

TEXAS

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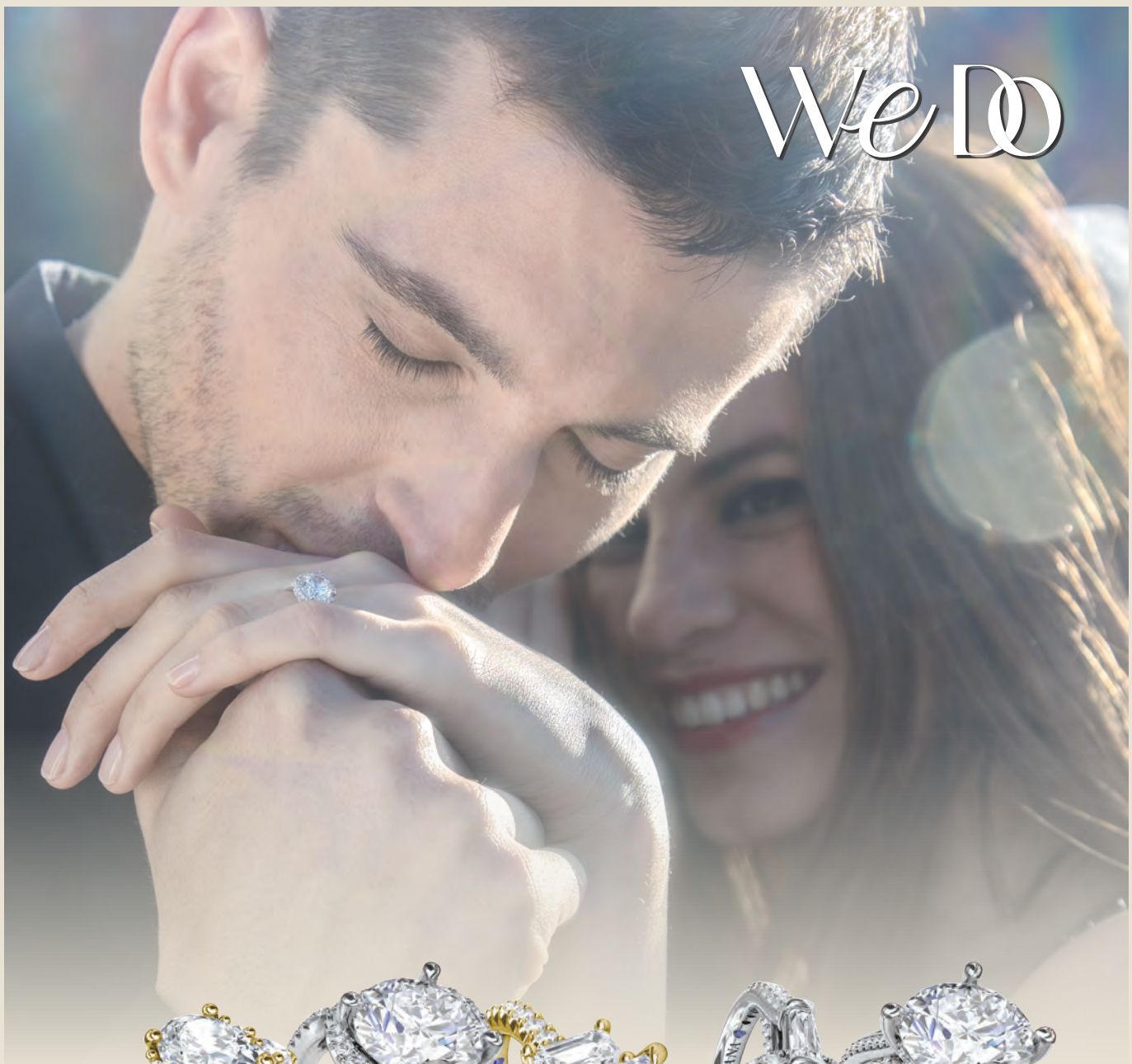


**Congratulations to Texan
Dalan Hargrave**

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President's Message

Amber Gustafson, President of TJA



Greetings from the Texas Jewelers Association! I am Amber Gustafson, President of the Association and the proud owner of Amber's Designs. With more than 25 years of experience as part of this organization, I have witnessed the evolution of the industry firsthand. I began as a bench jeweler in 1979 and have since honed my skills to include all aspects of the craft, owning my store for over 21 years with a team of 5 bench jewelers and 17 employees.

As past Chair of the Texas Retailers Association, I have lobbied on behalf of our industry in Austin and Washington DC, supporting or opposing bills that affect jewelers and retailers. I am committed to continuing these efforts to support our fellow Texas jewelers and retailers.

The TJA was established to unite jewelers and promote collaboration when communication was limited to postal mail, telephone, and telegraph. As someone who was present when we updated our by-laws and removed telegraph as a communication method, it amazes me to see how far we've come. Strong state organizations like the TJA are essential, as they amplify our collective voice.

This year, we have exciting plans for our annual convention in Houston, with two days of education and a discovery room filled with vendors. You can find more information about schedules and events in this issue. In addition, we are organizing a private tour to the Houston Museum of Natural Science where you can marvel at the Fabrege collections, the Lester and Sue Smith gem and jewelry collection, and exquisite mineral specimens including the recently acquired Drehner Masterworks carvings.

We are delighted to announce our partnership with Jewelers of America. New TJA members or those who have not renewed their membership since 2020 will receive a free one-year membership to JA worth \$225. This limited-time offer allows you to enjoy the benefits of both organizations.

At the JCK Las Vegas show, we are hosting a meet-and-greet on Saturday, June 3 at 5:00 pm at the JA booth L205! We will be giving away a TJA convention package and other special items so come by and say hello, and if you haven't already, join the TJA. We always love to connect with our fellow Texans!

We cannot wait to see you at our TJA meet-and-greet in Vegas and at our convention October 7-9 in Houston!

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Lab-Grown Diamonds:

Are you selling more diamonds at higher margins and making less money?

Lab-grown diamonds are the most exciting (and polarizing) thing to hit the jewelry business in recent years. Profit margins are great. Customers love the low-price points. They sell themselves (and they might be chipping away at the natural diamond industry's market share).



I saw my first lab-grown diamonds 10 years ago. The diamonds were altogether unimpressive – smaller 0.50ct diamonds, with brown tints, and expensive. However, as in past technological innovations, the lab-grown diamond manufacturing techniques have improved. We have witnessed tremendous supply increases and quality

improvements, and prices have also decreased significantly. D-VS diamonds are readily available and at affordable prices.

While the industry is riding the wave, it is important to think about 2 key questions:

Do you know what your best-selling diamonds are?

The jewelry industry relies on a “just-in-time”, short-term memo model. Retailers rely on trusted diamond dealers to augment their inventory and send memo diamonds. Consumers are understanding of this business model – because natural diamonds are far rarer and more expensive.

The memo paradigm does not work in lab-grown diamonds. Given the nature of growing, LGD are less expensive and more readily available. If you do not have the right mix of product, customers are far more likely to leave and purchase elsewhere.

Identify your best sellers. Monitor sales data and know what sells most in your store. This helps you merchandise accurately, avoiding products with low sell-through and focusing inventory dollars to popular products. This ensures higher revenue and profitability. Furthermore, identifying best-selling diamonds will help you tailor consumer-education and marketing efforts.

Here are a few trends from Q1 of 2023 to help you understand your inventory:

- 75% of sales are split between rounds and ovals
- 70% of sales are 1-2ct
- 75% of sales are D-G color

We all understand that LGD prices are falling, but do you know how this price change is impacting your business?

Retailers have grown to love the high margins of LGD, but you can achieve higher percentage profit margins but make less dollar profit.

Illustration:

50% margin on \$2K (1.25ct D-VS1 GIA 3EX LGDR) = \$1,000 gross profit

50% margin on \$3K (1.25ct D-VS1 GIA 3EX LGDR in 2022) = \$1,500 gross profit

20% margin on \$10K (1.25ct G-SI1 GIA 3EX Natural Diamond) = \$2,000 gross profit

In the above illustration, the natural diamond produces a great profit despite the lower profit margin; because the ticket price is higher, the gross profit is higher.

The author cedes that *LGD offer higher margins, but your gross profit dollars will continue to decrease as LGD prices decline.*

Are you watching your average ticket price for your bridal sales? Believe it or not: you can sell more units at higher margin and make less money.

Our industry continues is evolving, and lab-grown diamonds are here to stay. As merchants, we need to ensure our profitability. Start thinking about your business strategically today to ensure you adapt to the times.



About the author:

Gaurav Khandelwal is a fine-make diamond specialist at Union Gems & DiamTech. He is a second-generation diamantaire, focused on developing innovative and long-term partnerships. Outside of work, he's an foodie, avid reader, and sports fan.

HOW TO MAKE \$18,000 TO \$52,000 A YEAR ON LOST AND LOOSE STONES

David Geller



Lost and loose stones occur in your store under 3 conditions

1. You sell a ring and the stone gets loose or lost
2. You repair or size a ring and weeks/months later the customer returns because a stone(s) became lost or loose.

3. A customer comes in and says “My stone is loose or is missing”

The first one concerns selling product from the case. Typically stores guarantee stone loss from sales for a period of time, usually a year. There are 2 kinds of product stones losses:

1. Non painful ones: Melee falls out. Usually you just fix it and move on. It's customer service and after all you sold them a \$2000+ item or more.
1. Painful one: The center stone comes out. Ouch! Here's where the rubber meets the road. You either take the hit or blame it on the customer. If you blame it on them you're bound to get a bad rap for this. Some stores I've known will buy a one year policy for the customer with Jewelers Mutual and if the major stone falls out in the 1st year it's covered.

Either way this has to do with how you handle product you sell.

Now let's talk about #2 and #3. I really hate “blaming” the customer. “It's obvious that you closed the car door on your hand.”

Their response “Look sonny, I wear all of my jewelry 24/7 and never had stones fall out before. I **bring my ring to be**

sized by you and 3 weeks later 2 stones fall out. Funny, I had no problem with that ring for the last 25 years!”

She's right.

When you size a ring doesn't it take about 20 minutes and you **charge for this service?** Let's say you charge \$50 to make the ring smaller and it takes 20 minutes. If you do even MORE work on it which takes another 20 minutes shouldn't you get another \$50.00? Yes indeed. So what is the other work for 20 minutes?

Stone tightening? Has your jeweler ever sized a ring and many stones become loose? Sure. Does he/she tighten them? Sure. **Do you charge for that service? Most say NO!** You should get money for the 20 minutes. But also get extra money because you **TOUCHED THE RING.** The customer says if you touch their jewelry and something happens, it's your fault.

Let's explain. If we take in a ring or any jewelry for sizing or repair and it has 4 or less stones we tighten and guarantee stone tightness or loss at no charge.

But if the ring has 5-20 stones we would charge to prices:

To size the ring (normal sizing price) plus

\$35.00 to check and tighten the stones even if they aren't loose.

Many stores might charge extra only if the stones are loose, you should charge extra just because there are stones that **could become loose or fall out in the future.** So you size the ring and stones are loose. Charge to tighten them \$35 (for 5-20 stones).

But charge the same \$35 even if they are tight because *they could become loose or fall out later.*

I hate my car insurance company. They have charged me \$1100 a year for last 5 years and I haven't had a single acci-

dent. The only thing I've cost them is 60 cents to mail me a bill. Why charge me \$1100 when I didn't cost them anything?

- In case I do cost them something from a wreck
- To pay for all the rest of crazy people who do crash cars.
- When I do have a wreck they never have to say "must have been your fault, we won't pay." They pay with a smile.

You should do the same thing. So if you charge \$50 to size this ring smaller and it has 11 stones in it charge an additional \$35 to check and tighten stones. Here's a perfect example.



Here's how to present it:

"Mrs. Jones its only \$85 to size your ring smaller. This includes our jeweler sizing your ring to fit and you'll not notice where the work has been done. In addition she will check all of the stones for tightness while we have it. If any stones are or become loose, we will make sure they are as snug as a bug when you pick it up. In addition, if during the next year the diamonds become loose we'll tighten them at no charge and if you lose any we'll replace for you at no charge and with a smile. Further our jeweler will make your ring shine like the top of the Chrysler building and it will be a pretty as they day your husband gave it to you. We can have it back to you on Friday"

I combined the price of \$50 to size and \$35 to check & tighten to make the money sound seamless.

Would you do this? We'll you're doing the work for sure already. Get paid for it. How much? Let's calculate.

- If you take in 50 repair jobs a week
- That's 2600 jobs a year
- Of the 2600 jobs how many have 5 or more stones in them?
- Stores tell me between 40 to 80%
- That's 1040 to 2080 jobs you could tell the customer its \$35 more to check and tighten. You'd charge this in addition to sizing for bails on pendants, new shanks, earrings repair, bracelets, etc. Some people may balk at a price and you can remove the \$35 and **not guarantee** stone loss at all. Write it on the envelope.
- But typically 70% of women will gladly pay to have the peace of mind that you'll be responsible.
- 70% paying means between 728 to 2080 people will gladly pay an extra \$35 to have items checked; tightened; and guaranteed.
- If you multiply the above two numbers by \$35 you'll see how much you'll take in to do what you're doing already!
- That's between \$18,125 to a whopping \$52,000 a year!

How much do you spend a year giving away money on lost stones from your repair work? I'm told the average amount is between \$3000 and \$5000 per year per store. I just gave you \$18,125 to \$52,000. Quit giving customer such a hard time whose fault it is. Do like my car insurance company. Guarantee it, take the money and treat them like a mensch. When you charge this where does the money fall to on the P&L?

The bottom line. 😊

David Geller
Director of Check & Tighten Department

Congratulations to Texas Jewelers Association member Dalan Hargrave!

by David Baker

Dalan Hargrave is a career goldsmith and a highly skilled gemstone carver and multiple AGTA Spectrum Awards™ winner, who has been captivating the world with his extraordinary designs for more than three decades. His journey began in 1976 while attending San Antonio Junior College, with two basic classes, one in jewelry and one in lapidary.

Interestingly enough, Dalan is mostly self-taught and has worked in all aspects of jewelry manufacturing and production through which he has developed an unparalleled ability to transform raw gemstones into exquisite works of art, which are highly sought after by collectors, jewelry designers, and gemstone enthusiasts from around the globe. Hargrave combines traditional carving techniques with modern technology to create his unique one-of-a-kind gemstone masterpieces.

Hargrave was born and raised in Texas. He often cites the state's unique culture and spirit as a source of inspiration for his work. He has fond memories of growing up in Texas, where he was surrounded by rugged landscapes, diverse communities, and a deep sense of tradition. A carving Dalan displays with honor is a yellow rose of Texas within the outline of the state of Texas, a work of love that he produced for his wife, Kathy.

Since 1998, he has focused more on cutting gemstones and to date has received over 80 awards of recognition from prestigious organizations such as AGTA Spectrum and Cutting Edge Awards, "The Gemmys" sponsored by Lapidary Journal, and was inducted into the National Rockhound and Lapidary Hall of Fame in the area of metal smithing. Among these many accolades are six Best of Shows and Best of Competitions.



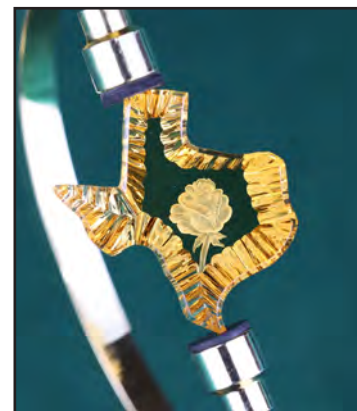
Magazine Cover **Image 2:** 210.55 Ct. AGTA Spectrum Awards Best In Show winning Ballerina Carving by Dalan Hargrave. Photo courtesy of: AGTA Spectrum Awards™: Dalan Hargrave, GemStarz Jewelry, photographed by Jeffrey Mason.

His winning pieces have been displayed at the AGTA GemFair™ Tucson as well as the Tucson Gem and Mineral Show. His work has often been featured in various publications, cementing his status as one of the most talented gemstone carvers in the world.

His innovative designs feature intricate patterns, mesmerizing colors, and stunning textures highlights the unique properties of each stone. Hargrave's signature style involves creating pieces that are both functional and artistic, which makes them perfect for use in high-end jewelry or as standalone display pieces.

In recent years, Dalan has been sharing his Texas pride by hosting over 75 students at his well-known GemStarz studio in Bulverde, Texas. In addition to continuing to produce jewelry and gemstones for the trade, as well as private clients, he is currently working to develop online instructional videos in order to share his passion for jewelry and gemstones.

Achieving mastery in any field requires a great deal of dedication, hard work, and persistence. It is a testament to Mr. Hargrave's passion and commitment to his craft. We



Yellow Rose of Texas Citrine by Dalan Hargrave.

all know that his work serves as an inspiration to others who are striving to achieve excellence in their own fields.

Reference information for images:

Magazine Cover: *Texan, Internationally recognized gemcarver and jeweler, member of Texas Jewelers Association, Dalan Hargrave.*

Image 4: 900 Ct. Ametrine Carving by Dalan Hargrave.



You can see current works that are available by following @dalanhargrave on Instagram, Facebook and TikTok.
By David M Baker, G.G.

Jewelers of America has a lot of exciting news!

We're making some updates to our member benefits this month and can't wait to share what we've been working on -- take a look below at what we have planned for May.

Bench Certification is Back *live now!*

JA has relaunched our Bench Certification program! Available in three levels, the certification is a combination of written and practical tests and is perfect for either in-house or independent bench jewelers.

Scholarship Applications are Open *live now!*

Employees of JA Members can now apply for a 2023 JA Scholarship. The program includes certifications and programs from AGS, ASA, DCA, GIA and NAJA. Don't wait to apply -- funds are awarded based on availability.

Enter the CASE Awards *live now!*

JA's design competition -- the CASE Awards -- is now accepting entries through June 26. We're looking for pieces from our Retailer and Supplier Members that will "WOW!" the judges and get your brand recognized by trade and consumer audiences!

Our long-awaited website redesign will be launching later this month! We're excited to show-off our new look and a more personalized member experience. Stay tuned for more information and make sure you have your JA login! Contact members@jewel-ers.org if you need help with your login information.

See You in Las Vegas!

2-5th in Las Vegas. Be sure to stop by to hear from some of our benefit partners, get details on member benefits or just say «hi» to the JA team!

Pickup Your Free Polishing Cloth!

Any JA Member that stops by our booth and talks with either a member rep or one of our partners will get a FREE polishing cloth!



At the Jewelers of America booth, we'll have our partners from JewelersHealthCare.com and Chosen Payments with us so you can learn more about their services!

As always, feel free to reach out to us at: members@jewelers.org if you have any questions about your benefits.

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**A TRIBUTE IN MEMORY OF
BRAD LAWRENCE KOEN 1970-2023
PAST PRESIDENT AND ACTIVE MEMBER OF TJA**

It is with great sadness and respect that we honor the memory of Brad Koen, of Joe Koen Jewelers, Austin, Past President of TJA from 2015-2017 and a very active member for many years.

Brad joined the family jewelry business after graduating college and was instrumental along with his family in building it into the well-known player it is today- Austin's oldest family owned business since 1883. In speaking with his brother Bill, he said "Brad loved getting involved, enjoyed the people and the cause meant a lot to him and our entire family." Bill was also a past president and both brothers were tasked with finding us new executive directors during their terms.

"Everybody liked Brad and he was one of the most genuine, outgoing people I ever met" said Rex Solomon of Houston Jewelry, Houston, our current volunteer Executive Director. "He was a cheerleader for TJA and we all remember him walking the jewelry trade shows selling ads for the magazine and recruiting new members. From 2017 until he became ill, Brad, Rex and Lucinda Rogers, Gold n' Carats, Irving were instrumental in getting two magazines out every year, planning the convention with speakers and social events, and building the TJA to what it is today. They were known as the "three musketeers" for TJA! Brad was always on the go and promoting TJA wherever he could with his iconic Texas shirt and cowboy hat. He and his brother volunteered for the arduous job of accepting the entries for the annual design competition mailed to their store, tagging them, getting them displayed and judged at the convention, and then sending them back to the participants. Even after he became sick, his brother Bill took over and continued Brad's TJA jobs. No job was too large for Brad and he was always there to help.

When I first joined TJA about 10 years ago, Brad included me into the group and guided me through some of the questions I had learning about the history of the organization. He was friendly and welcomed me with open arms which I appreciated very much.

A New Generation of Consumers: Tips for Selling Jewelry to Gen Z

As the first generation to grow up entirely in the digital age, Gen Z or “Zoomers”, are characterized by their fluency with technology and their ability to navigate a rapidly changing cultural landscape. Their diverse perspectives and strong social consciousness have shaped them into a unique customer profile that jewelers would be wise to pay attention to. We’ve put together some tips to keep in mind when selling to the newest generation of jewelry lovers.

Online Presence is Essential

Since we know that Gen Z has been immersed in the digital world since birth, your business must have a robust online presence to get on their radar. Here are some ways to optimize your online presence:

- **Have a user-friendly website.** Aesthetics and accessibility are important to Gen Z shoppers. Ensure your business has an up-to-date site with easy navigation, clear product descriptions and high-quality images.
- **Stay active on social media** as a way for younger consumers to easily reach you. This, however, does not mean that jewelers need to learn trending, popular phrases or partake in the latest TikTok challenge to get Gen Z customers. What they are really looking for when purchasing jewelry online is convenience, so adding more visibility via social platforms is a great step in the right direction.
- **Provide online reviews and share customer feedback** on your website/social media to show this thorough generation of consumers that you are a trusted retailer.

Authenticity is Key

Gen Z consumers value authenticity and transparency when it comes to their purchases. They not only want jewelry that looks nice – they also want to know the story behind the piece they are buying and what it represents. As a jeweler, you can cater to this by providing customers with:

- **Ethical sourcing information for your inventory** will give Zoomers peace of mind when making the decision to purchase jewelry from your business.

- **Information about the history and meaning behind certain designs** can help sway Gen Z shoppers in your favor by offering interesting insight into the piece. Remember that these consumers are yearning for something more than just aesthetics.

- **Personalized experiences, such as custom engraving or design,** allow these consumers to express their unique authenticity through jewelry.

Sustainability is a Priority

Lastly, effectively selling jewelry to Gen Z consumers involves your business being environmentally conscious and valuing sustainability. According to a study by [IBM](#), 77% of Gen Z shoppers are willing to pay more for environmentally sustainable products.

One effective way you can prioritize sustainability is by offering **ethically sourced jewelry** such as **lab-grown diamonds**, which do not require destructive mining practices or contribute to the exploitation of workers in the diamond industry.

For a wide selection of lab-grown diamonds, the [Zing Diamond Marketplace](#) by Jewelers Mutual Group is a recommended re-source for jewelers. Besides lab-grown diamonds, offering **upcycled jewelry and watches** may also help persuade Gen Z buyers by knowing they are purchasing from a company that also values eco-consciousness.

Final Thoughts

Like everything, the jewelry industry is in constant motion, so it’s important for your business to get a good grasp of this new generation of shoppers sooner rather than later. As more and more Zoomers are commemorating life milestones through fine jewelry, you can appeal to them by using these insightful tips and adopting their values of authenticity, accessibility and sustainability in your own jewelry business.

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G R O U P

Countdown to TJA Convention 2023 “Blast Off” from Houston October 7th through 9th at Crown Plaza Galleria!

Texas Jewelers Association Annual Convention is back in full orbit starting Saturday afternoon with several great speakers including jewelry sales training guru Brad Huisken. He will fire up our engines and get us ready for the launch party at the hotel Saturday evening.



Sunday we will continue to build momentum with a great breakfast buffet plus more speakers in the morning. Then we will enter the stratosphere with beautiful jewelry in the discovery room with our fabulous vendor partners and design competition entries!



At our Sunday night banquet dinner, winners of the 2023 TJA Design Competition will be awarded. Then we will break free from gravity while dancing to out-of-this-world live music.

Monday morning we will return to earth with a private bus tour to explore the epic Houston Museum of Natural Science and its many worldly wonders. (www.hmns.org)



2022 Design Competition
Entry by
Susan Eisen

We will have a blast! We hope you can join us for the whole event but just in case, we are structuring package options with details available on (www.texasjewelers.org).

We have worked hard to make this year’s conference affordable and accessible. We negotiated our group block hotel rate at \$109 plus tax including: 2 buffet breakfasts per day per room, free parking and wifi plus a pool and fire pit. Plan to bring your whole family for all that Houston has to offer! (www.ihghotels.com)
Crown Plaza Houston Galleria.



The world is nuts. This will be Your Rock



In diamond sales we are told not to call diamonds rocks. I'm here to argue just the opposite!

After all, what is a rock? A rock is something stable, solid, dependable. Isn't that what couples look for when they commit to each other? When a man gives his love a diamond he is saying I will be your rock. He is saying that this world is big and crazy and dangerous,

but I will be here for you. I will be your rock. And how does a he promise to be her rock? **By giving her a rock! This perfect analogy is missing in diamond sales.** Comparing diamonds to the rocks that they are, may be the best way to sell engagement diamonds.

When a man gives his true love a rock, he is promising stability, dependability, and most importantly, security. **Men do not realize how important security is to a woman.** A man does not clench his keys tighter as he walks to his car on a dark night. That's one reason why Facebook is so popular; for the likes. The 'likes' help women feel secure. What can make a woman feel more secure than receiving a diamond?! It's eternal and represents his willingness to sacrifice for her. Her rock symbolizes his eternal love; a physical reminder that she carries with her always.

When selling a diamond, you can also reassure the man that he is buying a **bit of security for himself as well.** A man can feel secure knowing that anywhere he goes diamonds have value. House and stock values fluctuate, but gold and diamonds have always had real tangible value the world over. They are a secure purchase lasting for generations.

Jewelers are told we need to sell emotion. We are told we are not in the jewelry business as much as we are in the love business. The problem is love over used. People love a cup of coffee or a pair of shoes. **How can we sell true love when the word love has lost so much meaning?** On the other hand, if we sell **security**, we offer something very powerful that is less abundant. When showing a diamond, remind the guy how meaningful this purchase is to her. How every time his woman looks at her hand (which is about a million times a day), she will feel secure. **In every sense of the word this diamond will be her rock.**

People might think that selling jewelry seems frivolous when there is cancer, war, and hunger in this world, but really it's just the opposite. **In this chaotic world we could all use more stability.**

We could use a rock. The next diamond that you show, **try selling it as the rock that it truly is.**

In diamond sales, we are told not to call diamonds rocks. I'm here to argue just the opposite. After all what is a rock? A rock is something stable, solid, dependable. Isn't that what couples look for when they commit to each other? When a man gives his love a diamond, he saying I will be your rock. He is saying that this world is big and crazy and dangerous, but i will be there for you always. I will be your rock. And how does a man promise to be her rock? By giving her a rock! Maybe this symbolism missing in diamond sales. Maybe this idea could be beneficial to us as jewelers.

When a man gives his true love a rock, He is promising stability, dependability, and most importantly security. Men do not realize how important security is to a woman. A man does not clench his keys tighter as he walks to his car on a dark night. Security is extremely important to a woman. That's why Facebook is so popular. For the likes. Many women are insecure and vulnerable. The 'likes' help them feel secure. What can make a woman feel more secure than a diamond?! It's eternal and the giver had to spend a lot of money on it, proving he is willing to sacrifice for her. It calms her when she is afraid, she can touch it and know she is loved. She knows her rock symbolises him. He is her rock.

When selling a diamond, you can also reassure the man that he is buying a bit of security for himself as well. A man can feel secure knowing anywhere in the world he goes diamonds have real value. You do not always know what your house is worth or stock is worth, but gold and diamonds have always had real tangible value. They are a secure purchase lasting for generations.

Jewelers are told we need to sell emotion. We are told we are not in the jewelry business, but that we are in the love business instead. The problem is love over used. People love a cup of coffee or a pair of shoes. How can we sell true love when the word love has lost so much meaning. On the other hand, if we sell security we offer something very powerful that is less abundant. When showing a diamond, remind the guy how meaningful this purchase is to her. How every time his woman looks at her hand, which is about a million times a day, she will feel secure. In every sense of the word this diamond will be her rock.

People might think that selling jewelry seems frivolous when there is cancer, famine, war, and hunger in this world, but really it's just the opposite. In this chaotic world we could all use more stability. We could use a rock. Next diamond you show, try selling it as the rock that it truly is.



Texas Jewelers Association

Click Here for Online Form

9521 Westheimer Rd Ste A
Houston, TX 77063
www.TexasJewelers.org

Business Information

New Retail Retail Renewal New Vendor Vendor Renewal Student Member

Company/School Name: _____

Address: _____

City / State / Zip: _____

Business phone: _____ Cell: _____

Email: _____ Website: _____

Contact name: _____ Title: _____

Type of Business (Please check all that apply)

Online Only Brick & Mortar Leased Department Sales Rep
 Supplier Manufacturer Friend of the Industry Other _____

JBT # _____ OCCC PMR # _____

Year established: _____ Do you collect sales/use tax? _____ Tax ID Number: _____

List Two Industry References or Instructors (names, addresses & phone numbers)

1) _____
_____ (_____) _____

2) _____
_____ (_____) _____

I will abide by the TJA Code of Ethics & Standards of Professional Conduct

Signature: _____ Date: _____

Annual Vendor Dues for Vendor
\$95 + \$ _____ = Total \$ _____

Would you like to pay by credit card
Name _____

Annual Retail Dues for Retailer
\$135 + \$ _____ = Total \$ _____
(add \$50 per additional store)

Number _____
Expiration _____ CVV _____

Annual Student Dues for Student
\$25 + \$ _____ = Total \$ _____

Payment Information (Annual year starts on join date)

My check is enclosed, payable to Texas Jewelers Association
 Please invoice me by email at _____

Please mail this form and payment to:
Texas Jewelers Association - 9521 Westheimer Rd. Ste A. Houston, TX 77063

TJA 2023 Jewelry Design Competition Entry Form

Eligibility

Anyone who is a TJA member or is employed by a TJA member may enter. For the student category anyone who is an apprentice at a TJA store for less than 3 years or a Texas Resident student currently enrolled in jewelry courses & creates one -of-a-kind jewelry may enter. **Convention attendance is NOT required but encouraged.**

Rules of Entry

Pieces must be original designs created by the persons entering them. Pieces may be designed and made or more than one person. Pieces cannot have been mass produced or previously sold. Pieces must have been produced between September 2022 and September 2023. Pieces may have been entered in other competitions, but cannot have won an awards. Pieces should not be signed or hallmarked until after the judging.

Details of Design Entry

Entrants may enter one piece in each of four categories. **Each piece must be submitted with a \$100 non-refundable entry fee.** Only finished pieces will be accepted. Pieces must be made of silver, gold or platinum and may contain stones and other materials.

Category # 1 Material cost may not exceed \$1,000

Category # 2 Material cost from \$1,000 to \$3,000

Category # 3 Material cost over \$3,000

Category # 4 Bench Jewelers exclusive. This category is for bench jewelers to show their expertise in jewelry design. The person entering this category must be the only one to touch the piece from conception to final polish. Materials of any value may be used.

Categories Entered

Category 1 _____

Category 2 _____

Category 3 _____

Category 4 _____

Student Categories - Entry Fees & Info

Entry fee is \$40 per item. Pieces must be original and created by the student apprentice. Maximum 3 items designed with the primary material being metal.

Category # 5 Student finished piece

Category # 6 CAD Rendering Design w/ model (see website for details)

1st Place _____ \$250 w/Plaque

2nd Place _____ \$150 w/Plaque

3rd Place _____ \$100 w/Plaque

Awards will be given for each student category both 5 and 6

Category 5 _____

Category 6 _____

Total Items _____ **Total Fees** _____

Please include an addition page with each submission piece with a basic description or the jewelry pieces entered including material value and stones



Thank you for your entry in the Annual TJA Jewelry Design Competition. We appreciate our interest and support of TJA. **Please fill out and submit the following form with your entry fee.**

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Finished entries must be received between September 25-28, 2023.

Deadline - September 28, 2023

Judging

The entries will be judged by qualified people in the jewelry industry prior to our Convention in Houston, TX October 7th-9th. When the pieces are being judged, they will be identified by number only. The judges will select the winning pieces based on creative use of material, craftsmanship, wear-ability, originality, fashion merit and durability.

Awards

Awards will be announced for the winning piece in each category listed above and to the "Best in Show," which may be from any category. All entries will be displayed at the 2023 Convention in Houston, Texas. The awards will be presented at the banquet dinner Sunday night. Convention attendance is NOT required but encouraged. Tickets for only the Sunday banquet will be available for purchase as well.

Mail Entries and fees to:

BB Studio

attn: Britt Caffarena

2811 N Main Street

Stafford, Texas 77477

(281)969-5912

britt@betterbling.com

All finished entries must be sent by UPS, FED EX or registered mail, insured with a return shipping label enclosed. Designs remain the exclusive property or their creators. All winning and non-winning entries will be returned as soon as possible. TJA assumes no liability for damage to any piece entered. For more information email us or check for more details on our website www.texasjewelers.org



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Miami
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August 26-27
Booth 734-736

Texas Jewelers Convention
Houston
October 7-9 