

COOUTURE® DAILY

15TH

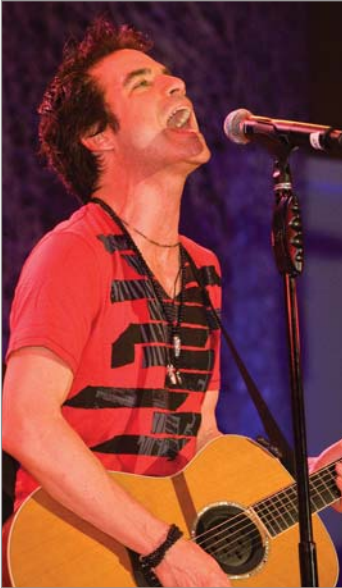
ANNIVERSARY

15 years of Excellence and Exclusivity

FRIDAY, JUNE 4TH 2010



All aboard for the 15th anniversary event



Las Vegas - Celebrating a milestone year, its 15th anniversary, Couture 2010 opened its doors at the Wynn Las Vegas this morning, welcoming retailers nationwide to the industry's premier luxury showcase for dynamic new talent and established industry veterans.

Ready for business on the show floor at the Wynn Las Vegas were industry luminaries such as David Yurman, Judith Ripka, Roberto Coin and Scott Kay, as well as carefully vetted designers

featured in fresh new destinations, including the "nextWAVE" area for new talent, as well as a German Pavilion featuring eight of Germany's most important designers.

All in all, the number of exhibitors at Couture 2010 is up 20 percent over last year, while pre-registered visitors numbered nearly 4,000, according to show organizers, reflecting a double-digit percentage increase over Couture 2009.

According to Joan Landis, group

show director for Couture, the show numbers, coupled with Couture's 15th anniversary celebration, make for a high level of optimism.

"It really is a milestone—for our exhibitors and retailers," Landis says. "So many of them were in completely different places when we started 15 years ago, and we have grown together. How we mark the time is with a terrific event, punctuated by a performance by Grammy Award-winning Train."

ABJ session reveals top social media tips

Kicking off the America's Best Jewelers program at Couture yesterday, jewelers and online media specialists from Texas to the Netherlands shared their best practices for social networking. Here are some of their top tips:

- Think relationships. Twitter and Facebook are for relationship-building. Stay away from hard selling, which can turn contacts and customers off.
- Stick with it. "Tweeting" or posting Facebook status updates might feel awkward at first, but it gets easier. "In the beginning, it's boring



Left to right: Patrick Slavenburg, co-founder of Farlang.com; Rex Solomon, CEO of Houston Jewelry; Whitney Sielaff, Editorial Director of National Jeweler magazine; Daniel Gordon of Samuel Gordons Jewelers; Brian Reid Alter, managing owner of Alter's Gem Jewelry

and mundane, but it's a building process," said Daniel Gordon of Samuel Gordon Jewelers in Oklahoma City.

- Get personal. Your store has a pres-

ence on Facebook or Twitter, but do you have a page of your own? Jewelry is a personal business, so let potential customers get to know you.

DAILY SCHEDULE

Friday, June 4th

7:30 AM - 9:00 AM
ABJ SOLUTION SERIES
PRESENTED BY STULLER -
PREPARING & POSITIONING
FOR THE REBOUND
Mouton 1

7:30 AM - 9 AM
CORNERSTONE BREAKFAST
Margaux 2

7:30 AM - 9 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

5:30 PM - 7:00 PM
BIZZ BUZZ FESTIVE FRIDAY
CELEBRATION; COCKTAIL
RECEPTION SPONSORED BY
SILVER PROMOTION SERVICE
Sunset Terrace/Hallway

5:30 PM - 6:30 PM
ADVISORY COUNCIL
RECEPTION (EXHIBITOR &
RETAILER ADVISORY
COUNCIL)
Margaux 2 Patio

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

**SATURDAY:
ABJ Solution Series
Presented by Stuller**

**SATURDAY JUNE 5,
SATURDAY PEER PANEL 3:
SOCIAL NETWORKING 2 —
BEST PRACTICES. BREAKFAST IS
7:30AM-9:00AM IN MOUTON I**

Join your fellow jewelers to continue the social networking discussion, concerning maximize return from social networking. What are realistic expectations? What tools do you need to get started? How do you gain customers? Our presenter this session is Ron Samuelson, CEO of Baltimore Diamonds, his family's 87-year-old retail business in Baltimore. He is recognized as a ground-breaker in online social networking, including having created the Facebook Diamond Fan Page, which boasts more than 300,000 fans.

**Shining Stars For
Our 15 Year Stars**

Call them loyalists, veterans, or true believers if you like. We call them our shining stars; those retailers and exhibitors who have been with Couture since its inception 15 years ago. We are proud and grateful for their support of our event. Each of the 15 year veterans were given beautiful Swarovski Crystal Stars in recognition of their long-standing participation in the event.

Celebrate Good Times

In the jewelry industry, celebrations are more than happy occasions. They are drivers of business that, if marketed properly, can be an ongoing source of revenue. Gifting goes on all year. Weddings, birthdays, anniversaries, graduations and the like are all reasons to celebrate and buy jewelry. We all know somebody has a birthday every day and while they're not all major milestones, they are an opportunity to create a reason to think jewelry rather than any other gift category.

You can help make this happen with simple but well thought out promotion/marketing and customer service tools that build good-will and keep your store name top of mind with your customers.

Birthday Club: Everyone enjoys being acknowledged. What better way than with a Birthday Club? Send greetings to your customers a week in advance of their birthdays. Seeing a card from your store featuring a photo of your new merchandise can serve as a thoughtful goodwill builder and a timely reminder for the spouse to stop in and select a gift or for the birthday celebrant to make a self purchase.

Wish List Card: This clever vehicle is a smart way for your customers to get just what they want as a gift. Your sales associates give the card to your customers to complete and then leave in plain sight at home to be discovered by a husband, child or significant other. It's a great way

for the consumer to tactfully drop a not-so-subtle hint.

Convenience at the Point of Purchase: Build a list of the top gift ideas and post this on your counter. Compile an assortment of suggestions and price categories. You may just suggest something the shopper never thought about.

The All Important Questions: Help shoppers find the right gift by preparing your staff with a list of open-ended questions they can use to help customers find the ideal gift.

Knowledge Is Power: Educate your staff. Their knowledge about your jewelry instills confidence, builds trust and stimulates sales.

By creating reasons for people to come to your store, and making the shopping experience memorable you position your store as a brand where gifters like to shop. Gifting is a rare opportunity for your store to touch both the buyer and the recipient and build a following among both target groups.

The true measure of a luxury brand today is how well it performs or delivers luxury satisfaction to the consumer. The greatest luxury satisfactions are achieved experientially. It is not enough to simply create brand name recognition, luxury marketers must stimulate fantasy, aspiration and desire through their brands. Your customers have reasons to celebrate — you give them reasons to buy.



COMMITTED TO CREATING AN EXTRAORDINARY FUTURE

COUTURE 2011

MARKET WEEK IN LAS VEGAS presents an efficient, expeditious use of time for our retailers to take care of all their buying needs. Couture will continue to make it as easy as possible, providing seamless transportation between venues. Our Cornerstone and Signature retailers will travel in cool comfort and style in air conditioned luxury cars, as well as shuttle service for all retailers so that everyone arrives and departs refreshed and relaxed..

COUTURE

ALL THE NAMES. ONE DESTINATION.

Classic. Connected. Committed.

COUTURE COMMITMENT
COUTURE WILL PROVIDE BOTH
LUXURY CAR AND SHUTTLE SERVICE
TO OUR RETAILERS IN 2011

