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NOVEMBER 2013

The Magazine for the American Jewelry Store Owner

## Know Your Numbers

DAVID GELLER EXPLAINS FINANCIAL INDICATORS IN YOUR OWN WORDS

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**NEW ARRIVALS**  
Alternative Metals

**CATEGORY FOCUS**  
Prototype Systems

**OPENING LINES**  
The Latest Collections

JEWELERS SHARE THE THINGS FOR WHICH THEY'RE MOST **THANKFUL**

# GRATITUDE

THE BIG STORY

chrome, and jewelry with Graham nothing

UNDER \$500

# ALTERNATIVE METALS



**TRITON**  
Adjustable 10mm cast bronze and bronzite bead bracelet with sterling silver clasp  
MSRP: \$52  
(800) 682-4920  
tritonjewelry.com



**ITALGEM STEEL**  
Comete leather four-strap bracelet with stainless steel and 18K gold anchor  
MSRP: \$150  
(855) ITALGEM  
italgemsteel.com



**STULLER**  
9.5-inch stainless steel stretch bracelet  
MSRP: \$164  
(800) 877-7777  
stuller.com



**CHASEN JADE JEWELRY**  
7.25-inch bracelet of gold vermeil stud beads  
MSRP: \$98  
chasenjade.com

UNDER \$500

**GUY HARVEY JEWELRY**  
Pewter army pendant with a stainless steel ball chain from the MILITARY COLLECTION and available for all military branches  
MSRP: \$49  
(800) 262-6208  
guyharveyjewelry.com



**ANGELIQUE DE PARIS**  
Palmetto bracelets in rhodium plate with opaque or translucent resin available in turquoise, mother of pearl, seafoam or purple  
MSRP: \$240  
(610) 782-7227  
angeliquedeparis.com



**INOX JEWELRY**  
Gun-metal finish stainless steel men's pendant with CZs on 24-inch figaro chain  
MSRP: \$72  
(866) 507-2537



**EDWARD MIRELL**  
8mm anodized Patented Black Ti 8 mm band from the RAIN COLLECTION with laser engraved pattern accented with white sapphires, available in three colors  
MSRP: \$379  
(866) 390-4388 | edwardmirell.com



**ROYAL CHAIN GROUP**  
Stainless steel cuff with yellow or black glitter finish  
MSRP: \$44  
(800) 622-0960



**JAMES MOUSTAFELLOS / ENA FINE JEWELRY**

**What alternative metals do you enjoy working with and why?**

High-grade stainless steel — 300 series — used in combination with precious metals. Initially, because of our architecture background, stainless steel was a material with which we were familiar. Today we incorporate it into our line because its light gray tone provides a nice color contrast with oxidized sterling silver and its strength enables us to design thin and delicate pieces.

**What do you design most in stainless steel?**

Necklaces, pendants and earrings, always in combination with sterling silver and also 18K gold. Our Champagne necklace uses stainless steel links stitched together with sterling silver. It resembles bubbles and retails for under \$500. Our customers love this price point, especially for a statement necklace with a lot of presence.

**What alternative metal trends are you seeing?**

With the rise in price of precious metals, we find that the boundaries of "fine jewelry" are expanding. We like mixing stainless steel not only with precious metals, but also with precious and semi-precious gemstones as well.