

COOUTURE® DAILY

15TH
ANNIVERSARY

15 years of Excellence and Exclusivity

SUNDAY, JUNE 6TH 2010



Couture Design Award winners honored



The Couture community celebrated the best of the best in design at the Couture Design Awards held in the Encore Ballroom on Saturday night.

After spending the first few days of the show perusing vitrines filled with jewelry and timepieces submitted to the competition, Couture retailers and exhibitors placed their votes for their favorite pieces in 10 categories, while jewelry editors selected their own designer favorite—Arman Sarkisyan—in the “Editor’s Choice” category.

In the Timepieces/Watches category, Erica Courtney snagged first place, with Gergé Swiss in second and Fendi in third. IsabelleFa came in first in the Platinum category, followed by Henrich & Denzel. Best in Bridal went to Kamofie, with Katharine James in second and Mark Patterson in third. In the Diamond category, Mattia Cielo came in tops, followed by Moritz Glik and Hulchi Belluni. The Diamond 20+ winner was La Reina, followed by Gebrüder Schaffrath and Nam Cho. Arunashi

won for best in Colored Gems, with Federica in second and Kara Ross in third. Best in Colored Gems 20K+ went to Damiani, followed by Monique Péan then Wendy Yue. Editor’s Choice winner Arman also took home best in Silver, followed by Armenta, and then Lois Hill and Atelier Zobel tied for third. Autore won best in Pearls, followed by Yvel in second and Yael Sonia in third. Finally, Heather Moore won for best in Gold, followed by Paolo Costagli and Elena Votsi.

Couture Veteran Honored with Human Spirit Award

The Couture community honored one of its own last night. Marie Helene Morrow of Reinhold Jewelers, San Juan, Puerto Rico was presented with the 2010 Couture Human Spirit Award. Nominated by her peers, Ms. Morrow was recognized for being a true leader in the Couture community; someone who consistently demonstrates a long-standing commitment to the industry, gives selflessly with philanthropic

efforts and uses her voice to set an example for all of us. The award presented by Whitney Sielaff, Editorial Director of the National Jeweler Network. Marie Helene Morrow we salute you and appreciate your being a beacon of light and leadership in our community.

A standing ovation greeted Marie Helene Morrow as she accepted her award.



DAILY SCHEDULE

Sunday, June 6th

7:30 AM - 9:00 AM

ABJ SOLUTION SERIES
PRESENTED BY STULLER -
HUMAN RESOURCES BEST
PRACTICES: HIRING IN THE
CURRENT MARKET
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
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

AFTERNOON BREAK
Lafite & Latour Ballrooms

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

Resplendent Couture Stars

Every designer who attends Couture is surely a winner. Last night, however, we did have 30 exceptional winners of our illustrious Design Awards. The talent was awarded for exemplary technique, design and use of materials. We congratulate and applaud all of our winners.

CATEGORY NAME

TIME PIECES/ WATCHES:

1STERICA COURTNEY
2NDGERGÉ SWISS
3RD.....FENDI

SILVER:

1STARMAN
2NDARMENTA
3RD.....(TIE) LOIS HILL
AND ATELIER ZOBEL

BRIDAL:

1STKAMOFIE
2NDKATHARINE JAMES
3RD.....MARK PATTERSON

DIAMONDS:

1STMATTIA CIELO
2NDMORITZ GLIK
3RD.....HULCHI BELLUNI

DIAMONDS 20K+:

1STLA REINA
2NDGEBRÜDER SCHAFFRATH
3RD.....NAM CHO

COLORED GEMSTONES:

1STARUNASHI
2NDFEDERICA
3RD.....KARA ROSS

COLORED GEMSTONES 20K+:

1STDAMIANI
2NDMONIQUE PÉAN
3RD.....WENDY YUE

PEARLS:

1STAUTORE
2NDYVEL
3RD.....Yael SONIA

GOLD:

1STHEATHER MOORE
2NDPAOLO COSTAGLI
3RD.....ELENA VOTSI

PLATINUM:

1STISABELLEFA
2NDHENRICH & DENZEL

EDITORS' CHOICE:

ARMAN

ABJ panelists help solve social networking issues

With more and more jewelers delving into social networking, an America's Best Jewelers expert panel met Saturday to seek answers to some sticky questions that Facebook and Twitter have raised.

Here are some tips from the session:

- Create a business page on Facebook under your personal account—not an employee's account—so that you retain ownership, said Ron Samuelson of Samuelson's Diamonds.
- Jewelry designers may want a separate business page, distinct from their personal pages, so that a staffer with administrative access can use the latter to answer a potential crush of inquiries.
- When deciding whether to publicly solicit Facebook friends or just grow organically, consider whether you want 900 brand advocates or 5,000 people who "like" your brand but may not shop your store, said Megan Meinerding of Fruchtmann Marketing.
- How often should you update Facebook or Twitter? Dan Gordon of Samuel Gordon Jewelers posts one photo a day, choosing unusual pieces that customers would rarely see.

• Content on Facebook, Twitter and your store's Web site can be easily linked, targeting customers across multiple platforms, Donna Jolly, of Donna Jolly and Associates said.

Ron Samuelson of Samuelson's Diamonds operates a Facebook page for diamond fans, Facebook.com/diamondfans, that has 400,000 fans worldwide.



COMMITTED TO CREATING AN EXTRAORDINARY FUTURE

COUTURE 2011

HAVING THE POWER of Nielsen Media's research tools like our MarketScope product enables Couture to identify retailers and consumers by common characteristics and geography. The ability to ascertain the exact consumer composition around every retail jewelry store in the U.S, for example, will allow us to pinpoint the retailers that best fit your market profile and ensure we invite and host the retailers that mean the most for your business.

COUTURE

ALL THE NAMES. ONE DESTINATION.

Classic. Connected. Committed.

COUTURE COMMITMENT
COUTURE WILL USE THE POWER OF
NIELSEN RESEARCH TO ENSURE
THAT THE RIGHT RETAILERS ARE
THE ONES CHOSEN FOR COUTURE

