

TEXAS

the publication of the  
Texas Jewelers Association

Summer 2009

# Jeweler

**Fast Movers**  
*in a Stalled*  
**ECONOMY**

---

**Mark Your**  
**CALENDAR**  
Oct. 9 - 11  
*for TJA 2009*  
**CONFERENCE**

---

How to **TRAIN**  
**Cats** and  
**Salespeople**

**COVER**  
**SPOTLIGHT**  
Stuller Inc.



PRSRRT STD  
U.S. Postage  
PAID  
Permit #372  
Austin, TX

Kazanjian Brothers creates this exceptionally rare large cushion cut natural Alexandrite ring with diamond accents mounted in platinum. Courtesy: Kazanjian Brothers, Beverly Hills



# FAST MOVERS

## in a **STALLED ECONOMY**

BY DIANA JARRETT, GG RMV

Something's got to move, and if it's not the economy—then it's the creative minds in it.

One could make a case that the gem and jewelry world is by its very nature a force majeure. After all, jewelry is first imaged in the brightest minds of designers who lift inspiration from the most obvious of places—like nature, to places as obscure as the sound track of their favorite film noir.

Retailers haven't the luxury of dwelling inside some creative dome; they must juggle the tedious business of revenue and

expenditures. But that's not to say that merchants aren't finding inventive ways to stay the course in this unpredictable economy. If one listens to the buzz at buying marts today, a curious algorithm emerges.

While the usual bread-and-butter jewelry items still appear to fall victim in the quagmire of this fiscal stalemate, there's action going on over in the bargain box. And there's equal dynamism in ultra-luxury goods by all appearances. Lastly, if a supplier has something unusual, there's

probably a buyer for it, too. These atypical jewels are not always high ticket items. In fact some of these new kids on the block are relatively inexpensive.

Consider these three fast moving jewelry choices—the bargain box, the ultra-luxe group and the unusual. Some of these are bound to be just the ticket for keeping your clientele interested and buying while we ride out the vagaries of this waffling financial climate.

Bargains don't have to mean picked



Exotic Turkish phenomenal gemstone Zultanite is gaining a large fan base due to its exceptionally beautiful color changes and appealing pricetag. Courtesy Zultanite, LLC / GemsTV



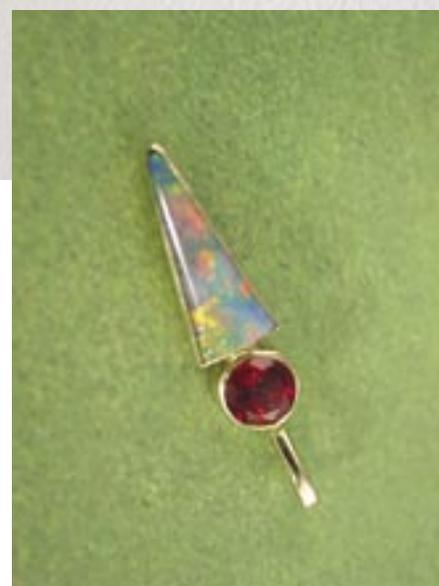
Hot seller in the bargain box is this super affordable multicolor freshwater cultured pearl Illusion strand on monofilament making the pearls seemingly float across the throat. Courtesy Betty Sue King, King's Ransom

over when it comes to jewelry. In fact more often than not, bargain box means sleepers—something that has slipped under the radar screen in the jewelry trade. Frequently suppliers have enticing goods that have not been given a broad promotional boost—so they fail to have mass public recognition. Nevertheless they are appealing, and your customers may be delighted to get a hold of something that 'not everyone else has' Remember, just because you saw it in abundance at the trade shows—your customer will only see it once in your showcase. Modest pricing sweetens the deal here too.

Betty Sue King, owner of King's Ransom, sells a variety of freshwater cultured pearls for customers at every price point. Her affordable multicolor freshwater cultured strands on monofilament are a big hit. Not only are these baubles a bright look for

modern women who are as likely to wear pearls with jeans as with a cocktail dress, but the illusion of pearls floating across the décolleté makes these a no-brainer, especially when considering their attractive price.

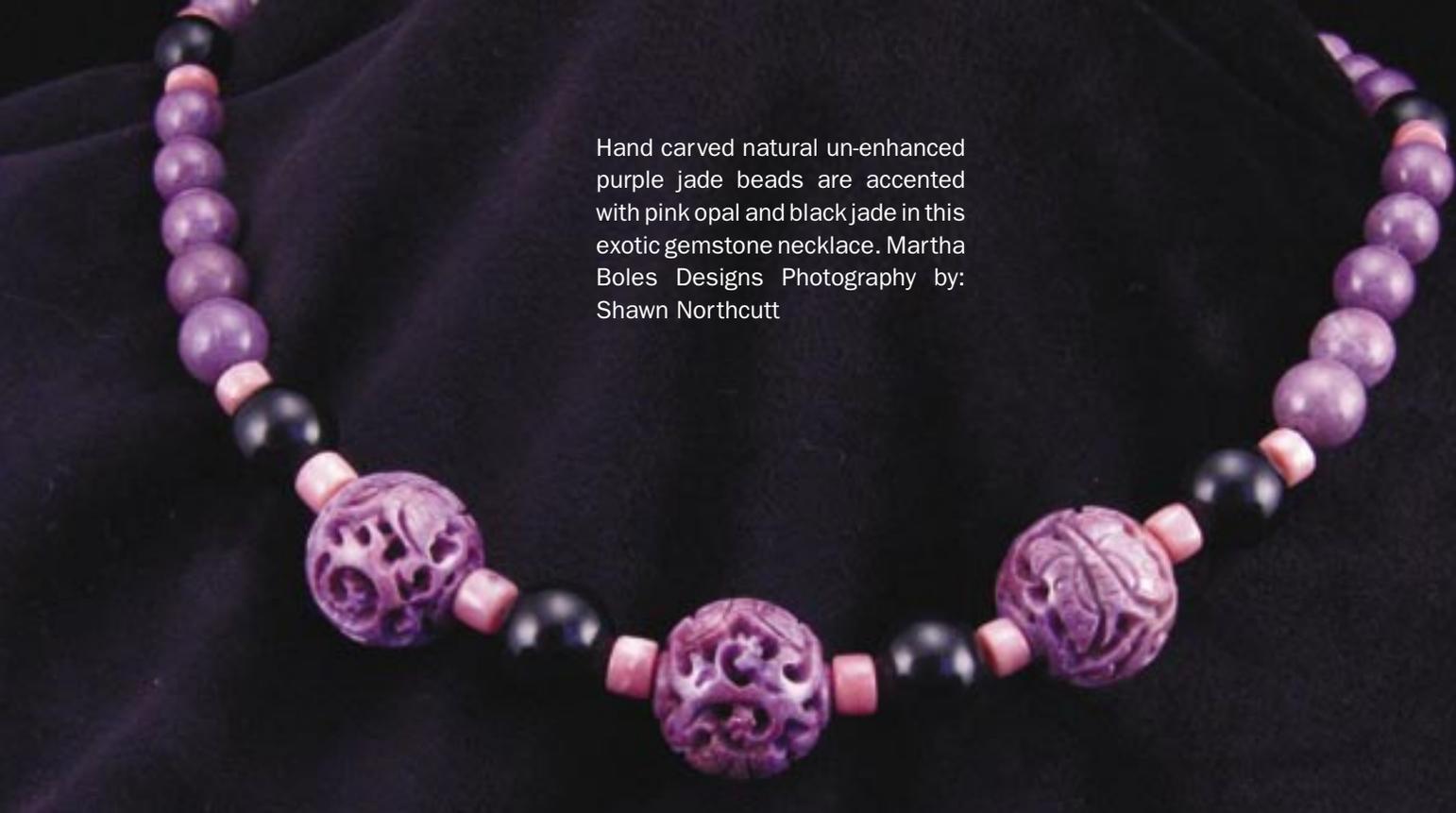
Unusual gemstone choices are startlingly hot ticket items at buying markets this year. Buyers need new items to refresh their stock, however many of their normally strong sellers have remained languishing in-house. So to remedy this—retailers are trying something new—stocking up on unusual, exotic or in some way extraordinary gemstone choices. The thought behind this is that customers can say No to the goods that they are familiar with—and assume will always be available. But extraordinary items deliver a certain sense of urgency with them. The customer learns about the gemstone or jewelry type from the merchant. They discover that this



Surprising entry into the bargain box is this original 14kt yellow gold slide by Terri Garcia featuring opal and red beryl (bixbite) Courtesy Terri Garcia Designs

item is indeed exotic often eliminating obstacles to making the purchase.

At the sluggish Tucson GemFair this year, trading floors were quiet and sparse,



Hand carved natural un-enhanced purple jade beads are accented with pink opal and black jade in this exotic gemstone necklace. Martha Boles Designs Photography by: Shawn Northcutt

Exotic natural purple Jade from Turkey is used in this Middle Eastern inspired necklace from Martha Boles: Photography by Shawn Northcutt. Piece includes: Purple Jade, 24k Gold Washed Sterling Silver, Carved Purple Jade focal bead, Swarovski Crystals.

as predicted. Nonetheless, the Zultanite booth seemed to have a buzz around it pretty much the entire time. This phenomenal one-source gemstone appeals on so many levels. The mining is conducted with great sensitivity to the ecology of its native Turkey and the stone is completely un-enhanced—a big deal in today's colored gemstone business. The prices on this transparent gemstone are modest enough to make it a candidate for the bargain-box too, and they are now cutting to calibrated sizes, which increases the utility for volume manufacture.

Another candidate for the unusual category is certainly purple jade. It's a relative neophyte, and serendipitously is also from Turkey. It should be noted that this durable material whose colors range from taupe to a lavender-purple all the way to deep mahogany is completely natural. That's a strong selling point for green customers who want their gems in their most natural state.

On the farthest end of the spectrum lie

the jewels fit for royalty. In fact royalty are actually the patrons who can most often afford the super rare jewels. Venerable jewel house Kazanjian Brothers creates one-offs featuring the most rare and highest quality gemstones that exist. Their knowledgeable clientele understands important jewels and so they cater to that elite audience. Kazanjian's exceptional alexandrite and diamond ring is without peer. In northern California, SH Silver & Company is opening another store. Their collection includes priceless gems like a rare 1.50 carat fancy vivid orange diamond and a 1.11 carat rare Burma star ruby ring.

Whatever category your customers fold in to, and wherever you are situated, there are abundant choices right now for creating your own private stimulus package to wait out the current downturn and perhaps jumpstart the economy within your business. Whether it's bargain box, unusual gemstone choices—or the most extraordinary jewels, there really are fast moving choices to consider.

