

AMERICAN GEM TRADE ASSOCIATION

PRISM

SPRING 2011

AGTA
RED CARPET

COLOR ME
BRIDAL

MEMBER PROFILE:
BARBARA
LAWRENCE

TORRES DE
PAIN RING

ELEARNING
PLATFORM





◁ Zultanite Gems, LLC



▷ Paula Crevoshay



▷ NEI Group



The AGTA participated in the recent American Gem Society (AGS) Conclave in San Francisco by providing education and promoting colored gemstones and pearls at the event. The Conclave was held in San Francisco, April 27-30.

“It is really important for AGTA to have a presence at the AGS Conclave to educate and inform AGS members about colored gemstones and pearls, as well as

showcase the beautiful products from our Members,” stated Douglas K. Hucker, AGTA CEO. “It is a perfect time for all retailers to get more involved with color due to recent bridal and fashion trends as well as the great margins that are still available in this category.”

The AGS Supplier Fashion Show featured jewelry designs by over 20 AGS members. AGTA ensured colored gemstones and pearls would be represented by bringing a version of the American Gem Trade

Association Collection that appears at Red Carpet events. 11 AGTA Member designers participated in the AGTA Collection with two showcases of fabulous jewelry designs and gemstones. The model representing AGTA in the fashion show wore designs by the NEI Group, Dallas Prince & Company, Paula Crevoshay, Oberon & Caswell, and Zultanite Designs. The fashion show’s coordinator, Helena Krodel of the Jewelry Information Center, wore a beautiful sapphire suite by Omi Gems.