

THE RETAIL JEWELER

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Atlanta - SJTA



New York - JA



Dallas - Select Show



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It's Show Time!

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Bulova Accutron
Kirkwood





Contemporary Metalman

Edward Rosenberg is not your typical jewelry designer. Sporting jeans and rock 'n' roll tee shirts, often commutes to the office via motorcycle and frequently blares opera or other unusual musical stylings while creating. Rosenberg not only embraces his individuality but also loves to express it through the jewelry he and his co-owner, Mirella Connor provides. When Rosenberg departed the traditional jewelry world to explore what he believed was to be the next chapter in jewelry product, colleagues, friends and relatives questioned this latest adventure. Rosenberg knew he was onto something. He had realized the true value of titanium and its implications on the jewelry industry.

Few elements offer the depth and breadth of titanium. Its natural resemblance to platinum and the vast spectrum of anodized colors and finishes offer an unsurpassed diversity. Coupled with the virtues inherent in the material, titanium has repeatedly proven its superiority in product and industry. However, the introduction of this new element into jewelry would prove a daunting challenge.

"Looking back, I realize I was ill-prepared for a journey that would take me across metallurgic and manufacturing thresholds and take me around the world dozens of times for the next 20 years in search of answers. There was virtually no written material to help me conquer the obstacles I would face in trying to create and develop this new industry standard," says Rosenberg.

And, challenges not only arose from the new material in which Rosenberg and Spector were working but also from the jewelry industry itself. To illustrate, Rosenberg shares this example. "I proudly introduced the first complete collection of titanium jewelry in 1982 at the JA show in New York. Buyers curiously gathered, admiring this unique collection and asking questions. I informed them it was titanium. The replies consistently came back as, 'Isn't that the stuff that killed Superman?' or 'Isn't plutonium radioactive?' I realized that day that introducing this miraculous new element to a stoic and resistant jewelry industry might prove as difficult as creating the product itself."

Thirty years later, Rosenberg has seen his vision become a reality through Spector, the manufacturer of a majority of the industry's contemporary metals jewelry trade. Spector has developed hundreds of innovations in and outside the jewelry

industry and is touted as the creative brainchild of the global titanium world and regularly sought as a strategic partner by giants of industry. Spector's 40,000-square-foot world headquarters in Florida designs, develops and manufactures over 95 percent of its own products and those of many of the preeminent signature names in the jewelry and consumer related industries.



Edward Mirell has become a leader in the contemporary metals category, winning numerous awards in just the past few months

Rosenberg's vision continues to develop through Spector's private label, Edward Mirell, which was introduced about 10 years ago. Having successfully integrated technology with contemporary design, "Edward Mirell is the cumulative expression of everything Spector has accomplished over its 30-year history," says Rosenberg.

Edward Mirell has become a leader in the contemporary metals category, winning numerous awards in just the past few months. But Rosenberg knows that awards from groups like the International Titanium Association and Centurion signal something greater than exemplary design. "We are at the threshold of a milestone in history, one that may potentially rival the impact and magnitude of the industrial and electronic revolutions of the 20th century. Titanium has positively and diversely impacted mankind more than any single element in history. It has significantly elevated our capabilities in medicine, industry and science. It has taken us to the depths of the ocean and the far reaches of space. Yet, it is only within the last two decades we have begun to explore the artistic and personal benefits of this miraculous new element," says Rosenberg. "Imagine the possibilities that still remain for Edward Mirell, Spector and our dozens of contemporary metals partners."