

# NEW ARRIVALS

EDITED BY BETH BERNSTEIN

## COLORED STONES UNDER \$1,500

### KATRINA KELLY JEWELRY

Cultures cross in this combination of 18K yellow gold, vermeil, green aventurine beads, coral and mother of pearl, and Persian Petal drop pendant, giving the necklace an old-world, collectible charm.

**\$928** (917) 331-8619

### GURHAN

The deep rich tones of the topaz family — red, blue, poppy and pink — set into 24K gold bezels brighten up the timeworn feeling of darkened silver bangles.

**\$520 each** (646) 230-1122



### ALISA

18K gold florets decorate the shank of this sterling-silver ring with a vibrant blue quartz cushion-cut center stone.

**\$485** (888) 253-6600



### DANIELLE MESHORER

Stud your ear with a colorful vine motif in citrine and rhodalite garnet for a bold, clean-lined take on nature.

**\$700** (415) 860-6050



### ANNA RUTH HENRIQUES

Exclusively cut stones in a handmade setting give these chalcedony and 18K gold earrings their edge. The liquidity of the stone juxtaposed against the angular shapes creates a surprisingly unexpected everyday appeal.

**\$1,320** (800) 237-9477



### REBECCA

Geometry is anything but plain in this three-stone ring crafted in bronze with strong shades of deep citrine, peridot and amethyst.

**\$385** (310) 319-9600

**NEW ARRIVALS**

**COLORED STONES**  
\$2,000 - \$4,000

**ILIAS LALAOUNIS**

Tribal goes sophisticated in this 18K-gold pendant and chain from the AFRICA COLLECTION. The pendant has an amethyst stone.

Pendant only  
**\$3,320**

(212) 439-9400



**KIM INTERNATIONAL**

Multiple colors imbue this bracelet with a fun yet elegant feeling in mixed gemstones and diamond accents.

**\$2,999** (972) 503-1620



**PARLÉ GEMS**

Classically romantic, this oval pink tourmaline ring with diamond accents is set in 18K yellow gold and evokes a turn-of-the-century style with its tasteful elegance.

**\$2,795** (208) 233-4059



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THE INSTORE SHOW Chicago #1607  
JCK Las Vegas #18134

**MONIQUE PEAN**

Raw, natural slices are still the rage in colored stones and this bezel-set pink tourmaline beauty is no exception in 18K gold with diamond accents

**\$2,200**

(212) 726-0636



**BELLARRI**

A floral spray of colored stones adds flair to this uplifting 18K yellow gold and rhodalite garnet, multicolored-gemstone and diamond ring.

**\$3,590** (800) 255-0192



**SUZY LANDA**

Available in vivid blue zircon and green tourmaline, these 18K gold stackable crown rings add a dash of wit to the regal trend.

Green tourmaline	Blue zircon
<b>\$2,480</b>	<b>\$2,860</b>

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# NEW ARRIVALS

COLORED STONES  
OVER \$4,000

### RODNEY RAYNER

The POMEGRANATE series of rings comes to life in tonal-color variations. 18K yellow gold blends with green tones of tsavorite and lime quartz; red gold mixes with pink sapphires and amethyst, while the cool hues of blue sapphire and topaz perk up white gold.

\$7,290 to \$7,870

(011) 44-1932-863322



# Meet Your New Salesmen!



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- The perfect balance of light, color, and intensity that makes your diamonds and jewelry sparkle like never before
- Spring-loaded for easy installation
- Color-matched and spaced for maximum performance and showcase illumination
- Emits a pure, crisp, white light free of unnatural blue tones and glare
- Custom made to fit showcases up to six feet

**TRY A LIGHT WITH  
NO OBLIGATION**

Yes, we'll send you an overhead fixture to use for one month. If you're not thrilled with it, just send it back.

**FREE  
STORE ANALYSIS**

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**ECONO-LITE**

Brilliant Solutions to Enhance Your Business



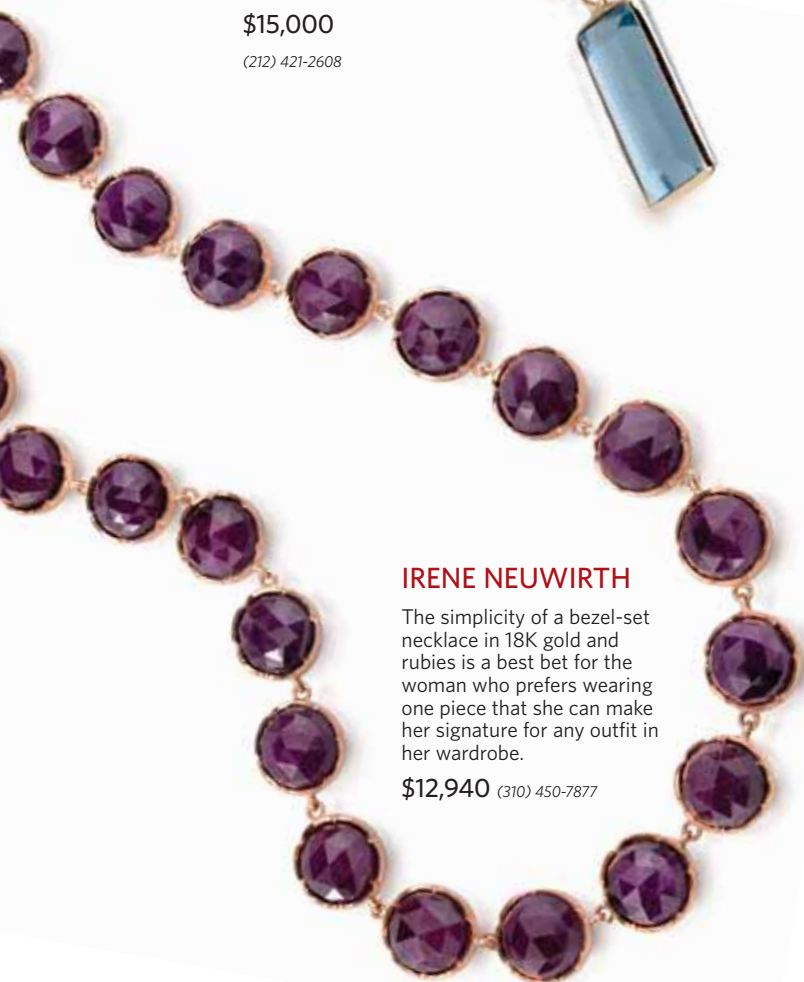


**ZYDO**

18K rose gold provides the perfect backdrop for this toggle-front lariat-style necklace with multicolored gemstones and diamonds.

**\$15,000**

(212) 421-2608



**IRENE NEUWIRTH**

The simplicity of a bezel-set necklace in 18K gold and rubies is a best bet for the woman who prefers wearing one piece that she can make her signature for any outfit in her wardrobe.

**\$12,940** (310) 450-7877

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CATEGORY FOCUS SAFES

# Locked Tight

**THE STATE OF THE ECONOMY** is touching every business, and experts are predicting a rise in jewelry-store burglary attempts. “So many people are out of work and desperate, people are going to take more and more chances and risks,” says Richard Krasilovsky of Empire Safe. “This means that people who are not protected properly are going to be much more vulnerable.” So how does the jeweler protect valuable inventory and, in turn, valuable customer loyalty? The right safe can make all the difference. — JUDY TRUESDELL

POINTS TO CONSIDER

Most safes fall into two categories: the fire safe and the burglary safe. Jewelry store owners should get a burglary-resistant-rated container for the storage of their valuables. — *David Sexton, Jewelers Mutual Insurance Co.*

Underwriters Laboratories (UL), a nonprofit agency, rates safes according to the length of time the safe will resist burglary attack. If a safe has been rated “TL30,” the rating certifies that the safe successfully withstood a 30-minute attack with a range of tools. TRTL-30 means the safe has resisted 30 minutes with a torch and tools that might include high-speed drills and saws with carbide bits, pry bars and other impact devices. When x6 is added to the rating, as in TRTL-30x6, it means the test is conducted on all six sides of the safe. — *The Safe Source*

Obtain multiple bids on UL-listed safes. Bids should include the cost for delivery and installation. — *Sexton*

“Choose a TRTL-15x6 or TRTL-30x6 safe; they are 99 percent successful in preventing burglaries.” — *Richard Krasilovsky, Empire Safe Company, Inc.*

“The jeweler would want what we term a composite safe versus one made entirely of steel plate. The advantage of a composite safe is fire protection and greater burglary resistance.” — *Ray Wilson, Wilson Safe Co.*

“Weight can be a factor when buying a safe. Determine if the floor will support the weight of the safe. If need be, talk to an engineer first.” — *Sharon Hart, National Safe Co. of America, Inc.*

“Position your safe at least 3 feet away from a common wall to another business or an exterior wall. Burglars could come through that wall and the alarm system wouldn’t be activated. Three feet will make it so they have to physically enter the store and bring in equipment, and the motion sensor would work.” — *Krasilovsky*

“Be sure you actually need ‘value-added options’ such as custom interiors, additional shelves or time delays.” — *Hart*

Jewelers need to arrange for periodic servicing and maintenance on the safe to assure the safe’s locking devices continue to operate as intended (i.e. to mitigate the potential of a lockout). — *Sexton*

CATEGORY VENDORS

- |   |  |  |   |
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| <p><b>ANCHOR SAFE CO.</b><br/>(586) 755-3570<br/>www.anchorSAFE.com</p>             | <p><b>NATIONAL SAFE CO. OF AMERICA, INC.</b><br/>(800) 634-8174<br/>www.nationalsafe.net</p> | <p><b>ACCU-SAFES, INC.</b><br/>(516) 752-3893<br/>accu-safes.com</p>                 | <p><b>DOWNSA SAFE &amp; LOCK CO.</b><br/>(800) 343-2512<br/>www.downSAFEandlock.com</p> |
| <p><b>1 EMPIRE SAFE COMPANY, INC.</b><br/>(800) 543-5412<br/>www.empireSAFE.com</p> | <p><b>MAFFEY’S SECURITY GROUP</b><br/>(800) 834-9017<br/>www.maffeyS.com/safes.htm</p>       | <p><b>AMERICAN SECURITY PRODUCTS CO.</b><br/>(800) 421-6142<br/>www.amsecusa.com</p> | <p><b>THE SAFE SOURCE CORP.</b><br/>(888) 507-0008<br/>www.theSAFEsource.com</p>        |
| <p><b>2 WILSON SAFE COMPANY</b></p>   | <p><b>3 THE MODERN SAFE</b></p>  | <p><b>MEGASAFE</b><br/>(800) 345-6552</p>  | <p><b>WORLDWIDE SAFE &amp; VAULT INC.</b><br/>(305) 477-9266<br/>www.worldSAFE.com</p>  |

Empire Gotham Series Safe / Model PHD 4016



ISM Super Treasury Model ST6431-18



Sargent & Greenleaf, model 6124/6125



TL30 Xtreme Series

# STUFF FOR YOUR STORE

February's **HOT LIST** of business-boosting products



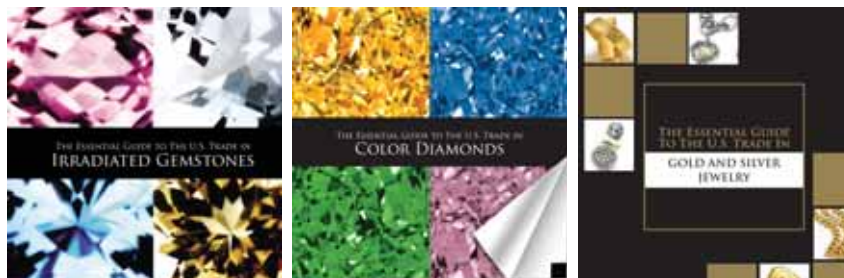
## A SPARKLING AFFAIR

The **KINGSWOOD CO.'S** trade-secret solutions for cleaning and polishing jewelry are available through a private label program that allows retailers to add their own logos to the products, including jars of Fine Jewelry Cleaner, Gentle Jewelry Cleaner, Silver Cleaner and a large polishing cloth. The solutions are available in conjunction with a jewelry-cleaning and educational event. The **SPARKLING AFFAIR** (\$535 to \$1,225) includes cleaning products by the gross, polishing cloths, instructions for a successful jewelry-cleaning extravaganza. Information: [www.thekingswoodcompany.com](http://www.thekingswoodcompany.com) or (614) 252-6401.



## WAY COOL

In response to the need for cooling products to fit into ever-narrowing spaces, such as above or below flat-panel displays, **ACTIVE THERMAL MANAGEMENT** has designed and manufactured the quiet and thin **COOL-LINE SERIES OF LINEAR VENTILATION** products, available in anodized aluminum and wood. The products measure 3-1/2 inches or less in width, while lengths vary from the 15-inch (single fan) to 45-inch (three-fan) versions. Temperature is controlled by remote sensors. Price range is \$300 to \$595. Information: [www.activethermal.com](http://www.activethermal.com)



## ESSENTIAL READING

The **JEWELERS VIGILANCE COMMITTEE** recently released three "**ESSENTIAL GUIDES.**" The guides detail U.S. laws governing the manufacture, sale and marketing of gold and silver jewelry, irradiated gemstones and colored diamonds (released in conjunction with the Natural Color Diamond Association). Download copies of the guides at [www.jvclegal.org](http://www.jvclegal.org).

## A BRIGHT IDEA

This **LIGHTED MAGNETIC WALL DISPLAY** by **CHIPPENHOOK** creates an instant focal point, with a removable colored back panel and magnetic display elements. It features a built-in LED light system, is simple to install and can be securely



mounted to the wall and hardwired to an existing electrical system or plugged into a wall outlet. The standard unit is 24 inches wide, 20 inches high and 4 inches deep with a locking, tempered-glass door. Custom sizes and matching wood stains are available. This display, as pictured, including insert panel, component parts and choice of wood stain is \$509.50. Information: (800) 527-5866.

## SERVICE SHORTS

MAKE YOUR BUSINESS EVEN BETTER

### A MARRIAGE OF CONTENT AND TECHNOLOGY

The distance-education course of GIA's core Accredited Jewelry Professional program just got an infusion of 21st century technology that not only makes it instantly accessible online, but also puts information in context.

Now, when you or a sales associate are learning about the malleability of metal, for example, your online program will not only define the term, but also pronounce it correctly and demonstrate what it means with a short video, too. Soon, you'll be able to access the whole e-learning program on your iPhone, as well.

"Seeing is believing," says Duncan Pay, GIA course development director. "I haven't seen anything quite like this out there. It blends the sounds and the images quite effectively," and works equally well on Mac and PC platforms.

GIA course developers went on location, shooting video of colored-stone mining in east Africa and a diamond-cutting factory in India, for example, as well as conducting interviews with successful retailers in their stores. "It narrows the distance. You can see your instructor. You can see how a ring is resized or a prong is repaired," Pay says.

Before this complete overhaul of the program, distance learners relied on books (still available upon request) and DVDs that were mailed to them. The new program better integrates course materials, and makes them immediately available and far easier to keep current.

"For the last three or four years we've collected all of this wonderful material and we never really

had a way to integrate it. Even two or three years ago we couldn't have done this. It really is a sea change in how we present our education," Pay says. "Even with a relatively slow Internet connection everything will work. We don't want anyone to be frustrated waiting too long for something to happen."

The program is made up of Diamond Essentials, Colored Stone Essentials and Jewelry Essentials and is geared to jewelry sales associates. The three courses provide fundamental product

knowledge and outline basic sales techniques and jewelry ethics.

Exams can be taken online with instant feedback.

There's also no time lag after signing up. You can sign up, pay for the course, get instant access and start using it immediately, rather than waiting for books to arrive through the mail. Documents can be printed from the online site, if a paper copy is needed.

"We are building a flexible platform for the future that we can update way better than print," Pay says. "As soon as you commit to printing something, it changes."

Distance learning is becoming more popular as well as more effective.

Education is vital, Pay says, to keep up with customers who are becoming more knowledgeable through their own online resources. "You have to be credible; we are putting tools in the hands of jewelry retailers that will better allow them to answer customers' questions. But people can't travel easily. They are busy in their jobs. The general economic conditions will mean we will see fewer students on campus. So it gives us a way of reaching more people, getting to a younger demographic with something that they may feel is easier to deal with than leafing through a book."

For more information, visit [www.gia.edu](http://www.gia.edu) or call (800) 421-7250 ext. 4001.



### STOCK UP

**FUFOO**, a designer of jewelry for girls, is offering a program to make it easy for retailers to stock up on products. The program offers extended **INVOICE DATING**, **FREE PERSONALIZED CATALOGS**, and a **FREE COUNTER DISPLAY**. Stock balance is also available. Information: [www.fufoo.com](http://www.fufoo.com).

### PARTNERSHIP PROGRAM

For retailers, the **ULTIMATE PARTNERSHIP PROGRAM**, designed by **ELIE INTERNATIONAL**, is a way to keep monthly payables low and stable. While cutting out the hassle of dealing with multiple suppliers, the program allows retailers to pay a low, fixed rate once a month in exchange for a complete and consistently updated inventory. Information: [www.elieint.com](http://www.elieint.com) or (212) 719-0090.

### SIMPLIFIED LABELS

**ARCH CROWN'S 2009 CATALOG** is available, featuring a range of products and offers to expedite and simplify the processes of tagging, labeling and bar coding. New products include custom insert tags for watch and jewelry boxes, bar-code scanners and thermal transfer printers for producing professional tags and labels. For free samples and the catalog, visit [www.ArchCrown.com](http://www.ArchCrown.com).



### CUT GRADE SITE

**AGS LABORATORIES** has launched a **WEBSITE** offering resources including cut grade information, AGS grading reports, and report verification, among others. The website's easy-to-use navigation and compelling design add to an improved user experience, according to AGS. Information: [www.AGSLAB.com](http://www.AGSLAB.com).

### 4 CS, 10 LANGUAGES

The **GEMOLOGICAL INSTITUTE OF AMERICA's** educational brochure, **FOUR CS**, is now available in 10 languages. The brochure, which evaluates and compares diamond quality in terms of cut, color, clarity and carat weight, features detailed expositions, photographs and illustrations for buyers and sellers around the globe. To order copies of GIA's Four Cs brochure, visit [retailer.gia.edu](http://retailer.gia.edu).