

# INSIDE STORE

FEBRUARY 2013  
Magazine for the  
American Jewelry  
Store Owner

PART 1 OF 2



AMERICAN HEART MONTH

## GET FIT

*A healthy you  
makes for  
a stronger business  
and a better life*

**NEW ARRIVALS**

Colored Stone  
Jewelry

**CASE IN POINT**

Bridal Party  
Jewelry

**CATEGORY FOCUS**

Customer  
Relationship  
Management  
Systems

# Pay Right

THE  
BIG  
STORY

CHOOSE THE BEST  
COMPENSATION PLAN  
FOR YOUR STORE

Morena Baccarin wears jewelry  
from the 2013 AGTA Spectrum Awards

DON'T MISS THE SMART SHOW PREVIEW SUPPLEMENT

UNDER \$1,500

# COLORED GEMSTONES

**QUALITY GOLD**

14K white gold 18-inch necklace with multicolor gemstone dangles

**MSRP: \$451**

(800) 354-9833 | qgold.com

**METALSMITHS STERLING**

Sterling silver ring set with rose quartz cut in a checkerboard-pattern

**MSRP: \$498**

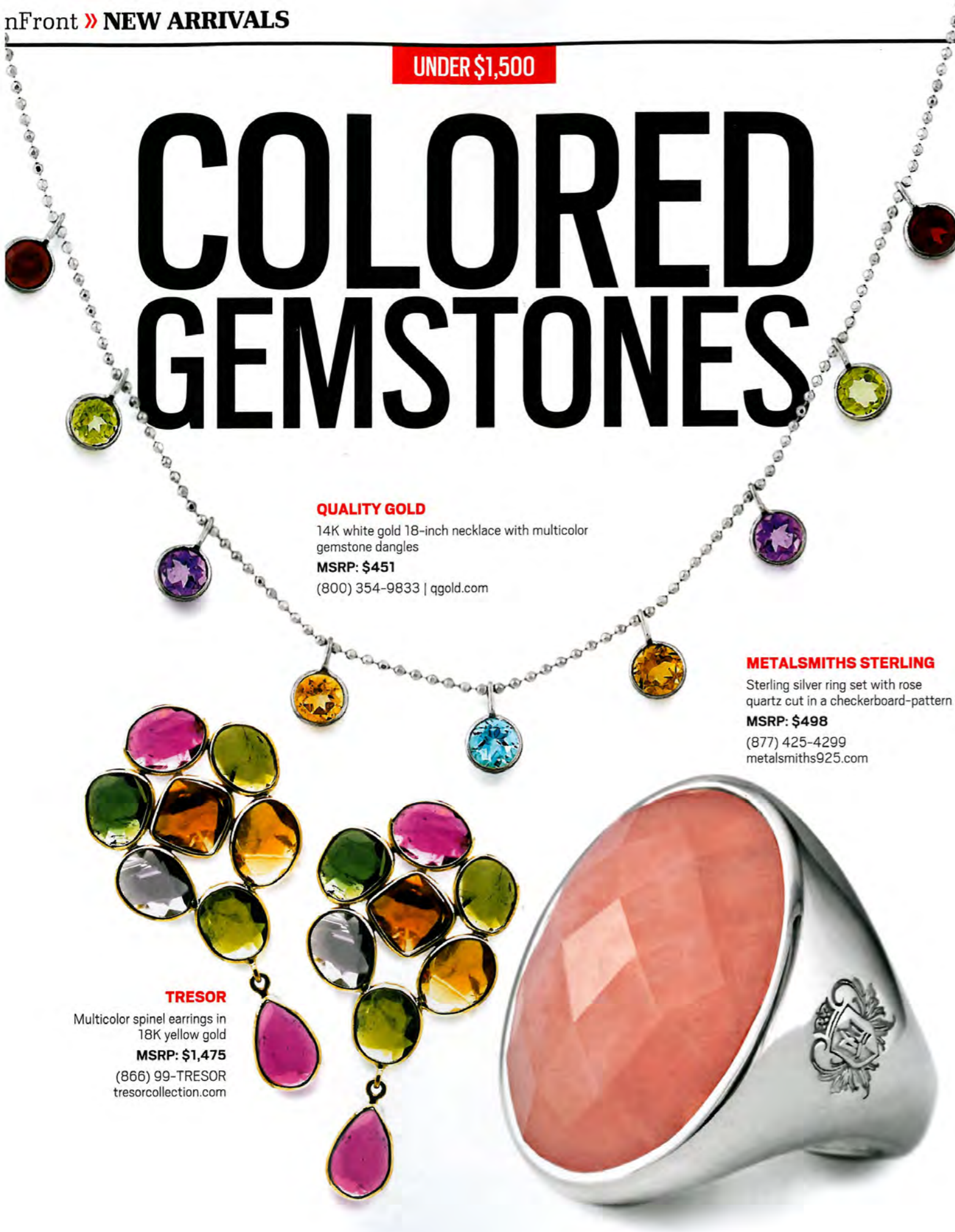
(877) 425-4299  
metalsmiths925.com

**TRESOR**

Multicolor spinel earrings in 18K yellow gold

**MSRP: \$1,475**

(866) 99-TRESOR  
tresorcollection.com



## HOT COLOR BRANDS

Simon Golub (6), Metalsmiths Sterling (4), Artistry Ltd. (3), Elle (3), Gabriel & Co. (3), Marco Bicego (3), Roberto Coin (3), David Yurman (2), Empire Corp. (2), Frank Reubel (2), Ippolita (2), John Hardy (2), Parlé (2), Quality Gold (2)

\* Brands mentioned by one or more of 149 Brain Squad members when we asked what colored stone jewelry brands were top sellers.



**YARON NHAISSI**  
PRESIDENT  
EMCO GEM INC.  
ON COLORED GEMSTONES

**WHAT IS YOUR FAVORITE COLORED GEMSTONE TO WORK WITH?**

"Colombian emeralds, which is why we specialize in them now. Emeralds are less dense, and therefore they will appear larger than [diamonds, sapphires and rubies of the same weight]. Emeralds still are the most economical compared with the other major gemstones."

**WHAT IS TRENDING NOW?**

"There is a great demand for earrings that are large pear shapes and for rings that are emerald- or cushion-cut in larger sizes. The stones with well-spread proportions are particularly in demand as it benefits the jeweler in creating a unique piece with an even bigger look."



**OVERNIGHT**

Dark smoky quartz earrings set in vermeil

**MSRP: \$263**

(888) 731-1111  
overnightmountings.com



**PHILLIP GAVRIEL BY THE ROYAL CHAIN GROUP**

18K yellow gold and sterling silver drop earrings with blue topaz

**MSRP: \$316**

(212) 382-3340  
phillipgavriel.com



**Sterling silver and color are a great value.**

Allison Love, Allison Love's Fine Jewelry, Rock Hill, SC

**EDWARD MIRELL**

Ring with griffin-inspired design in titanium and sterling silver with lapis and diamond accents

**MSRP: \$599**

(866) 390-4388  
edwardmirell.com