

COOUTURE® DAILY

15TH
ANNIVERSARY

15 years of Excellence and Exclusivity

SATURDAY, JUNE 5TH 2010



America's Best Jewelers session revs up for a rebound

As luxury consumers start reopening their wallets, jewelers need to be prepared with the right product, strong customer service and a game plan to target a younger consumer, an America's Best Jewelers panel discussion held at the Wynn Friday concluded.

Longtime retail jewelry veteran Ed Tufexis, who pointed to various optimistic signs for jewelry retailers that suggest a rebound this fall, was joined by Fruchtmann Marketing President Ellen Fruchtmann; Dan Askew, owner of Vantage Group in San Diego; and Jeff Corey, president of New England's Day's Jewelers for a morning session held at Couture.

Their tips for how jewelers could prepare for an upside to the downturn?

- Make targeting younger consumers priority one, and do it with an emphasis on customer service and responsiveness, said Corey. Day's Jewelers gives customers a post-visit survey that asks whether they would recommend the store on a scale of 1 to 10, and lets customers post reviews-good and bad-on its Web site.
- Be attentive to younger consumers and resist hovering, Tufexis said. Have what your customers want in stock and remember that you can still give good value at



Retail veteran Ed Tufexis gives a presentation on how retail jewelers should prepare for the economic recovery.

affordable price points.

- The 50-and-older crowd is preoccupied with investment losses, but younger "echo boomers" are bigger spenders than their parents. Communicate your expertise to this demographic, which is known for doing consumer research online, Askew said.

- Make sure you are measuring the effectiveness of your marketing, to better utilize those precious dollars, Fruchtmann said. Know what your Web traffic figures are and find out how many customers are actually opening your e-mails. Bridal and TV are the best platforms for bridal, she said.

Couture attendees kick back

The top order of business at the Couture show is just that—business. But that doesn't mean attendees and exhibitors don't know how to kick back and relax. On Friday, Couture played host to a trio of events providing show participants the opportunity to let loose after a busy day.

Pearl jewelry brand Autore invited guests to celebrate its new "Venezia" collection over cocktails, while members of the media settled in for the Couture Editors Event at the new Encore Beach Club. Relaxing in a poolside cabana, guests

indulged in massages as well as lemonade libations, perfect retreats from the Vegas heat. Also taking place poolside? The Savor Silver cocktail reception, held just steps from the show floor and hosted by the Silver Promotion Service.

Trade and consumer press editors covering the Couture show took some time out to relax cabana-style at the Couture Editors Event at the Encore Beach Club on Friday.



DAILY SCHEDULE

Saturday, June 5th

7:30 AM - 9:00 AM
ABJ SOLUTION SERIES
PRESENTED BY STULLER -
SOCIAL NETWORKING II:
BEST PRACTICES
Mouton 1

7:30 AM - 9:00 AM
CORNERSTONE BREAKFAST
Margaux 2

7:30 AM - 9:00 AM
EXHIBITOR BREAKFAST
Lafite/Latour/Margaux 2

10:00 AM and 2:00 PM
WHAT'S NEW AT
COUTURE TOUR:
WALKING TOUR OF THE SHOW
Meet at Entrance to Latour

12:00 PM - 1:30 PM
EXHIBITOR/CORNERSTONE/
SIGNATURE LUNCH
Lafite/Latour/Margaux 2

3:00 PM - 4:30 PM
DEPARTURES CANDY CLASSICS
All Areas

6:30 PM - 8:00 PM
*15TH ANNIVERSARY
CELEBRATION OF THE
DESIGN AWARDS
(PRIVATE EVENT)
Encore Ballroom

CORNERSTONE/SIGNATURE &
EXHIBITOR LOUNGE
Open during collection
floor hours
Lafite/Latour

NICHE STYLE LOUNGE IS
OPEN DAILY DURING
COLLECTION FLOOR HOURS
*(CORNERSTONE/ SIGNATURE
RETAILERS, EXHIBITORS, &
EDITORS ONLY)
Lafite Stage

For Retailers Only

**SUNDAY JUNE 6:
ABJ Solution Series
Presented by Stuller**
Breakfast Is Served ABJ Style

BREAKFAST IS FROM
7:30AM-8:00AM.
PROGRAM BEGINS AT 8:00AM.
ROOM: MOUTON 1

The ABJ provides food for thought with its insightful, informative peer-to-peer ABJ Breakfast education series; presented by Stuller. Whitney Sielaff, Editorial Director of the National Jeweler Network spearheads the programs. Don't miss the opportunity to share in and benefit from this exceptional education component.

**PEER PANEL 4: HUMAN
RESOURCES BEST PRACTICES.**

Hiring in the Current Market. After embracing lean philosophies for the past several years—often including difficult decisions regarding employment strategies—jewelers discuss if and how they're adapting their staffing to address the expanding market potential being driven by the economic rebound. Our presenter is Kate Peterson, owner of Performance Concepts, a management consulting group operating in the Washington, D.C. Metro area. Kate has directed training at major jewelry retailers, including Kay Jewelers and Littman Jewelers and specializes in human resources.

Couture Design Awards Celebrate Creativity

Hollywood may have its A-list celebrities but Couture has its "Oscars," and a collection of creative talent like no other will descend on the Encore Ballroom tonight. They'll be in attendance along with members of our retail community – to laud the winners of the illustrious Couture Design Awards, which celebrate the talents of our amazing designers. Over 100 submissions were received, representing close to \$4 million in value. This is a clear indication of the increased popularity of the contest. Retailers had the opportunity to peruse the designs which were handsomely displayed in our Design

Award Hallway and vote on their favorites. With three finalists in each of ten categories, you'll get a clear picture of what our community believes is the best in design. Adding an exciting new dimension to the program, the awards will be presented by Couture's 15 year veteran retailers. Expressing their support to our designers, Swarovski Gems, masters of crystal, is adding infinite glamour to the evening - dressing up the event with fabulous images of the Design Award submissions shown throughout the presentation and providing the beautiful awards our winners will proudly take home.

LOUNGE IN STYLE

Looking for a place to relax in between meetings? The **Niche Media Style Lounge**, created by the Wynn's award-winning designer Roger Thomas, is located on the stage of the LaFite Ballroom and is your personal VIP room every day during show hours. Stop by for bottled water and a chance to win fantastic prizes. And at 4:00 PM every day, don't miss the daily **Couture Cocktail**, featuring Zacapa Rum, and crafted by Patricia Richards, Wynn's award-winning mixologist.



Real Housewives' Ramona Singer (left) with friend Sandy Mejia enjoy handcrafted cocktails at the Niche Media Style Lounge.

COMMITTED TO CREATING AN EXTRAORDINARY FUTURE

COUTURE 2011

WE RECOGNIZE THAT YOU appreciate and deserve the refinements that make Couture the gem that it is. From the sumptuous food to the top name entertainment, we will continue to make this part of the Couture model. We are committed to delivering both the retail audience and the exceptional experience that have come to define Couture.

COUTURE

ALL THE NAMES. ONE DESTINATION.

Classic. Connected. Committed.

COUTURE COMMITMENT

COUTURE WILL DELIVER THE
OPENING NIGHT, FOOD AND
BEVERAGE AND OTHER AMENITIES
AT LEVELS YOU'VE COME TO EXPECT

