



PRESS RELEASE  
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Helena Krodel  
Director of Media & Special Events  
hkrodel@jewelers.org  
(646) 658-5819

## Simon Doonan to Host Jewelry Information Center GEM Awards 2010

New York, NY – Jewelry Information Center (JIC), the consumer public relations and marketing arm of Jewelers of America, is thrilled to announce that Simon Doonan, creative director of Barneys New York, will host the GEM Awards honoring Madeleine K. Albright on Friday, January 8, 2010! Best known as the mastermind behind the window displays at Barneys New York (since 1986), Doonan is also a bestselling author and style arbiter on national television.

A well-established event and annual gathering of industry leaders and professionals, JIC's GEM Awards recognizes the outstanding achievements of individuals and companies whose work raises the visibility and status of fine jewelry and watches. "Simon is not only wildly entertaining, he has an immense knowledge of style, fashion and jewelry, making him the perfect choice to host this year's GEM Awards," says Martin Gatins, JIC GEM Awards chairman.

Doonan, responsible for all aspects of Barneys' image, joined that staff over two decades ago. He made history in 1989, when he placed lumpy caricatures of celebrities like Madonna, Margaret Thatcher and Martha Graham in the holiday windows. This was the beginning of many years of extravagant holiday window dressing that has shocked and excited both onlookers and the media.

In 1999, Doonan began writing a column for the *New York Observer* called "Simon Says." He has written four books including, *Confessions of a Window Dresser*, *Wacky Chicks*, *Nasty*, which is now titled *Beautiful People*, and most recently *Eccentric Glamour*. Simon has made appearances on VH1's "I Love" (the series), offering social commentary on each decade. Simon Doonan has also been a guest star on "America's Next Top Model" season two, three and five teaching the models about style.

Tickets and sponsorship packages are on sale now! To join us in honoring Madeleine K. Albright at GEM Awards, please make a reservation by visiting [www.JIC.org](http://www.JIC.org).

### *About Jewelry Information Center:*

*Jewelry Information Center (JIC) provides public relations and marketing services on behalf of the fine jewelry and watch industry. Founded as a non-profit trade association in 1946, JIC is now the consumer public relations and marketing arm of Jewelers of America. Visit [www.JIC.org](http://www.JIC.org).*

### *About GEM Awards:*

*GEM Awards honors a combination of retailers, manufacturers and media who meet the stringent criteria to be leaders in their field. For more information about GEM Awards, please visit [www.JIC.org](http://www.JIC.org).*



*PORTRAIT BY TIMOTHY GREENFIELD-SANDERS:*

*TIMOTHY GREENFIELD-SANDERS  
135 EAST SECOND ST.  
NEW YORK, NY 10009*

*TELEPHONE (212) 674-7888  
FAX (212) 473-8073  
EMAIL [Timothy@Greenfield-Sanders.com](mailto:Timothy@Greenfield-Sanders.com)*