable.

— **Bill Elliott; Ross Elliott Jewelers, Terre Haute, IN**

Many of the smaller designers we buy from have worked in these media for years, so we have carried various alternative metals and materials for years. — **Tory Michel; Tory's Jewelry, Marblehead, MA**

EXPANSION CATEGORY NO. 2

A HAPPY MARRIAGE

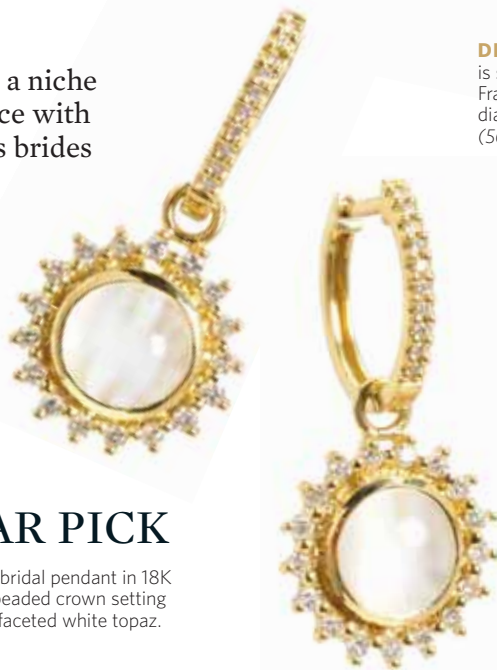
The importance of self-expression has created a niche for bridal jewelry that marries classical elegance with a hint of color in gemstones and metal. Today's brides are courting feminine yet standout pieces for themselves and their wedding parties.

ELIZABETH SHOWERS earrings are sure to make the bride glow in 18K yellow-gold and white moonstones with pavé diamonds. (214) 879-9944



★ STAR PICK

SUZY LANDA bridal pendant in 18K rose-gold has a beaded crown setting and double-side faceted white topaz. (212) 874-2346



DREAMZ multi-strand bracelet is set with an elongated rose de France amethyst center and diamond pavé on the sides. (562) 690-3900

STYLE COUNSEL



Michael O'Connor: "There is potential in what the bride can wear on her wedding day, gifts for the groom and bride to give each other, and presents for the entire wedding party."

Sally Morrison observes that brides are getting more creative with their diamond jewelry worn for the wedding, placing diamonds pins and brooches in their hair, for example.

Cindy Edelstein says brides are choosing dangling earrings and delicate pendants for themselves and sentimental gifts for the wedding party.

RETAILER FEEDBACK

52%
YES

48%
NO

BRAIN SQUAD
RESPONSES: 242

Is this a category you will be stocking for the 2009 holiday season?

We start to work on this even before the engagement ring is sold. It gets their mind working and dreaming of that special day. — **William Draeb; Draeb Jewelers, Sturgeon Bay, WI**

Our silver fashion pieces are suitable for this category. — **Mark Clodius; Clodius & Co., Rockford, IL**

Pandora charms are perfect for bridesmaids and moms. — **Dorothy Vodicka; The Gem Collection, Tallahassee, FL**

We as jewelers just haven't made the effort to capture this business. We find that the couples are pleased to give us the chance, if we just ask! — **Del Cook; Especially Jewelry, Independence, MO**

Independence, MO

It's important to be able to provide multiples of inexpensive but pretty jewelry. More than \$50 a bridesmaid can really put stress on a budget. — **Casey Gallant; Stephen Gallant Jewelers, Orleans, MA**