

AMERICAN GEM TRADE ASSOCIATION

PRISM

Winter 2010

AGTA
SPECTRUM
AWARDS™

MEMBER PROFILE:
DONNA CHAMBERS

EDITORIAL
COVERAGE 101

BRING ON THE
BROWNS

MAURICE SHIRE
PASSES





AMERICAN GEM TRADE ASSOCIATION

MEMBERSHIP BENEFITS

The American Gem Trade Association is a not-for-profit Association of United States and Canadian gemstone professionals dedicated to promoting awareness and appreciation of natural colored gemstones and cultured pearls.

Founded in 1981, the AGTA has over 1,100 Members representing leading colored gemstone and cultured pearl wholesalers, retailers, manufacturers, designers, colored diamond dealers, estate dealers and industry professionals.

AGTA Members are proud to uphold the highest ethical standards, agreeing to the Association's strict Code of Ethics, Constitution and full disclosure of gemstone enhancements.

Membership provides you with many exclusive benefits and services:

Members are eligible to exhibit in some of the most important annual events in the gemstone and jewelry industry, including AGTA GemFair™ Tucson, AGTA GemFair™ Las Vegas, JA New York and The Instore Show.

Members are featured in the AGTA Source Directory. This is a powerful tool that gives access to a valuable network of fellow gemstone professionals. Over 20,000 copies are distributed!

Members stay informed about all the hot topics surrounding our industry, gemstone and jewelry fashion and the AGTA with the quarterly *Prism* newsletter, weekly ePrism and monthly NewsFlashes.

Members have access to leading industry programs. These programs include Bank of America Merchant Services, FedEx Express® Shipping, FedEx Declared Value, FedEx Kinkos, insurance programs through Association Health Programs, the Office Depot: Taking Care of Business program and car rental services through Avis and Budget.

Members can also access our brand new Members Only Forum and gain valuable knowledge from our GemFair Tucson Seminar DVD.

The professionalism of AGTA Members continues to set them apart from the competition.▲

PRISM

is distributed quarterly for American Gem Trade Association Members.

For further information or to advertise, please contact:

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American Gem Trade Association

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ON THE COVER:

2010 AGTA Spectrum Awards™ winning chalcedony earrings by Ashleigh Branstetter, LLC. 2010 AGTA Spectrum Awards™ winning bracelet by Susan Sadler, Fine Jewelry Design. 2010 AGTA Spectrum Collection turquoise ring by Yoki, LLC. Photographed by Jack Deutsch.

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LETTER FROM THE CEO



Dear Members:

The American Gem Trade Association is very pleased to provide for you the Retailers' Reference Guide, the most comprehensive compendium of product information on Precious Metals, Colored Gemstones, Pearls and Diamonds available in the industry.

This comprehensive and visually stunning reference document, developed and produced by CIBJO, the World Jewel-

ery Confederation, of which AGTA is a member, is the culmination of several year's of cooperative effort by members of this international body, and represents the collective expertise of leading professionals worldwide.

This compact and easy to use book is an invaluable training tool for both entry level employees and seasoned professionals looking to improve their product knowledge and develop more confidence and a greater level of success in their sales presentations. It is a priceless resource for sales associates, appraisers, or bench professionals to access specific information relating their products and can even be used with your clients at point of sale.

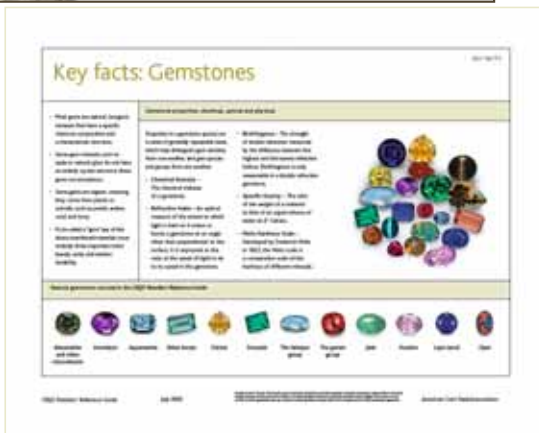
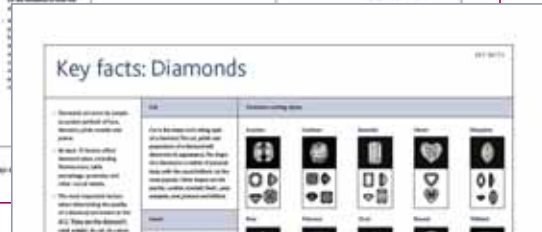
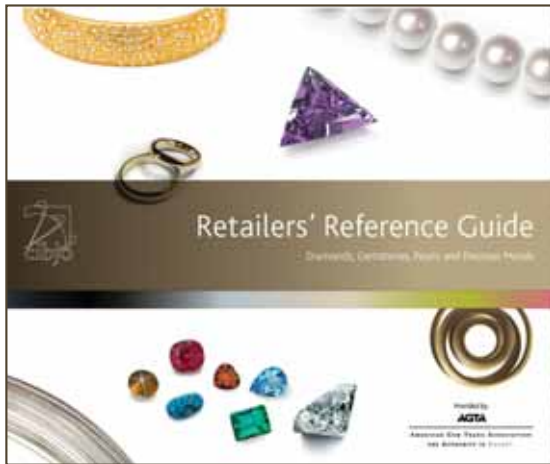
One of the foundations of the American Gem Trade Association's mission is to provide educational information and to develop greater excitement and appreciation of natural colored gemstones

and cultured pearls. We believe that this Retailers' Reference Guide fulfills that goal to perfection.

If you are currently a Member of the AGTA, you will have received this beautifully printed guide free as part of your Member's Benefits Package. If you are not yet a Member of AGTA please visit www.agta.org, email us at info@agta.org, or call 800-972-1162 to inquire about obtaining this guide and discover the wide range of programs, services, marketing tools and educational materials that will help you grow your business.

Sincerely,

Douglas K. Hucker
Chief Executive Officer



COMPETITION RECAP

The AGTA Spectrum Awards™ judging was held October 24-25, in New York, NY at a penthouse studio in Greenwich Village. Countless hours of work by the Spectrum Committee Members, judges and AGTA Staff go into making the competition a reality each year. Once again, the competition was proud to have a committed panel of knowledgeable judges including: designer/educator Cecelia Bauer, gem artist John Hatleberg, Nicole Keating of *W* magazine, Benjamin Macklowe of the Macklowe Gallery, writer/consultant Marlene Richey and Mish Tworowski of *Mish New York*. The judges volunteer their time to spend days locked away with all of the entries until they reach an agreement on how the awards are to be distributed.

AGTA hosts a viewing of all the entries in New York for members of the media and fashion community. The AGTA Editor's Day attracts a great cross-section of consumer media, trade press and stylists from television and film. Publications represented included *Vogue*, *W*, *Elle*, *New York Times*, *InStyle*, *Women's Wear Daily*, *Brides* and many more. The event is gaining a great reputation for those seeking out new trends in jewelry design, gemstones and color.

The Best of Show was a tie! And James Currens, J.W. Currens, Inc., New York, NY, had both of the Best in Show pieces - The "Quiet Moment" brooch featuring oval Emeralds (66.15 ctw.) set in 18K white gold, silver and platinum accented with white and multi-colored Diamonds (17.05 ctw.) [2] and his platinum and silver "Empress" ring featuring a 15.58 pear-shaped Moonstone accented with color-change Garnets (19.36 ctw.), oval Moonstones (6.40 ctw.) and Diamonds (2.46 ctw.) [3]. Curren's brooch also took 3rd Place in Evening Wear and his ring took 1st Place in Evening Wear.

Best Use of Color was a 22K yellow gold necklace featuring multi-colored Sapphire cabochons. It was designed by Lilly Fitzgerald, Lilly Fitzgerald/Goldsmith, Spencer, MA. This entry also won 1st Place in the Classical category [1].



Best Use of Pearls was awarded to Graham Edney, Graham Edney, Santa Barbara, CA for his platinum earrings featuring freshwater Pearls and white, pink and yellow Diamonds (1.50 ctw.) [4].

Best Use of Platinum and Color, sponsored by Platinum Guild International, was a platinum ring featuring a 6.94 ct. Aquamarine, two tri-angel shield Peridots (4.95 ctw.) and two square-cut Peridots (.16 ctw.) by Tracy Janule, Custom Jewelry and Wax Creations, Gilbert, AZ [5].

The Fashion Forward Award went to Victor Velyan, Victor Velyan, Los Angeles, CA for his 24K yellow gold and silver with brown patina bangle featuring a 20.54 ct. oval star Ruby cabochon and natural colored Diamonds (3.15 ctw.) [6].

A new award for 2010, the Editor's Choice, was chosen by the editors at the event and was given to Evelyn Clothier, Evelyn Clothier Jewelry, New York, NY for her platinum "Tassel" necklace, featuring a brown Diamond (5.59 ctw.) accented with white Diamonds (9.35 ctw.), Pearls (14.03 ctw.) and Diamond beads (253.22 ctw.) [7].

This year's AGTA Spectrum Awards™ will be presented during the 2010 AGTA GemFair™ Tucson to be held February 2 - February 7 at the Tucson Convention Center in Tucson, Arizona. The AGTA Spectrum Awards™ Gala starts at 7:00 pm, Saturday, February 6. Tickets for the gala are \$100 and cocktail attire is encouraged. Get your tickets by calling the AGTA office in Dallas at 800-972-1162, emailing shows@agta.org or at Exhibitor Services at GemFair. Winning entries will be displayed during the show.

AGTA is already preparing for the 2011 AGTA Spectrum Awards™ competition this Fall. Get your jewelry and gemstones ready and watch for entry information on www.agta.org.

The following pages showcase this year's winning pieces. Congratulations to all of our winners! ▲



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LETTER FROM THE CHAIRMAN

I have been honored to chair the AGTA Spectrum Awards™ for the past four years and I'd like to share with you why I continued on after my first.

While winning a Spectrum Award has historically helped advance the businesses and brands of the annual winners, our program has evolved into a very effective marketing tool for all who participate.

For example, at the Spectrum Awards Editors' Event, all designers' entries are presented to key consumer and trade editors, television and movie stylists, web site bloggers, and major store buyers. After only a few short years, these influentials now consider our event a "Can't Miss" opportunity that they schedule on their calendars well in advance.

As a result, even non-winners have reported seeing their entries appear in major television shows, fashion publications and many have received calls from new retailers who want to sell their work. Several entries are currently being featured on www.brides.com's list of the Best Jewelry Designs of 2009 as a direct result of our Editors' Event.

For my fellow colored gemstone dealers, the AGTA has created this opportunity for you to encourage your favorite customers to advance their careers and help sell our product. Call and let them know that a win-win situation occurs every autumn in New York City in which they should participate.

My suggestion to you: take advantage of this opportunity that the Spectrum Awards provides you and your clients. Call them and encourage them with the potential results that accrue to all who participate. Why not sponsor their first submission?!

Together we can spotlight the excitement of what we do in the colored gemstone industry by bringing together the most comprehensive display of colored gemstones and jewelry and those powerful market makers who carry our message throughout North America today. ▲

Robert Bentley

BRIDAL WEAR



1st Place
 Maria Canale
 Suna Bros., Inc.
 Pink Topaz (12.82 ctw.) and
 Diamond earrings.



2nd Place
 Samuel Getz
 Samuel Getz Designs
 A 10.71 ct. grossular
 Garnet and Diamond ring.



3rd Place
 Evelyn Clothier
 Evelyn Clothier Jewelry
 White Agate briolettes and
 pink Diamonds earrings.



Honorable Mention
 Maria Canale
 Richard Kremenitz Gemstones
 A 33.58 ct. Peridot and
 Diamond pendant.



Manufacturing Honors
 Ryan Roberts
 Ryan Roberts, Ltd.
 An 11.65 ct. violet Spinel
 and Diamond ring.



Platinum Honors
 Evelyn Clothier
 Evelyn Clothier Jewelry
 Blue Moonstone cabochons (48.82
 ctw.) and Diamond earrings.

BUSINESS DAY WEAR



1st Place
 Ariane Zurcher
 Ariane Zurcher Designs
 Multi-colored cabochon
 bracelet.



2nd Place
 Ashleigh Branstetter
 Ashleigh Branstetter, LLC
 Chalcedony briolettes
 (40.61 ctw.) and moss
 Diamond slices earrings.



Manufacturing Honors
 Michael Endlich
 Pave Fine Jewelry
 A 9.93 ct. rainbow
 Moonstone ring.



3rd Place
 Michael Endlich
 Pave Fine Jewelry
 A 9.51 ct. green
 Tourmaline ring.



Honorable Mention
 Susan Sadler
 Susan Sadler, Fine Jewelry Design
 A 49.30 ct. Sonoran Sunrise
 set in a bakelite braeclet.



Platinum Honors
 James W. Currens
 J.W. Currens, Inc.
 A 5.37 ct. pink Spinel and spessartite
 Garnet (15.83 ctw.) ring.

CLASSICAL



1st Place
 Lilly Fitzgerald
 Lilly Fitzgerald/Goldsmith
 Multi-colored Sapphire
 cabochon necklace.



2nd Place
 Leon Mege
 Leon Mege, Inc.
 A 2.19 ct. Paraiba Tourmaline ring.



Manufacturing Honors
 Ashok Sancheti
 Designs by Ashok Sancheti
 dba Pioneer Gems
 Natural blue Agate and
 Diamond bangle.



3rd Place
 James W. Currens
 J.W. Currens, Inc.
 Natural Rubies (19.88 ctw.)
 and Diamond bracelet.



Honorable Mention
 Lilly Fitzgerald
 Lilly Fitzgerald/Goldsmith
 Tanzanite cabochon
 necklace.



Platinum Honors
 Jeffrey Bilgore
 Jeffrey Bilgore LLC
 A natural 10.78 ct. Sapphire
 and Diamond ring.

EVENING WEAR



1st Place
James W. Currens
J.W. Currens, Inc.
A 15.58 Moonstone ring
with color-change Garnets.



Honorable Mention
Graham Edney
Graham Edney
Freshwater Pearls and
Diamond (1.50 ctw.)
earrings.



2nd Place
Evelyn Clothier
Evelyn Clothier Jewelry
Sliced Diamond (20.17
ctw.) and fancy colored
Diamond brooch.



3rd Place
James W. Currens
J.W. Currens, Inc.
Emerald (66.15 ctw.) and
Diamond brooch.



Platinum Honors
Ashok Sancheti
Designs by Ashok Sancheti
dba Pioneer Gems
Morganite drops (81.15
ctw.) earrings accented
with Zircons, Spinel and
Diamonds.



Manufacturing Honors
Yael Designs
Black Diamonds (1.43 ctw.)
and white Diamonds earrings.



MEN'S WEAR



1st Place
Jack Bigio
Basser & Bigio, LLC
Sapphire slices and
Diamonds cufflinks.



2nd Place
Ivan Sagel
Ivan Sagel
A 4.07 ct. blue
Tourmaline ring.



3rd Place
Link Wachler
Link Wachler Designs
A Baroque Pearl skull ring.



Platinum Honors
Mark Schneider
Mark Schneider Design
A 13.81 ct. spessartite
Garnet and Diamond ring.



Manufacturing Honors
Ashleigh Branstetter
Ashleigh Branstetter, LLC
Blue Topaz cabochons (39.89 ctw.)
and Diamonds cufflinks.

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CUTTING EDGE - CLASSIC GEMSTONES



1st Place
Robert Kane
Fine Gems International
4.53 ct. cushion-cut natural pink Sapphire.



2nd Place
Ruben Bindra
B & B Fine Gems
33.16 ct. emerald-cut blue Sapphire.



3rd Place
Ruben Bindra
B & B Fine Gems
13.11 ct. cushion-cut orange Sapphire.



Honorable Mention
Allen Kleiman
A. Kleiman & Co.
30.07 ct. natural cushion-cut yellow Sapphire.

CUTTING EDGE - OTHER GEMSTONES



1st Place
Allen Kleiman
A. Kleiman & Co.
10.78 ct. natural heart-shaped red Spinel.



2nd Place
Ben Kho
Kho International, Ltd.
19.11 ct. trillion-cut Sphalerite.



3rd Place
Clay Zava
Zava Mastercuts
31.94 ct. "trichet"-cut Tanzanite.



Honorable Mention
Joseph Ambalu
Amba Gem Corp
16.88 ct. cushion-cut Paraiba Tourmaline.



Honorable Mention
Ben Kho
Kho International, Ltd.
11.48 ct. antique cushion-cut Rhodochrosite.

CUTTING EDGE - PHENOMENAL

1st Place
Larry Woods
Jewels From the Woods
"Celestial Compass"
5.13 ct. color-change Garnet. Daylight and Incandescent.



2nd Place
Nandu Nichani
Temple Trading Co.
Suite of 11 graduated oval blue Moonstones (84.27 ctw.).

CUTTING EDGE - PAIRS & SUITES

1st Place
Ben Kho
Kho International, Ltd.
Suite of 11 fantasy cushion-cut Beryls (93.35 ctw.).



2nd Place
Darryl Alexander
Alexander's Jeweler's
Pair of green Quartz (41.47 ctw.).



3rd Place
Larry Woods
Jewels From the Woods
"Celestial" 19 gemstone suite of malaya Garnets (33.25 ctw.).



Honorable Mention
Ruben Bindra
B & B Fine Gems
Matched pair of cushion-cut Aquamarines (47.50 ctw.).

CUTTING EDGE - FACETING

1st Place
Tom Schneider
Thomas M. Schneider
11.54 ct. concave-cut round
grossular Garnet.



2nd Place
Ben Kho
Kho International, Ltd.
10.01 ct. cushion-cut
pink Tourmaline.

Honorable Mention
Stephen Kotlowski
Uniquely-K-Custom Gems
276.90 ct. faceted
blue Topaz.



3rd Place
Dalan Hargrave
GemStarz
Rose Quartz displaying the
Breast Cancer Ribbon.



Honorable Mention
John Dyer
John Dyer & Co.
44.74 ct. Citrine in a
"Star of David" cut.

CUTTING EDGE - CARVING



1st Place
Dalan Hargrave
Dust Devil Mining
61.0 ct. tri-color Sunstone.



2nd Place
Naomi Sarna
Naomi Sarna Designs
Hand-carved Mexican fire
Opal (22.6 grams).



3rd Place
Naomi Sarna
Naomi Sarna Designs
Hand-carved almandine
Garnet (25.1 grams).

CUTTING EDGE - COMBINATION



1st Place
Darryl Alexander
Alexander's Jeweler's
Ametrine (70.0 ctw.).



2nd Place
Michael M. Dyber
Michael M. Dyber
153.88 ct. Aquamarine
utilizing "Optic Dishes" and
"Photon Phacets" lapidary
techniques.



3rd Place
Dalan Hargrave
Geo Gem
"Starlight-cut" 47.0 ct. green Beryl.

CUTTING EDGE - OBJECTS OF ART



1st Place
Tigran Lementsyan
Andrew Sarosi
18K yellow "Wheat Shaft"
accented with seed Pearls and
round white Diamonds (.66 ctw.).



2nd Place
Gregore Morin
Gregore Joailliers
"Swiss Connection" brooch featuring
white Opals (84 ctw.), brown Opals
(12.72 ctw.) and Diamonds (.48 ctw.).

EDITORIAL COVERAGE 101

By Michelle Orman, Last Word Communications

Editorial coverage is free, there is no guarantee that the pieces pulled by editors will make the pages, but it is important to follow a few simple rules that will increase your chances of making the cut if you are contacted by a member of the media:

As a general rule, consumer publications do their own photography, so they will need to pull the actual piece of jewelry for their editorial pages.

Please meet deadlines to get product to editors in the timeframe they requested. Neglecting to do so means you will not be featured, and saying you will send something and not sending it means you may negatively impact future editorial opportunities. If you cannot get a piece to an editor during the timeframe they request, simply be honest and tell them when you can deliver the piece(s).

Editors will typically tell you when they need product, and when it will be returned to you. Do not send a piece of jewelry if you are uncomfortable with the return date, and do not “check in” with editors until the date they’ve given you for returns.

Editors will issue a Letter of Responsibility that will cover the wholesale value of the piece in the unlikely event that it gets lost or damaged. You will need to fax or email a memo listing the items and the wholesale replacement value in order to receive this.

When shipping jewelry, please include an itemized memo in the package as well as clear information about the return shipping address. Whenever possible, it is also helpful to include an image of the piece, either on the memo or on a

separate piece of paper. Do not send items that were not requested.

As a general rule, trade publications need to get images from you. Ask the editor requesting images for her/his requirements, but it is safe to assume that a clear shot on a white background, 300dpi resolution jpeg will work.

Generally speaking, when credit information is requested, it means you’ve made the cut, congrats! Please provide all credit information requested in a timely manner. Editors will typically request: name of company, name of piece if it has one, materials used, approximate retail price, and a telephone number and/or website through which the piece can be purchased.

While it is not expected, when the magazine hits the stands, a note or a small token gift is a nice touch if you are pleased with the placement. You don’t need to send jewelry, but a bottle of wine, a gift certificate or even just a nice handwritten note will go a long way towards keeping you top of mind for the next editorial opportunity.

If you have additional questions, please contact Adam Graham at AGTA at 800-972-1162 or adam@agta.org. ▲



AGTA PROVIDES FINANCING OPTIONS THROUGH GE MONEY

The American Gem Trade Association and GE Money, the consumer lending unit of General Electric Company, are entering into a new relationship to provide consumer financing with the GE Money Luxury program. The revolving credit card can be offered through AGTA retail members.

“AGTA is a leader in providing gemstone and jewelry professionals services and education to enhance member success,” said Regina Leadem, Vice President of Sales, GE Money – Sales Finance. “We are proud to partner with AGTA to offer members a resource to help make purchases more

(continued on page 10)

affordable for consumers considering a gemstone purchase.”

GE Money’s Luxury Card provides consumers a variety of attractive credit promotions that simplify payments for jewelry purchases and fits within their monthly budgets. Additionally, cardholders can manage their accounts, pay bills and receive statements online at www.gemoney.com, GE Money’s online customer service center.

Consumer research shows that a majority of customers would likely seek out and shop at a merchant because they offer financing solutions. And, on average, customers using a branded credit card buy more from that store than they would with a traditional bank credit card. GE Money provides AGTA members tools that help incorporate this type of financing into sales and marketing initiatives.

GE Money’s Training Resource Center is a Web-based training library that can help AGTA members better understand and effectively communicate financing to consumers. This interactive tool can be used to learn about the benefits of offering financing, how to use GE Money’s financing products, and how to integrate financing into their sales process.

AGTA members can utilize GE Money’s online Marketing Toolkit to promote financing offers through targeted direct mail campaigns. The Marketing toolkit allows members to create compelling marketing pieces in minutes, obtain lists of their current GE Money Luxury customers with available credit, and access prospective customers in their area.

These tools and more are available through Business Center, GE Money’s Web-based finance management portal. Business Center provides members with an easy, secure way to manage credit programs and better service their customers. Thousands of businesses use GE Money’s Business to securely access all the sales, operational, marketing and training tools they need with the click of a button.

AGTA members can attend GE Money’s “Build the Bridge: Preparing your Business for the Future” seminar at the AGTA GemFair™ Tucson on Wednesday, February 3 from 2 – 3 pm to learn more about how financing can help businesses stay competitive and the benefits of doing business with GE Money. Members can also learn more about the new AGTA program GE Money by calling 866-209-4457 or by visiting www.gemoney.com/luxury. ▲

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To register, visit www.gemoney.com/business.

If you’re not already enrolled with GE Money, call us at **1.866.221.3919** to get started today!



imagination at work

MEMBER PROFILE: DONNA CHAMBERS



Donna Chambers, fine jewelry goldsmith and designer, has achieved an enviable level of success that began with a gifted past and ambitious goals. Born and raised in Ossining, New York, Donna was recognized at an early age by Vera Linens for her talents in artistic design. Vera hired Donna as a teenager to create textile designs for her multi-million dollar design operation that was located in Donna's hometown. Linens established a fund and scholarship in honor of her late husband, and Donna became the first recipient of the scholarship. In 1968, Donna went to Pratt Institute from which she graduated Cum Laude with a Bachelors Degree in Fine Arts.

In 1976, Donna became part owner of a jewelry repair shop that serviced fifteen neighborhood jewelry concerns in the downtown Brooklyn area, as well as A & S Department Store. Three years later, after having refined her skills, Donna expanded and created the Donna Chambers Collection.

Donna Chambers had been in the business for a long time before she became an AGTA Member. When the Spectrum of Design Pavilion opened, she saw an opportunity and seized it. "I am inspired at GemFair Tucson. The whole town is buzzing with a massive source of creativity," stated Chambers. Encouragement and warmth from Mary Lou Keen, the AGTA Trade Show Manger, also helped Donna select this venue as an annual show.

In fact it was in Tucson, that she came across a table displaying 18th-century Chinese gaming chips made of mother of pearl. The dish of beautifully carved pieces inspired Donna. "I picked up a few and made two or three pins with them," says Chambers.

The reaction to these unique pieces was so strong that Chambers spun her discovery into her signature jewelry line. She uses the traditional gaming chips in all shapes: round, oval, triangular, marquise, square; in any number of unique settings, including rings, necklaces, pins and earrings.

Most of the chips were made from 1736 to 1796, during the Ch'ing Dynasty, under the reign of the philosopher emperor Ch'ien Lung. However, the chips are more representative of the British "gambling craze" in the 18th century. The chips were imported as gambling counters. Wealthy British families



would commission carved chips from Chinese artists with their family crest in the center and the outer edges engraved with flowers, butterflies, pagodas or geometric designs. The chips' shapes signified the owner's amount of wealth. The exquisitely beautiful counters were transported to England after the British were ousted from China for perpetuating the Opium War.

Chambers has long been an admirer of David Yurman. To her surprise he was familiar with her work as well. Yurman urged her to begin working with colored gemstones. Her contemporary design and use of color make the one-of-a-kind pieces come alive. Chambers buys the chips from several English antique dealers, combining them with colored gemstones, and then her process begins with a building technique. Each piece is individually hand-fabricated. With the use of channel wire, round wire, flat plate, and patterned tubing, Chambers builds the wire work which is the foundation of each piece. After the wire work is built, the piece is pre-polished and then her signature technique of pearling is added to bring each piece to life. Each pearl is picked and strung on wires which are skillfully burned down one by one creating that signature Donna Chambers look. Each piece is stamped with the Donna Chambers DC logo and is accompanied by a Certificate of Authenticity which tells the history of the antique Chinese gambling chip and guarantees its authenticity.

Donna Chambers, Gilberto McFarlane and Gail Chambers Redd have spent almost 30 years together developing the Donna Chambers Collection. Donna creating and making the samples and one-of-a-kind pieces, Gilberto, a second generation jeweler, has the masterful job of producing their quality product. Donna's sister Gail is the master of putting the pearl patterns together. "We are the Dream Team."

Chambers has started working with silver, and will be unveiling her new designs at AGTA GemFair™ Tucson. Chambers says, "As a designer you have to be flexible-willing to bend. It has been a different journey working with the new metal and becoming accustomed to it." Chambers intends to expand this line with different colors, shapes and textures from the show, and to keep it affordable. Chambers feels that jewelry now needs to be multi-functional and for every day use.

"A woman can always wear pearls, and I am feeling really good about my silver."

Chambers loves working with chocolate pearls, blue topaz and pink tourmaline. She is also using strands of pearls with diamond-cut gemstone beads. "By adding an enhancer that the wearer can mix- it's really hot!"

Chamber's fine jewelry collection has been carried by major department stores such as Bloomingdale's, Fortunoff's, Saks Fifth Avenue and Na Hoku, as well as at jewelry chains from coast to coast. Pieces of Chambers jewelry have been shown at the Smithsonian Institute and the Boston Museum of Art.

To learn more about Donna Chambers, visit her at AGTA GemFair™ Tucson and www.donnachambersdesigns.com. ▲

Photos by Azad Photography. Images from left to right:
 14K gold pin/pendant featuring gambling chips and cultured pearls
 14K gold ring featuring gambling chip and diamonds
 Sterling silver enhancer featuring gambling chips, amethyst and cultured pearl strand.
 14K gold cross pin/pendant featuring gambling chips, cultured pearls, citrine and peridot
 Sterling silver enhancer featuring gambling chips, rose quartz/amethyst cultured pearl strand and pink tourmaline beads
 Sterling silver enhancer featuring sand blasted black onyx.



FORMER AGTA PRESIDENT SHIRE PASSES



The Members of the American Gem Trade Association join the entire jewelry industry in mourning the passing of Maurice Shire. Maurice was a founding father of the AGTA and served for many years on our Board of Directors and as our President from 1987 to 1988. Maurice was a tireless advocate of ethics and professionalism; he was a man who displayed unbridled passion for his gemstones, his friends and his family.

Please allow us to share the following remarks that Maurice's daughter Monique expressed at services.

"Maurice Shire was born in New York on July 9, 1923. He spent the first half of his formative years living in the United States and the second half in France. Thus he always fancied himself a true Francophile. He was always quick to remind us that July 9 falls equally between July 4 and July 14, Independence Day for the U.S. and France, respectively.

Maurice was educated in France at L'Ecole de Travail, an ORT school

that taught him the manual trade of making jewelry. By the good graces of scholarship he was able to get the education that would set his path for life and true to his character, he would go on to live the quintessential ORT success story.

About 10 years ago, he was asked about what motivated him to be involved with Bramson ORT here in NYC. He said, "It was a natural thing to come back to ORT. It's helping a cause I believe in, of which I was a beneficiary." His first gift, a \$500 scholarship to the ORT Ecole de Travail, spearheaded his 40-plus years of involvement in the American ORT Jewelry Industry Chapter. He was one of the original four core members, served as Chapter President in the early 1990's and continued to serve on the Jewelry Chapter Board until 2001. He always told us that he supported ORT so that kids like him would have an opportunity to learn a manual trade and be able to support themselves and their families.

During his years at ORT, Maurice learned the skills that would land him jobs at prestigious jewelry giants such as Harry Winston, Van Cleef and Arpels and later to become a successful entrepreneur.

In 1939 at the age of 16, he was living in Paris and saw an ad in the paper indicating that President Roosevelt was sending a ship to pick up American citizens and bring them to safety in the U.S. With the blessing of his mother, he came alone. His sister was too young to leave her mother and his mother was not an American citizen. It must have been on that trip that he vowed to someday provide a better life for

his own family. Always motivated by a challenge, he worked hard, saved money and eventually made it possible for both his mother and younger sister to join him in New York.

During World War II he served in the U.S. Army. It did not take long for his bilingual abilities to be tapped and he was offered an opportunity to serve in the OSS (Office of Strategic Services the predecessor to the CIA). In this capacity, he served in France acting as a liaison between the French Underground and General Patton's Third Army Headquarters. In 1986, he was awarded the French Legion of Honor Medal, the highest decoration in France, for his military service.

His first job in New York was with Harry Winston where he worked at the bench. He later went on to work as an assistant buyer and jewelry appraiser at Van Cleef & Arpels for six years and then ventured out on his own, founding Maurice Shire, Inc. in 1965.

In that year he was offered a true "opportunity of a lifetime." From 1965-1983, Dad oversaw the distribution of Sandawana Emeralds in the United States. It was a business arrangement as close to ideal as the product itself. Once every 10 to 12 weeks for over 18 years, he traveled to Paris where he bought the equivalent of a "sight" in Sandawana Emeralds, the most desirable emeralds in history.

It is no secret that Maurice loved the jewelry industry. It is also no secret that what Maurice loved more than the jewelry industry was his family. He and Mom were married for 56 years. We three kids were his pride and joy. He

was the kind of father that every child deserves. He was kind, generous and loving. He could also be strict, rigid and demanding. He taught us to work hard, be true to ourselves and to always give something back.



eyes on his grandson!

When the grandchildren started to arrive it was like icing on the cake. Danielle, Rachael and Ilana are the granddaughters he could not get enough of. And then came Evan – finally a boy to carry on the Shire name. Evan was born only weeks after his stroke. None of us will ever forget the date June 13, 2002. Maurice was released from rehab the day of Evan's bris. As soon as he entered the house, he asked "Where is the baby?" We explained that they baby was upstairs sleeping – knowing that he was in no condition to climb a flight of stairs. He responded, "I want to see him." The next thing we knew, with Franklin on one side and Robert on the other, he climbed the stairs just to lay

Maurice loved people. He was always joking. In the past several weeks as he was getting weaker, he was constantly visited by nursing home staff and residents. The steady stream of people shared stories of how likeable he was. To the very end, he was the same flirtatious Maurice. All the women loved him: nurses, aids and residents. He once wrote an article on pearls for one of the trade magazines. In it he was quoted as saying: "Pearls are like girls. Once you discover them, you never stop loving them."

Maurice's life was not an easy one. He was dealt a difficult set of cards, and yet

that never stopped him. Every day of his life he woke up and saw the glass as half full. How else could he have built a successful business, risen to the pinnacle of that industry, raised three kids in Scarsdale and sent them to private colleges. In the 25 years that we worked side-by-side, he taught me so much. He leaves us all with an important lesson to be learned: work hard, follow your dreams and don't let anyone get in your way."

The family has asked that in lieu of flowers that contributions be made to the following:

Bramson ORT
69-30 Austin St.
Forest Hills, NY 11375
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BRING ON THE BROWNS

By Lorraine DePasque, Contributing Editor

This year, if buying some new gemstone jewelry is on your to-do list—especially pieces that will complement many different outfits in your wardrobe—here’s our advice: Go brown.

Sounds dull? A bit drab? Actually, it’s just the opposite. Because the new browns are, as they say, “not your mother’s earth tones!” The warm and always-neutral palette of browns for 2010 is about cheerful, luminous, and often light-as-air in appearance. A perfect example is Tuscany, one of the top ten fashion colors for spring, according to the Pantone Color Institute. Leatrice Eiseman, executive director, explains, “In the past few seasons, we know that the brown tones have become so much more popular. Tuscany is a variation of the brown theme, but again, this is a light version for springtime.” Translation? It’s somewhere between sand and taupe—what fashion arbiters might deliciously call latte.

Speaking of fashion arbiters, Pat Tunsky, creative director for The Doneger Creative Group, an international trend forecasting company based in New York City, adds that, “This season’s beige-brown family often mixes three or four tones of neutrals on a single piece of clothing.”

And when it comes to jewelry this year, the same is true. Some of the best designers in the world are fearlessly combining different pale brown gems on a single piece.

When that single piece is a statement necklace, for example, the outcome is nothing short of sensational. Tunsky’s colleague at Doneger, David Wolfe, says, “For spring/summer, the statement necklace is the ‘It’ accessory—and in all variations.” Tunsky says that the new neckline in clothing for 2010 spotlights the collarbone, “something we haven’t seen in many years,” says Tunsky.” So not only does this make it a great year for necklaces but also for long earrings, as the fashionably exposed collarbone won’t fight a dramatic dangling drop.

Major fashion designers are showing a lot of statement necklaces for the upcoming seasons, notes Wolfe, but also big bangles and cuffs. The thing to remember, he points out, is that “2010 is about all about dressing up but not being overdressed,” and the new understated brown palette plays perfectly with this in-vogue subtle style. Indeed, part of the beauty of the new buoyant brown gems is the range of precious stones available and, subsequently, the range of prices for the jewelry. Overall, one of the fastest growing trends has been in the quartzes, which are being used in many affordable



1.



2.



3.



4.



5.



6.

1. Fancy colored rough diamond necklace by Todd Reed
2. Boulder opal earrings by Alex Sepkus
3. Brown zircon ring by Ricardo Basta
4. Champagne and yellow diamond earrings by Manak Couture
5. Champagne diamond ring by Kamofie
6. Brown pearl brooch by Mayfields, Inc.

collections. One of the most trending gems is smoky quartz, available in shades from champagne to whiskey to cognac. Agates, too, are part of the quartz family and, over the past year, agate-focused designs are popping up everywhere. The general name for these stones is chalcedony and chalcedony quartz sometimes has patterns that you may never before have seen—some even look like miniature landscapes found in nature! For example, moss agate. However, if you're more the glitzy type who tends to be drawn to sparkle, there's always brown or beige druzy agate, which is literally covered with tiny sparkling crystals. It's very unusual and, whenever you wear it, you can be sure people will ask about it.

All of that said, one of the most popular quartzes has been rutiled quartz—and it shows no signs of slowing down, as it is also a favorite of young Hollywood. It's clear crystal quartz with arrays of golden or reddish brown needle-like neutral inclusions inside it. The needles contribute to the gem's unusual beauty.

Admittedly, some women may be a bit wary—at least, in the beginning—of the more unorthodox new browns. If you fall into this category, here are two other fashion favorites, growing increasingly popular every day: natural brown diamonds and natural brown pearls. Diamonds and pearls traditionally appeal to the more traditional among us but, this year, thanks to the excitement over “the new browns,” they never looked so unconventional! For one thing, brown diamonds are everywhere—but, remember, these effervescent gems are not usually called brown. Try champagne or cognac or chocolate. The same goes for pearls. They're not always referred to as brown pearls but, instead, chocolates and, for the lighter brown-undertone ones, goldens and peaches.

Keeping with the fashion-forward style, be sure to look into the tawny-toned rough-cut diamonds, which typically come in an array of brown hues, from the lightest of tan to the darkest of cocoa. But if you desire that clearer faceted look and perhaps at a lower price, consider zircon, a gem that's been around for ages but which, lately, is a favorite of some of the best jewelry designers. Its fiery brilliance can rival any gemstone and the relative affordability of its elegant earth tones clearly is contributing to its steadily growing popularity.

On a final note, if you love fashion and all its innovations, be open to new jewelry designs where the brown gems are set in rose gold or high-karat yellow gold, not just 18 karat but 21-, 22-, and 24 karat. The overall effect of a luminescent brown gem set in these rich-toned golds is elegantly understated wearability. Think of smoky topaz or champagne diamonds set in rose gold: It's an almost neutral look but with pop, pizzazz, and panache.

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RED CARPET GLOBETROTTERS SHINE IN COLOR

By Deborah Yonick

A humble Hollywood, in the wake of the devastating earthquake in Haiti, toned down the bling for the 67th Annual Golden Globe Awards Jan. 17 in Los Angeles. It was simple elegance, with the mode of accessory a signature jewel—mostly earrings, and some really great bracelets and rings. Memorable statement pieces were set with vivid color gemstones and pearls against jewel tone gowns that favored shades of purple, blush and champagne nudes, and classic black.

Standout jewelry choices flashed beautiful color that either popped against neutral gowns or created monochromatic looks. Large drop, multi-tier dangle and tassel style earrings were prevalent, as well as wide bracelets and bold rings.

The beauty of gemstones, notes Douglas K. Hucker, CEO of the AGTA, is in the range of colors, types, and prices that exist. “Celebrities on the red carpet who choose gem-set jewelry celebrate their unique personalities and approach to fashion with confidence.”

Expect red carpet trends this season to focus on simple elegance and singular statement pieces—with color an important element in expressing personal style.

Images from top to bottom:

Kate Winslett in sapphire and diamond platinum earrings by Tiffany & Co. (StarTraksPhoto.com, Courtesy PGI-USA)
Courtney Cox in black sapphire earrings by Lorraine Schwartz (Hollywood Foreign Press Association)
Maria Menunos in a ruby ring by J. W. Currens, Inc. (Hollywood Foreign Press Association)



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