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JULY 2007

Romance and Femininity

Circles of life, symbols of fertility and signs of abundance are the newest themes in fine jewelry. Precious metals with open work are carved to look like Venetian lace. Paisley and crescent shapes in addition to flowers are the symbols synonymous with the Victorian Era, which is a big influence on jewelry this season. Sweet drop earrings, the abundance of pearls and jewelry with rose-cut gemstones and diamonds are all good examples of styles depicting this trend. White metals are most closely associated with these styles however rosy variations of yellow gold have been garnering attention. There are countless designers doing their version of pink gold including: designer Chris Aire who has a patented alloy of red gold; and Mattioli who launched a collection of chocolate gold at BaselWorld this spring and expanded the collection in Las Vegas.

Erica Courtney chandelier earrings



Eco-Jewelry

Leaders in the fine jewelry and watch industry and making strides to lessen the environmental impact of their products by using recycled gold and utilizing gems that only come from legitimate sources. Concern for the environment is also influencing fine jewelry styles. Organic looking designs are springing up, notably hand-hammered details, rose-cut gemstones and jewelry with non-symmetrical proportions. Fire, water, air and the natural treasures found on Earth are also being used for design inspiration. Gemstones like moonstone, agate and smoky topaz are standouts as well as yellow, burnt orange, red and crimson colored gemstones.

Mauri Pioppo Green pendant made from recycled gold



Super Lux

Luxury has evolved into more than just shiny baubles; today it is about personalization and experience. Convertible jewelry, those pieces which can be worn more than one way, saves time and energy, making it a luxury. Good examples include earrings that start as a stud and come with a drop or chandelier attachment; or a necklace that can be clasped as a choker, in a Y-shape or worn with a large medallion attachment. This is an efficient way for consumers to build a jewelry wardrobe. A collection that functions well together and has aesthetic harmony is also a savvy way for designers to build their brand while winning points with retailers, giving them the ability to up-sell (offer additional pieces) to consumers.



Pamela Froman convertible Crush earrings

Gothic, Mystical and Metal Head Jewelry

An entirely new crop of jewelry has made its way into the mainstream for both men and women. Macabre, edgy jewelry like necklaces, rings, and bracelets with crests, shields, swords, spears, and horns plays a role in this trend. Coin jewelry made from bronzed and oxidized precious metals is another significant detail in this season's jewelry. Rock 'n Roll inspired pieces like cuffs, statement making pendants, and metallics, from gold to platinum, are also ubiquitous. Last but not least, dog tags abound in all shapes and sizes; whether encrusted with gemstones or diamonds, they are hung from long interesting chain link necklaces.



John Hardy sterling silver cuff bracelet

"Personal" Obsession

The obsession with personal small pendants and a penchant for delicate sweet heirloom type pieces continues. Iconic symbols, initials, hearts, talismans with engravings, and sweet baby sized jewels are being reinvented to resemble those coveted things from grandmother's jewelry box. Symbols of hope featuring elements like crowns, angel wings, hearts, keys, and wishbones also seem to be cropping up as a major trend.



Alex Woo Little Big Faith baby pendants

Board Listing

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Tools to Use: Vlogs and Trend Videos

JIC has recently added a series of informal vlogs (video blogs or web postings) to www.jic.org. The vlogs, which will be continually updated throughout the year, cover a wide range of topics and industry fashions. With the new vlog, JIC members can get a bird's eye view of JIC staff members as they explore trends, set up for TV segments, and much more. JIC has also added a series of trend videos, which can be downloaded for in-store use around gift giving holidays. The videos are designed to help retailers link the product in their jewelry cases to the trends that have been identified by national trend experts (JIC.)



Helena Krodel and Amanda Gizzi record one of the first JIC Vlogs



JIC discussed Mother's Day gift ideas with an in-store video

Visit JIC at JA New York

If you are planning to attend JA New York on July 29-August 1, please make sure to stop by the JIC booth to learn how you can take advantage of JIC's promotional efforts. Also, Helena Krodel will be teaching a seminar, "Smart Buying-What's Hot and What's Not," in the JA Retail Learning Center on the show floor on Sunday, July 29 from 3:15-4:15. Mark your calendar now and make sure to join us for what is sure to be enlightening and fun seminar.

Editor Event

More than fifty editors and journalists from the industry's finest consumer and trade press publications attended this year's annual editor event to view a spectacular selection of fine jewelry. Below are a few highlights:



Editor Event 2007 trade association partners



Editor Susan Sidor was just one of the editors in awe of the jewelry shown at the event (Bracelet shown is a transformable bracelet by KC Designs)



Men's jewelry from Richard Korwin and Lorinczi Jewelry were two of the items selected to be shown at the event



Editors came in for a closer look at the jewelry worn by the JIC models



JIC Models were outfitted in JIC member's jewelry that was selected out of the nearly 700 hundred jewelry submissions

Broadcasting Near You:

JIC continues taking to the airwaves in an effort to keep fine jewelry in the eye of consumers throughout the year. This Mother's Day, JIC showcased gift ideas as part of a very successful satellite media tour (SMT) on morning shows in more than 25 markets across the country. In addition to the SMT, Helena Krodel did a live, in-studio segment on KTLA in Los Angeles and Amanda Gizzi appeared live on ABC 7 in Chicago.



Amanda Gizzi with the anchors of ABC 7 in Chicago



Helena Krodel with the anchors of KTLA Morning News in Los Angeles

In Print

Thanks in part to the successful Editor Event; JIC has continued to position itself to editors as a one-stop shop for fine jewelry and watches. By working with accessories editors, JIC helps place jewelry on the glossy pages of magazines that consumers read monthly. Recent placements include: a buyers guide in Real Simple, several jewel-filled pages in Brides, a pearl story in Bridal Guide, an accessorized fashion spread in Vibe, and a bejeweled celebrity on the cover of Essence. There are many upcoming placements to keep an eye out for as well. JIC members' jewelry will adorn the pages of Essence magazine's bridal supplement in the August issue, Lucky magazine's September issue, Black Enterprise magazine's August issue, Vibe magazine's July issue, and Brides' September issue. To have the opportunity to be included in these projects, please send JIC your current press kits or images of your jewelry.



JIC gratefully acknowledges the generous support of the following companies:

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Special Projects

JIC is proud to announce a new line of membership benefits that is to be rolled out this summer. In partnership with Jewelers of America, JIC is unveiling the **Marketing Resource Center (MRC)**. The MRC is a package of products and services designed as a self-help marketing kit for retail jewelers. Current JIC members will have access to the MRC at no additional cost. To take advantage of the MRC, members simply have to sign up for the package. Retailers who are not currently members of JIC will have access to the MRC at the low cost of \$65 a year. Check the JIC website for more information regarding this new and exciting membership development.

JIC STAFF UPDATE



Helena Krodel, Amanda Gizzi and Saroya Norris

Recently, JIC Director David Lafleur announced the promotions of Amanda Gizzi, to Associate Director of JIC for Public Relations; and Helena Krodel, to Associate Director of JIC for Media. Amanda has been JIC's Public Relations Manager since 2005, and has among her other duties has been the driving force behind JIC's efforts to study and develop JIC services in the areas of diversity marketing and consumer outreach. Helena was named JIC's Media Manager in 2005 and has been responsible for developing JIC's annual Gem Awards, Editor Luncheon, and other events in addition to her media outreach and other duties. "Much of JIC's success in the past several years owes to the talent and dedication of Amanda and Helena. As anyone who has worked with these two women will tell you, these promotions are very well-earned," Lafleur said. In related news, Saroya Norris has joined the staff of JIC as administrative assistant. Most recently with JA, Saroya will work with both Amanda and Helena in providing services and assistance to JIC members.

Get the Most From Your JIC Membership Investment

JIC offers a multitude of ways to get involved and reap the rewards of being a member. Here's what to do:

Send Us Images

Your pictures of jewelry are used to submit to regional magazines and newspapers to illustrate articles. Send to JIC in a high-resolution format, 300 dpi, 3" by 3" with a white background, clearly labeled. Please include descriptions and retail values.

Send Submissions for the Annual Editor Event

JIC has begun taking jewelry image submissions for our annual editor event, which takes place in May. From these submissions, JIC chooses jewelry from our members to show to an impressive number of consumer and trade press at the event.

Lend Jewelry

JIC submits jewelry from members to magazines for product placements and editorial features. For local in studio television shows and satellite media tours around gift giving holidays, JIC also pulls product from members to show on air!

Visit the JIC Website

The newly launched site hosts invaluable fine jewelry information, a designer gallery, a listing of retail members, and a digital version of JIC's newsletter LINK, amidst a plentitude of other information.

Get Your PR Handbook

When you refer another company to join, JIC thanks you with a copy of the newly revised and highly valued handbook, a guide that demystifies the process or P.R. News members receive a significant discount on the retail price of the book.

Refer to JIC's Trends Reports

A bi-annual report, featuring precious information on the newest styles and colors, can be used as a reference when designing or restocking your store.

Use Your Welcome Package

To get free press, use the complimentary, customizable press releases, which include: "Your Company Joins JIC", "Savvy Shopping Tips," and a Trends Report. Also take advantage of our helpful guides: "How to Receive Free Local Publicity" and "Special Event Ideas for Retailers." JIC will also provide a list of local media contacts to pitch upon request.

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