



SATURDAY, MAY 30TH

## Action-Packed Day at the Design Atelier

Halls are passageways to destinations, not destinations in and of themselves. But make an exception for Couture's Design Atelier, the sliver of space between the Lafite and Latour ballrooms where an eclectic collection of 35 boutique designers shows their work in a club-like atmosphere notable for its wealth of fresh talent.

"Design Atelier represents the full width and depth of the designer market today, from one of a kind to trendy to incredible art pieces and everything in between," said Design Atelier Director Cindy Edelstein.

Among the jewelers exhibiting this year are those with years of experience and an impressive list of stockists. Federica Rettore, for example, is new to Couture but her unique collection—an offbeat mix of materials such as Zebu horn, steel, and rose-cut diamonds—has been a staple at Barney's for the past 15 years. Likewise, Alberian & Aulde and Nina Runsdorf are established designers with cult followings.

Then there are brand-new names like Jenny Klatt and Stephanie Wynne, self-taught artists who joined forces a year



and a half ago to form Jemma Wynne, a graceful collection of richly colored jewels showing here for the first time.

What's more, Design Atelier offers a rich selection of global talent, from SHO Jewellery, a London-based line of sleek, contemporary jewels, to Lucifer Vir Honestus, a Milanese designer with a bold, organic aesthetic all its own.

RETAILERS CROWD THE JEMMA WYNNE BOOTH IN THE DESIGN ATELIER, THE HALLWAY BETWEEN COUTURE'S TWO BALLROOMS WHERE 35 DESIGNERS SHOWCASE THEIR WARES.

## Sharing Social Networking Tips at ABJ Event

For many years, jewelers received word-of-mouth references from top clients who spoke highly of them at the local country club, the golf course or maybe a benefit gala.

But now jewelers are getting buzz instantaneously, and often through their own efforts, all of which involve online social networking. They're gaining "fans" on their Facebook pages, telling their "followers" on Twitter about which designers they had cocktails with in Vegas and posting video of the latest happenings in the jewelry world on YouTube.

The various social networking tactics, along with tips on how to use them, were the focus of "The Social Media Dashboard," the first in a series of America's Best Jewelers (ABJ) breakfast workshops that are being produced by National Jeweler Network and held in conjunction with the Couture show.



TODAY'S ABJ BREAKFAST WORKSHOP LOOKS AT IN-STORE EVENT BEST PRACTICES.

The kickoff breakfast event was led by a panel of four retailers who are using social media to bring in new customers and maintain contact with current ones. Each explained what they were doing and why.

"Times have changed at warp speed. And what has changed most is how clients—yours and mine—are spending their time," said panelist

Joanne Teichman, who owns retail jewelry store Ylang 23 in Dallas with her husband, Charles Teichman. "To get your message out to a larger audience, you have to dive into social media."

She cited popular social networking site Facebook and microblogging site Twitter as necessary new ways to stay in touch with clients in a time where so many are plugged in via Blackberrys and iPhones.

Through Twitter, a jeweler with a staff of 45 can potentially tap into 32 million people, who might choose to follow the activities of a jeweler who perhaps has helped style a celebrity for a red-carpet event, or who is taking a trip to the Las Vegas jewelry shows, Teichman said.

### DAILY SCHEDULE

Saturday May 30, 2009

**7:00am – 5:00pm**  
REGISTRATION OPEN  
Alsace Ballroom

**7:30am – 8:45am**  
BREAKFAST  
Lafite & Latour Lounges, Margaux 2 Ballroom  
Ticket required

**8:00am – 9:00am**  
AMERICA'S BEST JEWELER  
BREAKFAST WORKSHOPS  
STRATEGIES FOR COMPENSATING AND  
RETAINING KEY TALENT  
Mouton 1 Open to retailers only

**9:00am - 5:00pm**  
COLLECTION FLOOR OPENS

**9:00am - 5:00pm**  
COUTURE DESIGN AWARDS  
GALLERY  
– ON-SITE VOTING  
Lafite Ballroom

**9:00am - 10:00am**  
OPEN BEVERAGE BARS  
Lafite/Latour Ballrooms

**12:00pm - 1:30pm**  
LUNCH  
Lafite & Latour Lounges,  
Margaux 2 Ballroom  
Ticket required

**3:00pm – 4:30pm**  
COUTURE CANDY CLASSIC  
PRESENTED BY DEPARTURES  
MAGAZINE  
Sunset Hallway

**3:00pm – 4:00pm**  
OPEN BEVERAGE BARS  
Lafite/Latour Ballrooms

**4:30pm – 6:30pm**  
COUTURE COCKTAILS  
Sunset Terrace Patio  
Complimentary Wine & Beer (Open to Exhibitors, Sponsors, Press, VIPs and Cornerstone Retailers) Badge required  
Cash Bar - Available to all

**6pm – 9pm**  
COUTURE DESIGN AWARDS  
RECEPTION & PRESENTATION  
Encore Ballroom

**9:00pm - 12:00am**  
LATE NIGHT LOUNGE  
STAR GAZING  
Tower Suites Pool  
Soft drinks will be served; Cash Bar  
Open to exhibitors, sponsors, press,  
Cornerstone & VIP retailers - Badge  
required

UPCOMING TOMORROW:  
**8:00am – 9:00am**  
AMERICA'S BEST JEWELER  
BREAKFAST WORKSHOPS  
RUNNING SUCCESSFUL IN-STORE EVENTS  
Mouton 1 Open to retailers only

## Gellner Partners With Robert Wan

Gellner, a leading provider of pearl jewelry that expertly captures both the pearl's trendiness as well as its timeless appeal, has teamed up with Robert Wan, the godfather of the Tahitian pearl industry, to debut his contemporary collection of Tahitian pearl jewelry at the Couture show, marking the first time his collection is available in the U.S.

Known for pairing offbeat materials such as leather with silver and an exotic palette of Tahitian pearls, the Robert Wan collection fulfills a need for a multifunctional accessory combining style and sensuality.

The partnership between Robert Wan and Gellner is natural and mutually beneficial and has already proven quite successful in Europe, where Gellner has been actively promoting Robert Wan for over a year. Retail prices range from \$250 to \$2,000.

Gellner has also created the much-discussed "Farmer's Book," which details the pearl culturing process on Robert Wan's farms in French Polynesia. Each



Gellner/Robert Wan pearl strand comes with an official pedigree guaranteeing not only its quality, but also,

its provenance, proving that it was cultured by the pearl emperor himself, Robert Wan.

## Todd Reed's Unique Take on Raw Elegance

Todd Reed, always at the forefront of the raw diamond wave, debuts two fresh and distinct design styles at the Couture 2009 Show. After beginning his design career more than 15 years ago, he has become a mainstay in cutting-edge design with a reputation for obtaining the most unique diamond specimens in the world and setting them in an award-winning signature style. Having recently experimented with new organic forms as well as bold and sophisticated shapes, Todd Reed has expanded his collection to include new design themes that play off of his signature look of "raw elegance."

Perhaps one of the most organic design themes to emerge from Todd's workbench combines large diamond bort in a range of natural colors



## Erica Courtney Rocks Three Looks in One

This summer, Erica Courtney offers a unique and "drop dead gorgeous" take on the concept of versatility. The award-winning designer has created a pair of large hoops that incorporate a set of her chic bangles when combined with a pair of huggies. They are light, fun, and have just the right amount of movement. Celebrity stylist Tim Snell, whose A-list clients include Queen Latifah, Angela Basset, and Whitney Houston, has fallen head over heels for these stunning hoops.

"They're young, they move, and they're flirtatious," Snell said. "A classic Erica with a twist of contemporary and edge."

The innovative hoops offer three looks in one. The huggies can be worn as earrings, the bangle can be worn as a bracelet, or the two can be combined by hanging the bangle from the huggies to create this summer's latest trend. Erica has recently designed more Drop Dead Gorgeous® bangles adding to her already dazzling collection and making

the number of possible combinations nearly limitless.

Courtney's Drop Dead Gorgeous® collection has kept the jewelry industry on its toes for the past two decades. She has set and raised the bar

by designing captivating couture jewelry, making her a favorite choice of celebrities, stylists, and editors. Erica Courtney® jewelry rocks, from the red carpet to the covers of top fashion and industry magazines.



enhanced by surrounding brilliant cut white diamonds. The resulting effect evokes the playful nature of mod art-jewelry from the 1960s. The diamond bort is a material totally new to the fine jewelry market—its surface is opaque and not smooth like traditional diamonds, but made up of grape-like clusters. Todd Reed is one of the first to refine this rugged specimen in his naturally elegant jewels. This style is purely organic; the design is driven by the materials as the jewels form around each varying diamond nodule.

Another emerging theme in Todd Reed's collection is one of regal, classical antiquity. These pieces are designed around fancy rose cut diamonds in an astounding variety of shapes and natural colors rarely seen in contemporary jewelry. Todd Reed has resurrected a romantic cutting style and coupled it with impeccable craftsmanship; each diamond is surrounded by an intricate pattern of brilliant-cut square diamonds and raw diamond cubes. Large raw diamond cubes give the pieces a majestic quality fit for the Byzantine era while staying true to the signature style of Todd Reed.